10 Artificial Intelligence in Marketing: A Systematic Review of Future Research Directions

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Abstract

While artificial intelligence (AI) has evolved from an experimental technology to a conventional element of marketing practice, knowledge in the academic field is still fragmented in terms of bibliometric analysis, concept mapping, and experimentally based studies. This paper provides a protocol-based systematic literature review of eight peer-reviewed studies that have been conducted in 2019-2024 and is complemented by data from surveys done by McKinsey & Company in order to provide an insight into existing knowledge on AI in marketing and indicate directions for future research. The work uses PRISMA 2020 guidelines and SPAR-4-SLR methodology in order to code each study in terms of design, scope, and contribution and map ten research themes identified in the existing literature on AI in marketing and sales to the planning, strategy formulation, and action stages of marketing planning. It was found that regular usage of generative AI in marketing and sales increased from 14% to 42% between April 2023 and July 2024, that major research themes focus on consumer insight, relationship, and performance while ethics, institutional, and labour issues have been proposed only as possible avenues for future research, and that revealing a chatbot identity can reduce purchase rates by 79.7%.

Keywords: Artificial Intelligence, Marketing, Systematic Review, Generative AI, Consumer Trust, Research Agenda.

Introduction

Marketing has always been reliant on customer information, competitor information, and situational information, and the advent of AI has helped automate, speed up, and even replace in some situations, the process of turning this information into a decision. Davenport et al. (2020) suggested that AI will impact marketing strategy, customer behavior, and the customer experience, and this has been verified by the subsequent literature. The economic scale is quite impressive. According to McKinsey, generative AI alone has the potential to increase the

economy by an equivalent of US$2.6 to US$4.4 trillion a year for 63 use cases analyzed, where 75% of the economic benefit will come from customer operations, marketing and sales, software engineering, and R&D (Chui et al., 2023).

Consequently, academic work has increased as well. For instance, Verma et al. (2021) analyzed 1,580 publications published between 1982 and 2020 using bibliometric, conceptual, and intellectual network analysis. Vlačić et al. (2021) reviewed 164 journal articles indexed in Web of Science and Scopus. Mustak et al. (2021) used natural language processing and machine learning techniques to uncover ten prominent research topics, and Mariani et al. (2022) synthesized AI research in marketing, consumer research, and psychology. The aforementioned reviews vary in terms of scope, methodology, and terminology; therefore, a researcher seeking a unified account of the knowledge that exists and what remains to be discovered will find himself or herself confronted with a fragmentary landscape. Practice has even exceeded the theory because the generative AI revolution of 2023 and 2024 provided capabilities for generating text, images, and conversational content that existing frameworks did not fully predict. Research agenda for generative AI in marketing has emerged only recently (Kshetri et al., 2024).

The paper thus investigates four research questions. RQ1: How do the designs, scopes, and contributions of recent reviews and frameworks regarding AI in marketing look like? RQ2: Which themes prevail in the literature, and how can they be aligned to the phases of the marketing planning cycle? RQ3: What is disclosed about adoption and consumer reaction by secondary evidence through industry surveys and field experiments? RQ4: What research directions arise due to the uncovered gaps? Contributions of the paper include an evidence-based synthesis that is based on a protocol; an innovative alignment of established themes within a strategy-oriented framework; a data-based comparison of academic research and industry adoption; and an agenda of research directions paired with research questions and designs.

Conceptual Background

According to Huang and Rust (2021), AI can be described as the ability to imitate human abilities using computing machines. Huang and Rust categorize intelligences into three levels depending on how hard it is for AI to tackle each: mechanical AI (easiest to tackle), thinking AI, and feeling AI (the hardest to tackle). These intelligences have been incorporated into a three-step planning process consisting of market research, market strategy (segmentation, targeting, and positioning), and market action. Since this process is well known and explicitly strategic, it has been adopted as the organizing framework for themes and gaps.

The complementary approach provided by Davenport et al. (2020) is based on the consideration of intelligence level, task type, and embedding into

ISBN: 978-93-49468-03-0

digital/robotic AI. The main implication of the framework is the heterogeneity of impacts caused by the usage of AI technology: the effects on marketing are different depending on whether the task performed with the help of technology is back-office analytics task or a customer-facing conversation with the AI. An example of the consumer-side implication is the work of Luo et al. (2019) demonstrating that customer reaction depends both on the performance of AI and the fact that it is an AI. In combination, these papers show that the consideration of AI in marketing should be done from the perspective of all three aspects discussed above, and they provide the framework for the review.

Methodology

- **Design and Protocol**

The research is a systematic review of reviews and frameworks supported by secondary data triangulation. The rationale behind systematic review methodology, as well as its principles of transparency and replicability, is based on Tranfield et al. (2003). Reporting is performed based on the PRISMA 2020 Statement (Page et al., 2021) in those aspects applicable for this kind of review, and the procedures used adhere to the SPAR-4-SLR method of assembling, sorting, and evaluating the literature (Paul et al., 2021). This is an intentional decision to conduct a review of reviews. As mentioned before, the biggest review in the field has already screened 1,580 papers (Verma et al., 2021), and hence, a re-scrutiny of this set of records will be redundant; rather, the synthesis of the results from the most developed reviews and frameworks, as well as an identification of the limits reached by these, answers the question about the next step more effectively. According to Snyder (2019), there are different approaches to conducting review and should correspond to its aims.

- **Eligibility Criteria**

The protocol is summarized in Table 1 below. The research studies that were included in the review were those that had been peer-reviewed, had discussed AI in the marketing environment, and were either systematic reviews of literature, development of the conceptual model, or had conducted the field experiment on consumers. Practitioner surveys were not considered academic sources.

Table 1: Review Protocol and Eligibility Criteria

Criterion	Inclusion	Exclusion
Source type	Peer-reviewed journal article	Blog posts, trade press, unreviewed preprints
Topic	AI applied to marketing, consumers, or customer management	AI studies with no marketing context
Design	Systematic or bibliometric review, conceptual framework, or field experiment	Opinion pieces without framework or data

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Period	Published 2019 to 2024	Outside this period
Language	English	Other languages
Secondary Data	Recurring cross-industry survey with marketing and sales items	Vendor surveys without stated sample or method

Note. Protocol adapted from PRISMA 2020 (Page et al., 2021) and SPAR-4-SLR (Paul et al., 2021).

- **Identification and Verification**

Identifying articles involved strategic searches on publisher websites (ScienceDirect, SpringerLink, Wiley Online Library, and INFORMS PubsOnLine) and open-access institutional repositories in October 2026. Keywords used included artificial intelligence, marketing, systematic review, framework, research agenda, and generative AI. Bibliographic information was cross-checked from the respective sources. Eight articles meeting the requirements became part of the analytical corpus, as depicted in Table 2. The McKinsey survey series was utilized to analyze adoption rates since the reports contain marketing and sales statistics in similar language over three rounds of surveys.

- **Coding, Analysis, and Data Handling**

Four properties were assigned to each study: year of publication, type of research, scope or sample, and key contribution. Using the three decision rules described below, the ten themes identified by Mustak et al. (2021) were then aligned with the phases of research, strategy, and action introduced by Huang and Rust (2021). A theme was classified as research if its target is to understand markets and customers; as strategy if its target is positioning, performance, or strategic direction; and as action if its target is customer-oriented delivery, brand management, or relationship management activity. Numerical data were assembled precisely as stated in the source references. Any derived figures include only the simplest calculations, such as percentage point differences, ratios, and an index where the unnamed chatbot condition amounts to 100. Graphs were generated automatically from the tabular figures such that every plotted number has a source in a table.

Two shortcomings of this approach ought to be noted. The coding was based on title, abstract, and stated contributions from the articles, and for the industry data, on published survey text and exhibits. Full-text coding of all studies is a logical next step. Additionally, the coding was done by one researcher, and the stage mapping presented in Table 3 is a hermeneutic effort, not a reliable tool.

Table 2: Studies Included in the Analytical Corpus

ID	Study	Design	Scope or Sample	Principal Contribution
S1	Luo et al. (2019)	Field experiment	More than 6,200 customers; six conditions	Chatbot disclosure cuts purchase rates by more than 79.7%

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S2	Davenport et al. (2020)	Conceptual framework	Intelligence level, task type, embodiment	Framework for how AI changes marketing
S3	Verma et al. (2021)	Bibliometric review	1,580 papers, 1982 to 2020	Performance, co-citation, and Louvain-cluster sub-themes
S4	Vlačić et al. (2021)	Systematic review (MCA)	164 articles, Web of Science and Scopus	Agenda on adoption, ethics, institutions, labour
S5	Mustak et al. (2021)	Topic-modelling review	Extant AI-in-marketing literature	Ten research themes and agenda
S6	Huang and Rust (2021)	Conceptual framework	Mechanical, thinking, feeling AI	Three-stage strategic planning framework
S7	Mariani et al. (2022)	Systematic review	Marketing, consumer research, psychology	Bibliographic-coupling map; theory cross-fertilisation
S8	Kshetri et al. (2024)	Conceptual agenda	Generative AI in marketing	Applications, opportunities, challenges, agenda

Note. Scope descriptions are taken from the cited abstracts. MCA = multiple correspondence analysis.

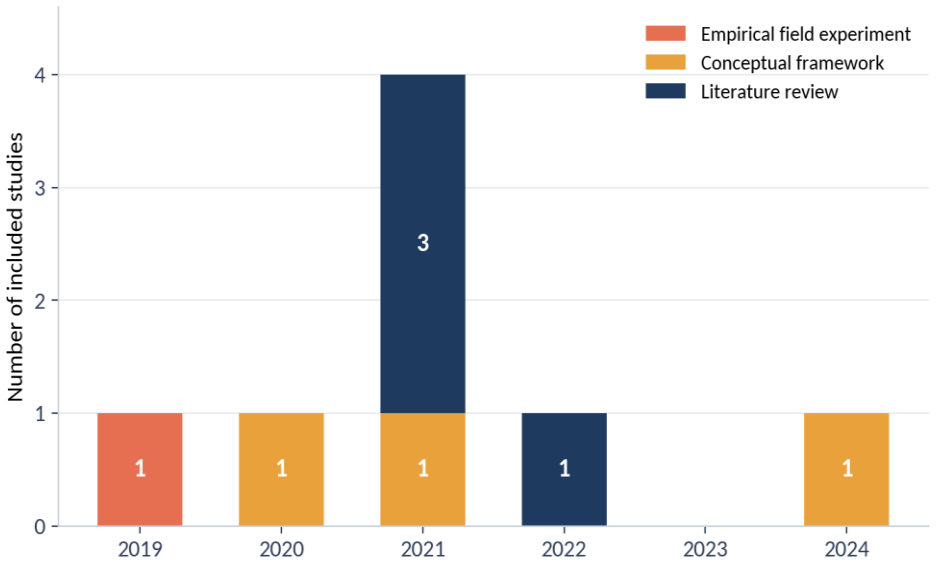


Figure 1: Included Studies by Publication Year and Design

Note. Source: author's coding of the corpus in Table 2.

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Findings

- **Profile of the Evidence Base (RQ1)**

Four of the works are literature reviews, three of them are conceptual frameworks, and one is a field experiment (Figure 1). It turns out that half of the works (four out of eight) were published in 2021 and hence the speed of development of the review literature was very fast after the first wave of application of AI to marketing. In particular, the four literature reviews do not employ the same method of analysis: Verma et al. (2021) employ co-citation, co-occurrence, and Louvain clustering; Vlačić et al. (2021) employ multiple correspondence analysis; Mustak et al. (2021) use topic modelling; and Mariani et al. (2022) use bibliographic coupling. Moreover, the scale of the underlying corpora is also quite different: the bibliometric review employed 1,580 papers while the curated review only 164 articles.

The second important characteristic of the corpus concerns the evidence type. There is only one field experiment with random assignment (Luo et al., 2019) among the eight studies. The reviews cover topic mapping, the frameworks conceptualise, and the rest of the empirical claims on performance are made based on surveys among practitioners. This composition is crucial to understanding the agenda presented below because it suggests that the area is better equipped at explaining AI in marketing than demonstrating its impact.

- **Thematic Structure (RQ2)**

Theme to planning mapping is provided in Table 3. The corresponding theme distribution is shown in Figure 2. There are three themes mapped to the research stage, three mapped to the strategy stage, and four mapped to the action stage. The emphasis on the action stage correlates with the relationalisation advantage identified by Huang and Rust for feeling AI, since four themes relate to brand, trust, loyalty, innovative services, and customer relations, all of which are customer facing.

The more interesting finding, however, is an omission. Among the ten themes found dominant, there are no ethics, privacy, institutional support, and workforce change themes. And yet this is exactly what Vlačić et al. discuss when they speak about the adoption, implementation, and acceptance of AI technology, about the importance of data protection and ethics, about the issue of institutional support, and about the revolution of the labour market and marketing competencies. Comparison of the two literature reviews is not conclusive as they employ different methods and corpora, but one can conclude that there is a clear trend towards research clusters on consumer insight and performance, while governance and human capital issues are relatively understudied.

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Table 3: Mapping of Mustak et al. (2021) Themes onto the Marketing Planning Cycle

No.	Theme	Stage (Coded)	Coding Rationale
1	Understanding consumer sentiments	Research	Object is understanding customers
2	Industrial opportunities of AI	Strategy	Object is strategic opportunity
3	Analysing customer satisfaction	Research	Object is understanding customers
4	Electronic word-of-mouth-based insights	Research	Object is market insight
5	Improving market performance	Strategy	Object is performance
6	Using AI for brand management	Action	Object is brand delivery
7	Customer loyalty and trust	Action	Object is customer-facing outcome
8	AI and novel services	Action	Object is service delivery
9	Improving customer relationships	Action	Object is relationship activity
10	AI and strategic marketing	Strategy	Object is strategic direction

Note. Themes from Mustak et al. (2021); stage framework from Huang and Rust (2021). Coding is the author's own.

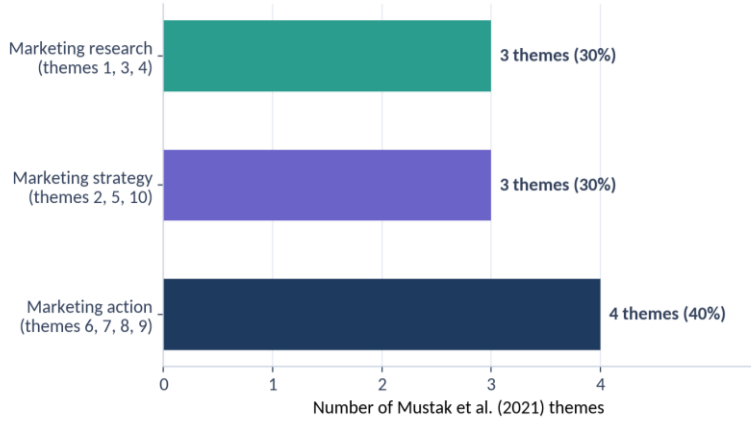


Figure 2: Mustak et al. (2021) Themes Mapped to Marketing Planning Stages

Note. Source: author's coding (Table 3); themes from Mustak et al. (2021).

- **Adoption Evidence from Industry Surveys (RQ3)**

This is reflected in Table 4 and Figure 3. Between April 2023 and July 2024 survey waves, the portion of the respondents who reported regular use of generative

AI across at least one business function increased from 33% to 71% (McKinsey & Company, 2023, 2024, 2025). Over the same period, the use of AI in marketing and sales grew from 14% to 42%, tripling and adding 28 percentage points to the portion. McKinsey & Company (2024) reported that the use of AI in marketing and sales experienced the biggest growth among all functions during 2023 and the first half of 2024 and that two of three use cases used by 15% or more of the respondents occurred in marketing and sales.

Adoption in marketing and sales is uneven among sectors according to Figure 4. In the wave of July 2024, 55% of technology respondents adopted the solution regularly compared to 49% of professional services respondents, 48% of advanced industries respondents and an industry average of 42%. Adoptions have risks as well as 44% of the respondents in the early wave of 2024 indicated that their organisation encountered at least one negative impact from using generative AI. There are three limitations to note here; first, the data comes from respondent self-report, second, the samples from the three waves were different in number (n = 1,684, 1,363, and 1,491) and third, the survey does not distinguish between causal impacts on marketing performance.

Table 4: Reported AI Adoption in Organisations (% of Respondents)

Indicator	Apr 2023	Feb-Mar 2024	Jul 2024	Change (pp)
Gen AI, at least one function	33	65	71	+38
Gen AI, marketing and sales	14	34	42	+28
Any AI, at least one function	55	72	n/a	+17 (to early 2024)
Survey sample (n)	1,684	1,363	1,491	n/a

Note. Data from McKinsey & Company (2023, 2024, 2025). Change is the difference between first and last available wave; n/a = not reported in the sources used.

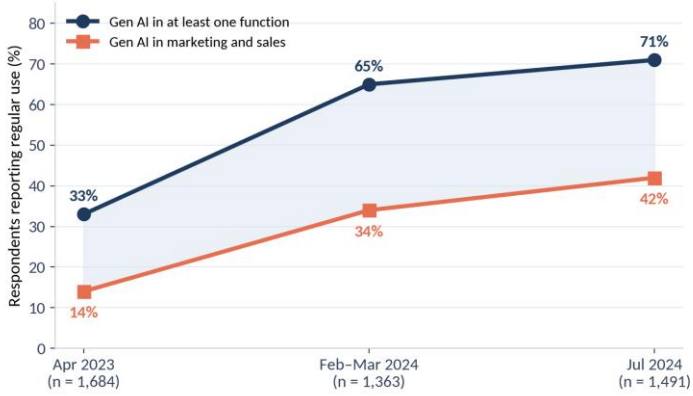


Figure 3: Regular Generative AI use in Organisations, 2023 to 2024

Note. Source: McKinsey & Company (2023, 2024, 2025); values in Table 4.

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Figure 4: Regular Generative AI Use in Marketing and Sales by Industry, July 2024

Note. Source: McKinsey & Company (2025), n = 1,491.

- **Consumer Response Evidence (RQ3)**

The causal evidence of consumer reaction in the experimental field research of Luo et al. (2019) is particularly significant. More than 6,200 customers of a financial services firm were randomly exposed to either outbound sales calls conducted by chatbots or humans under six conditions. An anonymous chatbot was equally effective as skilled humans and around four times more effective as unskilled humans in creating sales. However, when the chatbot identified itself before engaging into the conversation, the purchase rate decreased by more than 79.7% (Figure 5). This penalty was linked to customers considering the chatbot less knowledgeable and empathic. The late identification timing and previous experiences with AI reduced the effect.

There is an interesting conflict here between the practice and regulations of AI. On one hand, disclosure negatively affects conversion in the short run, but on the other hand, current regulations tend to require increased transparency in AI (European Union, 2024). For instance, the Artificial Intelligence Act of the European Union has transparency requirements for some classes of AI systems which interact with humans directly. It is an open empirical question whether disclosure penalties are persistent as users acquire experience with AI and whether there are differences among various intersect.

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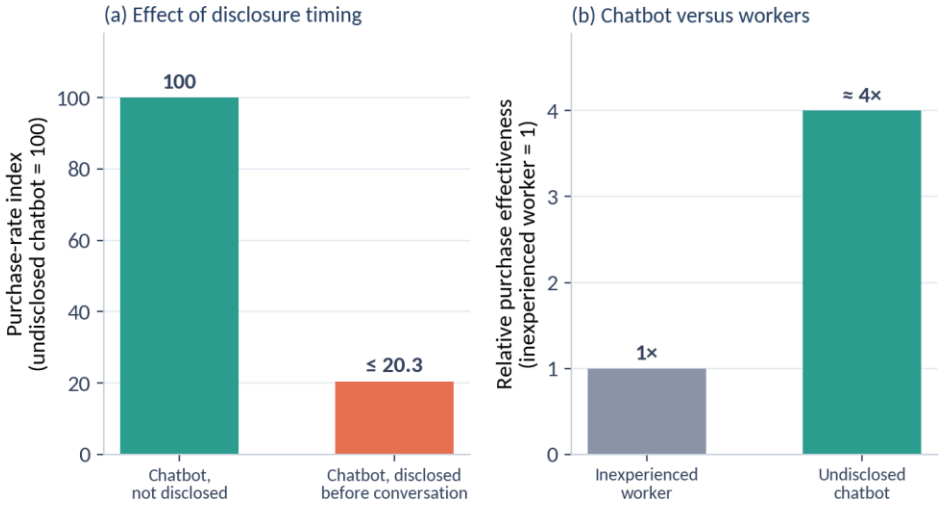


Figure 5: Effect of Chatbot Disclosure on Customer Purchases

Note. Source: Luo et al. (2019). Panel (a) index derived as 100 minus the reported decline of more than 79.7%, so the bar shows an upper bound. Panel (b) is approximate, derived from the reported four-times ratio.

Synthesis of Research Gaps (RQ4)

Cross-referencing the evidence from the profile, thematic, adoption, and consumer categories leads to the identification of six gaps. First, causal evidence regarding the impact of generative AI on performance is weak: there is one randomized field experiment in the corpus, while the large value and adoption numbers have been derived based on survey responses and modeling. Second, transparency and trust have remained issues due to the uncharted nature of the disclosure penalty found by Luo et al. (2019). Third, generative AI has spread faster than its academic interpretation; Kshetri et al.'s (2024) agenda is new, and most literature reviews in the corpus have been published before the 2023 generative revolution.

Fourth, governance, data protection, institutional support, and workforce skills have been suggested as proposed paths in Vlačić et al. (2021), but not as themes in Mustak et al. (2021). Fifth, Mariani et al. (2022) argue for theory integration through cross-fertilization between marketing, consumer research, and psychology, as well as the need for neglected issues research. Sixthly, evidence related to context is very scanty. The largest increases in the use of AI were reported in Asia Pacific and Greater China by McKinsey & Company (2024), but the abstracts of the reviews that have been included here lack information about regional analyses.

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Future Research Agenda

The six gaps are translated into directions, research questions, and design choices through Table 5, and mapped into the Huang and Rust (2021) grid of AI intelligence and planning stage through Figure 6. Directions have been synthesized by the author through these gaps instead of being provided from any source directly.

Table 5: Future Research Directions, Illustrative Questions, and Designs

ID	Direction	Illustrative Research Question	Suggested Design
D1	Transparency and trust	How do disclosure timing, product risk, and AI experience jointly affect long-run purchase and complaint behaviour?	Multi-condition field experiments with longitudinal outcomes
D2	Generative content authenticity	Does perceived machine authorship change brand authenticity and equity, and does human review restore it?	Online experiments; brand-tracking panels
D3	Causal performance evidence	What is the incremental effect of AI-driven marketing on revenue after controlling for budget and channel changes?	Staggered rollouts; difference-in-differences
D4	Ethical governance and privacy	How do data protection rules and institutional support shape adoption and legitimacy?	Cross-country comparative and mixed-methods studies
D5	Human-AI collaboration	How do marketers divide tasks with AI, and which competencies gain value?	Task-level observation; skills-demand analysis
D6	Context-sensitive adoption	What enables or blocks AI adoption in emerging-market firms and small enterprises?	Multi-case and survey research with regional samples

Note. Directions are the author's synthesis of the gaps identified in Section 5.

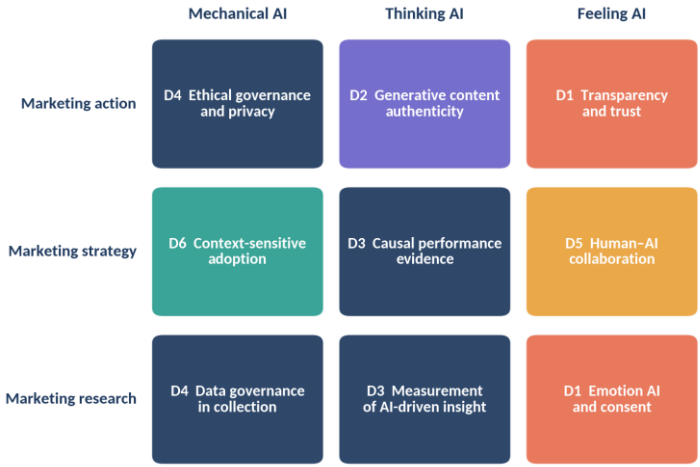


Figure 6: Future Research Agenda Positioned on the Huang and Rust (2021) Grid

Note. Source: author's synthesis (Table 5); grid from Huang and Rust (2021).

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Direction D1, transparency and trust, is the most immediately testable. Studies could build on the work of Luo et al. (2019) to cross-test the interaction effects of disclosure timing, product risk, consumer experience with AI technologies, and type of the disclosure message, while using long-term metrics such as customer repurchasing and complaint rates as opposed to conversion in a single call. In the context of emotional interpretation by feeling AI, this direction will include the issue of consumer consent because when customers understand how emotion-sensing marketing works, they agree to it.

Direction D2 has to do with the authenticity of the generative content. Given that generative technologies have been generating copy, images, and conversations in bulk, brand management scholars need to look into the issue of the impact of the knowledge about the origin of the content and human curation on the perception of its authenticity and creativity, and brand equity. In regard to Direction D3, marketing scholars need to look into causal evidence of the performance.

Direction D4 discusses governance and privacy. Research should be done on how data protection responsibilities, algorithm bias, and organizational support impact the uptake and acceptance of AI in marketing, which are the areas suggested by Vlačić et al. (2021). Direction D5 relates to cooperation between humans and artificial intelligence as well as the necessary workforce competencies, such as task delegation with AI in marketing, new skills in demand, and role redesigning by organizations. Direction D6 suggests conducting context-specific studies in the area of AI adoption in emerging markets and SMEs, as the current research is conducted in different environments.

Discussion and Implications

This paper provides some support to a more tempered interpretation of the AI-in-marketing story. The practice of deploying AI is happening fast, and the economic figures are big, but the linkages between AI deployment and performance are weaker than the rhetoric suggests. In terms of theory, the findings suggest that the consumer-psychology literature such as Mariani et al. (2022) should be integrated with the strategic framework offered by Huang and Rust (2021), such that researchers would have to clearly define both the type of AI intelligence employed and its consumer perception. For marketers, the Luo et al. (2019) finding suggests that timing and framing of AI disclosure are strategic choices, not afterthoughts for compliance, and the high proportion (44%) of negative impacts recorded in McKinsey & Company (2024) calls for matching deployment with risk management.

For regulators and educators, the relative paucity of governance and workforce issues suggests that the issues being addressed by regulation and curriculum development are not those being researched sufficiently well. Addressing the gap would entail cooperation among marketing, information systems, law and psychology scholars, consistent with the cross fertilization proposed by Mariani et al. (2022).

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Limitations

The literature review contains five limitations. First, this literature review is a review of reviews and frameworks; therefore, it incorporates the biases from the synthesized studies and could be supplemented by a primary database search for full screening. Second, the body of eight articles is rather small on purpose and does not account for every contribution to the field. Third, coding was done by one person based on the titles, abstracts, and existing reviews of articles. Fourth, industry data is self-reported and obtained through different surveys. Finally, the field develops rapidly, and any data published after October 2026 might change the perspective on the topic, especially about the generative and agentic AI.

Conclusion

AI has now become an established marketing capability, with generative AI usage in marketing and sales becoming three times more frequent in just about fifteen months according to an industry survey series. While the literature has responded by offering review studies and conceptual frameworks, it has provided less causal evidence and less consideration for governance and workforce issues relative to the adoption rates. Using existing literature themes and linking them to strategic planning, while also using adoption and field experiment data to triangulate those themes, this paper concludes that six areas are priority areas for marketing researchers: transparency and trust, generative content authenticity, causal performance evidence, ethical governance, human-AI collaboration, and contextualized adoption. These research streams can be pursued using experimental, longitudinal, and contextualized designs in order to take the literature on AI in marketing beyond its descriptive stage.

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