

A Conceptual Framework Integrating Artificial Intelligence in Marketing

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Abstract

The field of marketing is being transformed by Artificial Intelligence (AI). It is redefining how firms relate to their customers, strategize and respond to the market forces. The multitude of data can be leveraged by the marketers more readily and cost-effectively, optimizing customer experience, predicting trends in the market and making accurate and data-driven decisions. This article evaluates the journey of artificial intelligence in marketing from a primitive proxy system to a complex ensemble intelligence model. The paper further explores the emerging important role of Explainable AI (XAI) in entrepreneurial innovation and developing resilient organizations. Another issue addressed in the paper is the two-sidedness nature of AI and in particular Generative AI (GenAI) as an opportunity as well as a threat to companies. On the one hand, AI promotes personalization and efficiency through the power of prediction, yet it raises concerns regarding ethical, legal, and social dilemmas in its use. This necessitates a reconciliation of AI based technological innovation with ethical considerations, transparency and inclusiveness. This will open the door to the long-term and sustainable implementation of AI on the business paradigm.

The paper presents a conceptual framework for implementing AI in marketing. The given framework enables the incorporation of AI into business at various levels viz., micro-level in terms of its emphasis on the consumers and employees, meso-level emphasizing organizational processes and firm competencies and finally, macro-level, ensuring compliance with the societal norms and the needs of regulatory bodies. To sum up, this paper conceptualizes an integrated model that aligns AI strategies with the customer expectations, competencies of the firm and the bigger societal values in order to have a sustainable vision. The research highlights the fact that companies need to create a hybrid framework that relies on human-machine collaboration. This collaboration promotes the flexibility of organizations integrating with the consumer trust and ethical uprightness.

The paper concludes by presenting the implications of the study for the policy makers and the possible research areas that can be explored in future in this field. The policymakers need to focus on the dynamic regulatory structures that need to be in line with the fast-evolving AI technologies with underpinning motive of societal good thereby balancing innovation advantages with the overall interests of the society such as protection of rights of the consumers. The future success of the firms lies in the realization of the great transformational potential of AI, while also ensuring its responsible, transparent, and inclusive practices that foster

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sustainable development of the society. The ethical use of AI in marketing requires implementing AI into the marketing process that is conscious of innovation, strong and sustainable and considers ethics through a complex societal structure. This paper concludes by stating that the future of marketing is in the hybrid systems with the human and machine roles playing complementary roles, which are strategic and ethically oriented. This will help the firms to provide a high level of customer experiences and protect the well-being of society.

Keywords:

INTRODUCTION

The crossroads of Artificial Intelligence (AI) and marketing have led to the onset of a new era, which will radically transform the way companies interact with customers and knowledge management, as well as continuously remaining innovative in the increasingly competitive world. In the past marketing domain of business relied on human intuition, hand-based data analysis and canned communication. Under the new AI paradigm, however, marketers now have the assurance of advanced algorithms, machine learning applications and automation to make more data-based decisions, improve customer experiences and better predictive power of future market performance.

The initial implementation of AI in marketing was to perform more or less repetitive functionalities like customer segmentation, campaign operations and routine service queries. This position has altered drastically. Modern AI is an engine of strategic value generation, driving personalized marketing, predictive analytics, intelligent systems of recommendations, robots doing service and even creating creative content with the help of generative AI. Although AI has endowed marketing with many benefits viz., smoothening of processes, precision in market targeting, enhanced customers satisfaction, yet the use of AI is also marred with number of difficulties. Consumer trust has been partially damaged due to concerns about data privacy, algorithmic bias and the lack of transparency in

decision-making technology. The question of accountability, equity and inclusiveness also arise in the context of AI having a direct impact on decision-making or making autonomous decisions (Marvi, Foroudi, and Cuomo, 2025; Shankar and Yadav, 2020).

Although AI has now been at the core of modern-day marketing, the current studies are still disjointed in the technological, organizational, and ethical domains. Earlier research reports mainly characterize AI applications or summarize existing models and do not provide much theoretical progress. In this gap, this paper proposes a conceptual framework that expands on the theory and justifies how and why AI different orientations lead to marketing value at micro, meso, and macro levels. The paper aims at discussing the emerging important role of AI in marketing and knowledge management. It starts with a mapping of the history of AI in marketing, from simple work automation to sophisticated intelligent applications. This is followed by the concept of Explainable AI (XAI) and its ability to contribute to transparency, long-term viability, and trust in B2B services, followed by discussion on the concept of Generative AI and its two conflicting effects, as a means of creative personalization and an object of ethical concern. Based on sociotechnical systems theory, dynamic capability theory, and marketing value co-creation logic, the study re-conceptualizes AI in marketing as a dynamic governance-capability-trust system and no longer a technology in itself. This study further hypothesizes how the shift in AI to proxies and tools to ensemble AI recalibrates fundamental marketing

processes, customer trust building, company stability and social acceptance. The paper concludes by focusing on ethics, inclusiveness and governance in the context of AI, suggesting the need for the responsible use of AI in marketing, one that is balanced in terms of innovation, protection of consumers, and social good. The framework formally combines Explainable AI (XAI) and Generative AI (GenAI) as complementary, but tension-filled, mechanisms, and comes up with propositions that can be experimentally tested in the future. This paper thus, goes beyond descriptive synthesis to provide a theoretically-based roadmap of responsible, resilient and value-generating AI use in marketing.

Based on the review of literature, this paper presents an Integrated Conceptual Model of AI in Marketing that reflects such dynamics while also presenting propositions for empirical testing in future research in this area.

LITERATURE REVIEW

1. Evolution of AI in Marketing and Knowledge Management

Initial studies regarding the use of AI in marketing focused on automation and customization. Early works researched on consumer acceptance of technology (Davis, 1989), whereas subsequent studies had shifted focus to using AI in marketing from the firm's lens i.e., resources and capabilities utilisation and enhancement as discussed Resource Based View Theory (Barney, 1991). Studies that are more contemporary consider AI to be a subset of broader sociotechnical systems that combine human, organizational, and societal factors (Brynjolfsson and McAfee, 2017). Expanding upon this, Marvi et al. (2025) explain that the path of AI develops in three phases, which include proxy, tool, and ensemble stages that are guided by various theoretical views.

- Proxy AI (1950-2012): During this period, the primary replacement of human labor was

achieved through AI. They were also used as spam filters, rule-based chatbots, and general recommendation systems (Marvi et al., 2025). The main research thrust of studies during this period was focused on individuals accepting or de-accepting new technologies. Research was centred around Technology Acceptance Model (TAM) (Davis, 1989).

- Tool AI (2012-2018): This period of research focused on the application of AI in improving productivity, using AI to support decision-making and personalization and analytics. This period marked the adoption of RBV approach in businesses, which placed AI as a potential tool to enhance business efficiency and competitive advantage (Barney, 1991) by using AI-integrated tools like CRM platforms, targeted advertising and recommendation engines (Davenport et al., 2020).
- Ensemble AI (2019-Present): This phase integrated AI into contextual setting in terms of human, organizational and technological systems. This stage emphasizes sociotechnical theories and systemic perspectives. This shift is reflected through adoption of omnichannel platforms, predictive analytics and autonomous systems with help of machine learning and natural language processing (Marvi et al., 2025; Paschen et al., 2020).

Marvi et al. (2025) in his study presented five major clusters in AI studies. The research clusters underscore the changing consumer interactions, business processes and service delivery by AI, and present new challenges. These groups show the duality of AI as being a facilitator of consumer interaction and a source of ethical issues.

Table 1 : Key clusters in AI research

Research Cluster	Key Themes	Challenges/Risks
Anthropomorphism & Acceptance	Human-like AI, consumer trust, uncanny valley	Algorithm aversion, creepiness factor
Customer Journeys	AI across pre-purchase, purchase, post-purchase	Balancing automation and empathy
CRM & Personalization	Tailored offers, behavior prediction	Privacy leaks, bias risks
Service Robots	Robots in tourism, retail, hospitality	Human-AI interaction perceptions
Jobs & Personalization	AI's effect on work, trust, loyalty	Job displacement, over-personalization

Source: Marvi et al. (2025)

First one cluster is Anthropomorphism & Acceptance, which views AI as humanlike and can potentially affect consumer trust. This is because, AI that is too human can have flaws as well which may be uncomfortable and risky. There are risks such as algorithm aversion or creepiness factor as individuals often do not trust AI judgments or do not like overly human behavior. The second cluster is Customer Journeys and involves the integration of AI in the pre-purchase, purchase, and post-purchase areas, including a personalized recommendation, automated prompt checkouts or chat-based support. The key issue in this regard is the struggle between automation and empathy as excessive reliance on AI will dehumanize customers. The third cluster, CRM & Personalization, focuses on using AI to provide personalized offers and predictive analytics regarding customer relationships management, but poses threats of privacy breaches and algorithm bias. The fourth cluster, Service Robots, considers the role of robots in the tourism, retail and hotel sectors, in which perceptions of human-AI interaction will define the perception of robots to customers as something novel or something threatening. Lastly, the fifth cluster is jobs & personalization, which researches the effect of AI on the work process, trust and loyalty, and focuses on the implications of job displacement and the threat of excessive personalization, which can be disrespectful or

manipulative. These research clusters do highlight the idea that AI magnifies efficiency and personalization, yet, the issues of trust, privacy, empathy and social acceptance are still its key problems.

In current literature, AI in marketing is generally divided into proxy, tool, and ensemble phases. Although analytically useful, it is a classification that has not been theorized on the marketing part. This paper highlights that these phases are not only associated with maturity of technology but also with different forms of governance logic.

Proxy AI fits in with substitution logic, which is when technology substitutes the everyday human workforce and marketing is value-based on efficiency. Tool AI echoes the logic of augmentation, making AI at the firm level, which is in line with RBV. Ensemble AI represent the logic in the form of distributed agency wherein, value is created through interactions between humans, algorithms, data and institutions. These changing phases of AI integration in marketing, questions the fundamental assumptions about marketing in terms of authorship, accountability and relational exchange. The existing marketing theories have failed to clarify the issue of distributed agency and its impact on trust formation, as well as value co-creation in case

of decision-making power sharing with opaque algorithms, which is highlighted in this paper.

2. Explainable AI and Organizational Resilience

Explainable AI (XAI) is a possible solution to the problem of opaqueness of AI systems which can plausibly render the AI-led decisions more transparent and comprehensible. XAI uses fairness, accountability and clarity to improve adoption of AI in B2B environment, where trust and relationships based on sustainable future collaboration are of paramount importance (Olan et al., 2025). Past study conducted on 295 B2B service firms found that XAI not only enhances readiness to innovation, but also improves organizational persistence, adaptability and resilience in the wake of technological disruptions (Olan et al., 2025; Lengnick-Hall et al., 2011). XAI enabled the firms to remain flexible amidst the crisis like the COVID-19 because it was able to navigate easily between the entrepreneurial digital initiatives and the resilience strategies. It also encouraged social entrepreneurship as it provides small companies with opportunities to access higher-level capabilities, thus establishing equal competitive grounds for big and small players in the marketplace (Olan et al., 2025; Kumar et al., 2021). In this regard, XAI democratizes the approach to AI use, and this makes markets more inclusive and resilient. Socio-technically, XAI also presents a paradox of resilience, on one hand, transparency makes decisions more accountable and easier to learn, while on other hand, it can also overly dramatize, or ignore any potential uncertainties, decrease perceived competence, and

slow down decision-making. This means that XAI is not an automatic source of resilience, its impact depends on the organizational interpretive capacities and expectations of the stakeholders. So, in marketing context it was observed during this phase that under certain circumstances explainability afflict resilience, while in certain other situations, it can weaken the vision of expertise and strategizing imposed opportunity.

3. Generative AI in Marketing and Ethical Principles

Generative AI (GenAI) was a new turning point in marketing, where XAI was having mere predictive analytics power to AI powered around being capable of also generating content, ideas, and strategies. AI can now be used in product ideation, advertising, pricing optimization, and customer services automation (Hermann and Puntoni, 2024). Hermann and Puntoni (2024) describe the influence of GenAI in the three phases of the marketing cycle.

Table 2 illustrates the ways in which AI can be used in enhancement and replacement in various stages of the marketing cycle as well as the risks involved in using AI at each stage. During the research phase, AI yields deeper insights by using sophisticated analytics or sentiment mining, which can assist marketers in finding trends in the consumer behavior, but on the flip side, AI can generate synthetic surveys or simulated participants and such outputs are prone to being biased or even hallucinated, resulting in unreliable insights.

Table 2: GenAI Impact Across Marketing Cycle

Stage of Marketing Cycle	Enhancement Role	Replacement Role	Risks/Concerns
Research	Advanced analytics, sentiment mining	Synthetic surveys, simulated respondents	Biased outputs, hallucinations
Strategy	Decision-support for segmentation/positioning	Limited replacement (requires tacit knowledge)	Responsibility/ accountability gap

Actions (4Ps)	Personalized promotions, dynamic pricing	Automated product ideas, synthetic ads	Authenticity loss, fake reviews
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Source: Hermann and Puntoni (2024)

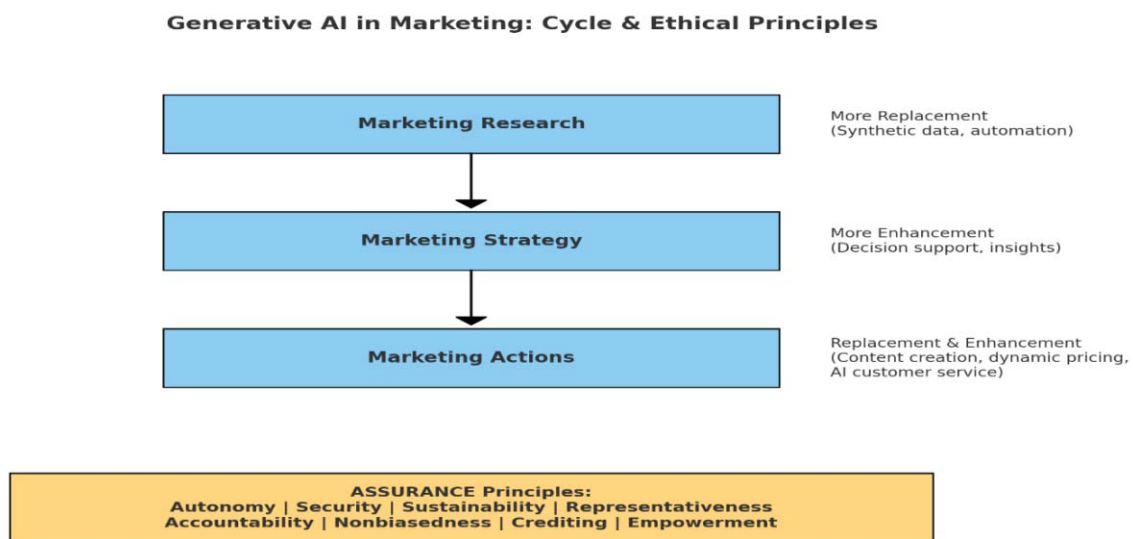
In the strategy stage, AI aids decision-making in segmentation and positioning through data-driven suggestions, although it cannot fully replace the strategic thinking tasks due to the absence of expertise, intuition and cultural sensitivity in AI. The biggest issue in this case is the absence of accountability - in the case of an AI-driven strategy, it is not clear who should be hold accountable if the strategy goes awry. Lastly, during the 4Ps (product, price, place, promotion) aspect of actions, AI can be used more effectively to execute a promotion, address price dynamically, or create more effective distribution, whereas it may also displace some creative processes, particularly the creation of automated product ideas or artificial advertisements. However, this automation also brings with it the dangers of loss of authenticity, over use of fake content and the proliferation of false reviews which may all erode consumer trust. Above discussion highlights the importance of GenAI which offers immense opportunities, but, it has also come with a mixture of threats, such as bias, deception, elimination of authenticity and provision of sustainability issues. The emergence of Generative AI has generated controversy in the fields of marketing, rules and policy adherence and business ethics. One of the earliest attempts at presenting a systematic framework in the adoption of ethical GenAI was done by Hermann and Puntoni (2024), and it builds on the ASSURANCE principles. The ASSURANCE model which is made up of eight principles namely Autonomy, Security, Sustainability, Representativeness, Accountability, Non-biasness, Crediting and Empowerment. The ASSURANCE Principles of Ethical GenAI is an extensive set of principles that are aimed to assist marketers, policymakers and organizations to utilize generative AI in a responsible, ethical and sustainable manner. Fundamentally, the principle of Autonomy emphasizes that human beings should

always be in charge of decision-making systems and AI should assist humans, but not entirely overrule them. Security brings to light the need to secure systems against abuse, manipulation, deepfakes and cyberattacks that would prevent individuals and institutions to suffer irreparable damages. One more crucial aspect is Sustainability where AI models are accused of huge scale of energy consumption and organizations are urged to reduce carbon footprints and embrace environmentally friendly models in the application of AI. Representativeness principle advocates that there should be inclusive and diverse training of data to avoid systematic and disarmed results, whereas Accountability reminds the organization of having clear lines of responsibility that ensure that when AI systems do wrong or harm under the guise of responsibility, organizations will not lose accountability. Another closely related principle is the Non-biasness principle that requires making active attempts to detect, correct and mitigate the indirect and explicit prejudice in AI results, and thus promoting fairness and equity. Crediting is another aspect of the framework which reminds the stakeholders that people who created the original content, e.g. writers, artists, and designers, must be credited and duly remunerated when their work is involved in a training or training of output data. Lastly, the Empowerment deals with the issue of creating AI literacy within the organizations, making sure that not only employees must be educated about GenAI, but also feel competent and able to use it in terms of their responsibilities appropriately. Together, these eight principles create a holistic approach that balances innovation with responsibility, helping organizations unlock the benefits of generative AI while upholding ethical standards, protecting human values and fostering long-term trust in AI technologies. These principles guide the ethical design and deployment of GenAI in marketing as

they are based on broader AI ethics research (Floridi & Cowls, 2019) and intersects with marketing studies on consumer trust, authenticity and strategy convergence (Rust, 2020; Huang & Rust, 2021).

Figure 1 presents the Generative AI marketing cycle and relate it to the ASSURANCE ethical principles. It shows the effect of GenAI in three foundational phases of marketing, such as Marketing Research, Marketing Strategy, and Marketing Actions. The research phase introduces additional displacement

features, as AI produces fabricated data and automatizes the processes that previously were done manually. In the next stage, which is the strategy stage, AI acts more as an enhancement tool that offers decision support, pattern recognition and insightful information to marketers to create effective strategies. Lastly, in marketing efforts, AI assists, both in substituting and upgrading e.g. in creating content dynamically, through dynamic pricing, and in AI-powered customer service engagements.



Source: Adapted from Hermann and Puntoni (2024)

Figure 1 : Generative AI in Marketing: Cycle & Ethical Principles

The framework foundational pillars are ASSURANCE Principles of Autonomy, Security, Sustainability, Representativeness, Accountability, Non-biasness, Crediting, and Empowerment, to ensure this cycle is operated in a responsible manner. These principles are used as moral justification for using AI in marketing, making sure that despite the increased productivity and creativity in the marketing field, AI will not steal the human discretion and it maintains fairness, supports the creators and puts employees into a better position vis-a-vis AI literacy. The combination of the diagram suggests a harmonious combination between AI-based innovation and ethical accountability within

the marketing sphere.

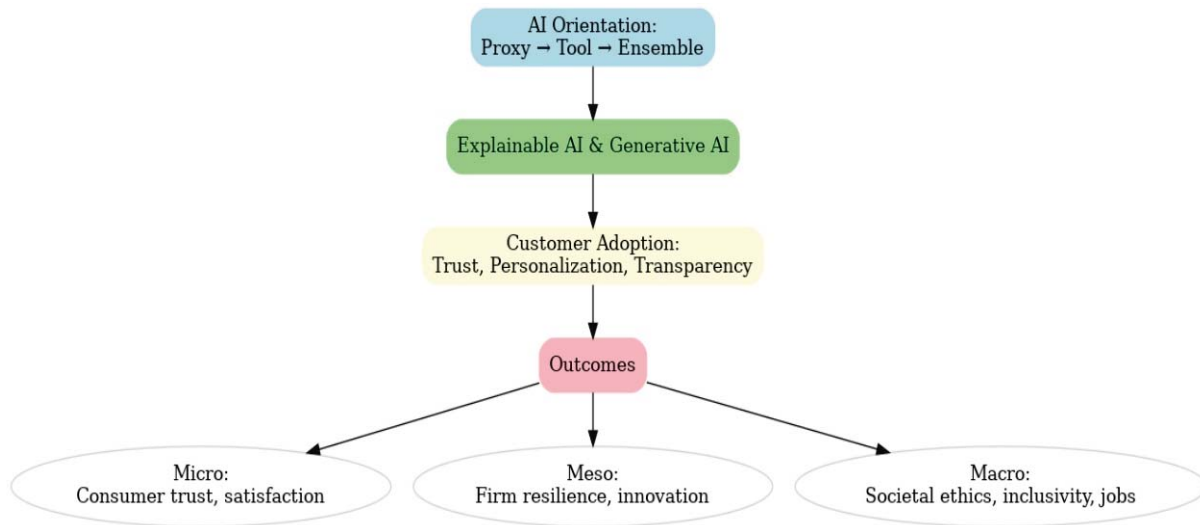
GenAI is essentially transforming marketing by integrating AI in a more productive and humanized manner. Although early phases of research on the use of AI in marketing focuses on efficiency and innovativeness, the degradation of authenticity and accountability was poorly theorized. Based on the theories of marketing authenticity and institutional legitimacy, it is therefore, contended that GenAI brings to the forefront the discussion on legitimate trade-off between more scale and personalization at the cost of lower representational value of human creativity i.e., to what extent can marketing systems

become automatized before the authenticity (and thus trust) are lost.

Integrated Conceptual Model

From the above discussion of literature review, this paper suggests a synthesis of insights from evolutionary, resilience-oriented and ethical approaches to AI, to technology acceptance model

and integrating the outcomes at micro, meso and macro-level effects to form a complete socio-technical landscape of AI adoption. This unified approach highlights the necessity to combine innovation and responsible governance, so that AI implementation must correspond to firm strengths, customer needs, and values of society. Such comprehensive integrated conceptual model of AI is presented in Figure 2.



Source: Authors' Research Output

Figure 2 : Integrated Conceptual Model of AI in Marketing

The flowchart outlines a structure that follows the chain of development in the field of artificial intelligence (AI) till its implication on society. AI orientation evolves from initially functioning as a mere proxy, to then serving as a tool, and ultimately being integrated as an ensemble system. This evolution of AI in marketing depicts increasing sophistication and embeddedness of AI in decision-making processes by the marketers (Dwivedi et al., 2023). This orientation subsequently underpins the development and application of Explainable AI (XAI) and Generative AI, both of which emphasize the dual imperatives of interpretability and creativity in AI systems (IBM, 2023; Doshi et al., 2024).

These paradigms further necessitate integration, to enable customer adoption of technology. The precursor for such adoption is the presence of trust, personalization and transparency reducing barriers in technology adoption to get users closer to the systems based on AI (CMSWire, 2025; Brill, 2025). The adoption of AI then cascades into a series of outcomes that operate across multiple levels of analysis. On the micro level, the improvements in the results can be reflected in terms of increased consumer trust and satisfaction because, at the micro level, people can experience AI interactions as credible, justified and attentive to their needs (Glassberg et al., 2025). At the meso level, AI contributes to organizational resilience and

innovation capacity, enabling firms to adapt dynamically to environmental uncertainties and leverage technological capabilities for competitive advantage (Gao, 2025; Zhang, 2025). At the macro level, AI adoption envisions future implications for societal ethics, inclusivity, and employment structures, highlighting both opportunities for greater equity and risks of labor market disruption (Chen, 2023; APA, 2024). When combined, the framework depicts a multi-scalar movement with the orientational and explainability of AI acting as a focal antecedent by theorizing the causal relationships explicitly. Based on the previous discussion and proposed framework, following Propositions are postulated for future empirical research in this area:

Proposition 1: Tool AI is replaced by ensemble AI, which leads to enhancing the marketing value-making process by providing distributed decision-making opportunities, though it makes the governance more complex.

Proposition 2: The relationship among ensemble AI and customer trust is positive and mediated by explainable AI in the case of organizations with high interpretive capabilities.

Proposition 3: In the context of weak human regulations, Generative AI improves the marketing performance in the short term but moderates perceived marketing authenticity adversely.

Proposition 4: Organizational resilience does not appear as a direct benefit of AI adoption, but as a result of how well AI explainability is consistent with the dynamic capability building.

Proposition 5: Explainable AI systems without compromising on generative capability of AI, will have better chances to attain institutional legitimacy and regulatory acceptance at the societal level.

DISCUSSION

The paper explores the two-sided stories on AI

adoption controversy. On the one hand, the AI provide firms with competitive advantages, support their resilience, customers with high-quality experiences, creativity, and inclusivity, on the other hand, AI endangers them with bias, infringement of privacy, job displacement, and loss of trust (Davenport et al., 2020). To manage these issues, companies should embrace ethical AI system, invest in accountable systems and seek inclusive approaches that share the gains of AI evenly in the community. Moreover, it is necessary to comprehend that the application of AI does not negatively affect the role of human interventions in any manner since GenAI could certainly substitute humans in the operational research and actions but the strategic marketing decision-making requires human judgment and responsibility (Hermann and Puntoni, 2024). In the same way, XAI guarantees transparency, resilience and trust in B2B environments specifically (Olan et al., 2025). These lessons emphasize that the future of AI in marketing is the implementation of a hybrid system where human and machine cooperate, support and control each other in a responsible manner (Paschen et al., 2020).

In general, the given study is valuable as it explains the way the sociotechnical development of AI radically transforms the mechanisms of marketing through the prism of the levels of analysis. This way, it reacts to recent propositions to further theorize the AI-marketing research and offers a unified plan of cumulative, theory-based research (Kopalle et al., 2021; Shankar, 2024). Through a sociotechnical prism, the framework explains how the evolution of AI creates new causal networks, such as between algorithmic learning to the development of new consumer sense-making, between organizational dependence on predictive systems and altered capability formation, or between platform-based AI use and its effects on society, such as market concentration or exclusion. It further brings theoretical conflict into view, such as efficiency versus autonomy, personalization versus privacy, scalability versus accountability, which have not

been well-researched in the past marketing theory (Huang and Rust, 2021; Puntoni et al., 2021). The present framework outlines border cases in which AI can be used to improve ethicality, resilience, and inclusiveness hence providing an evidential platform to future studies and no longer a prescriptive statement.

Conclusion and Future Directions

This paper discusses the evolutionary history of AI in the marketing environment as the technology that had been initially employed as simple automation function to being engaged as a key component in a unified ensemble system, hence, redefining marketing landscape drastically. Supplementing this, the Explainable AI has further increased resilience and inclusivity in B2B services and the Generative AI has opened up new possibilities of creativity and efficiency in businesses. However, all these advancements come at a price i.e. ethics in terms of integration of AI in business and outraging customer suspicions with continuous AI surveillance on customer. This underpins the need to incorporate the moral obligations into the application of AI like an ASSURANCE framework propounded by Floridi and Cowls (2019).

The research contributes to the marketing theory in three folds. First, it redefines AI as not a technological resource, but as a sociotechnical system of governance. Second, it presents theoretically based conflict resilience vs. transparency, automation vs. authenticity, which elucidate inconsistent results of previous studies. Third, it provides propositions making it possible to build cumulative theory that can be empirically tested by future research in this area.

Although the use of AI applications in marketing has made a considerable improvement, there are still some gaps that draw the attention of research. Interestingly, little is known about the possibility of successful incorporation of AI into the traditional marketing processes and the effects of implementing

it on the organizational systems and processes. In addition, although ethical considerations of AI in marketing have received attention, detailed models of ethical use of AI are yet to be developed. The directions of future research must be entirely directed at the creation of such frameworks, analysis of the long-term effects of AI on consumer behavior, and the role of human creativity in the AI-based marketing processes. The closure of these research gaps will be important in governing the use of AI technologies in a responsible and efficient way in the marketing practices. Companies have to work proactively to develop governance systems that can tie explainability and generativity to brand values and stakeholder expectations. They can invest in AI's interpretive capacity just as much as they should invest in the algorithms themselves.

Future researcher can investigate empirically the cross-cultural study on AI adoption. A longitudinal analysis of XAI's impact on business resilience can be another area of future research. Exploratory research on the applications of GenAI in marketing can further enrich the research in the field of AI and marketing. At the same time, policymakers can develop and recommend legal framework to regulate rapidly evolving AI technologies (Shankar & Yadav, 2020). To conclude, future lies for those companies that not only fully exploit the potential of AI, while at same time protect and ensure integrity and ethics in business conduct thereby preserving consumers' trust and their well-being in society.

Beyond the generic synthesizing, this paper provides a theory-expanding model that shows how AI transforms marketing processes at different levels. Instead of posing such a question as whether AI can make marketing better, this paper discusses the way and conditions in which AI can be used in a responsible manner in marketing. Future studies can test the postulates presented in the current study for enriching the research on AI in marketing. This research is a humble attempt to offers a logical conceptual roadmap to sustainable AI-based marketing because it bases AI on the marketing

theory instead of technological determinism.

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