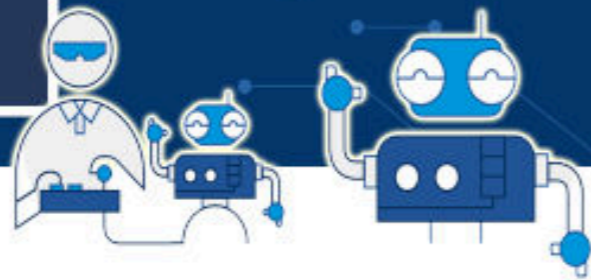# Impact of Artificial intelligence (AI) on the marketing functions of the American Marketing Association (AMA)

Student Name: Thomas Devasia
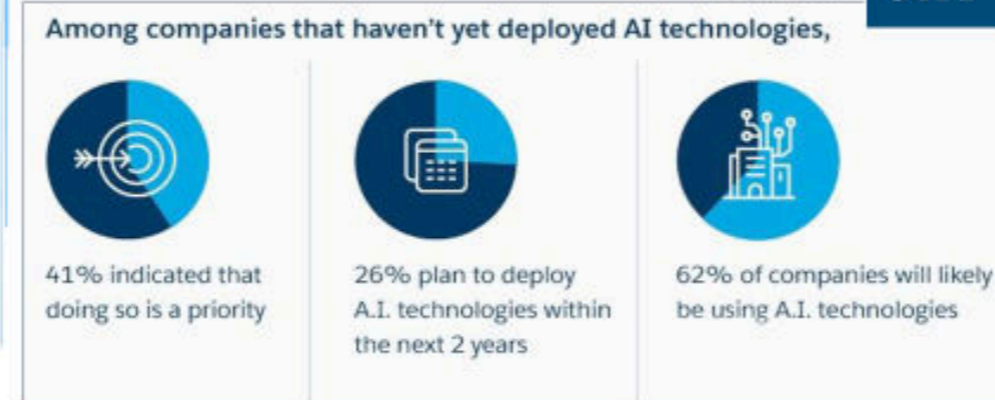**Reg No. 10517278**
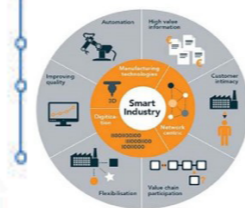**Dublin Business School, Dublin**

Introduction

American Marketing Association associates marketers with critical suggestions about marketing and showcases how ethical considerations can be integrated with marketing practices. AMA is one of those organisations that have adopted

BENEFITS OF AI IN MARKETING

- Personalized customer experience
- Better content & offers
- Improved performance metrics
- Increased productivity
- Higher revenue

AI and witnessed enormous changes and success. With the AI adoption, AMA increased its subscribers with "Rasa.io" and reached to the top list of newsletter (Netsetsoftware.com. 2021). My research was on the impact of AI on the American Marketing Associaton.

Litreture Review

Prior research papers, feedback from websites, journals etc. have been gathered in order to take various perceptions and assumptions into consideration. It has

AMERICAN MARKETING ASSOCIATION

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found that, AMA's monthly subscribers increased to a great extent by initiating automated activities and producing highly customized materials for their subscribers. AI integration was one of the main key point of the success story behind the AMA. The collected data can be successfully related with benefits gathered from AMA's benefits as AMA's goal is to provide.

EMPOWERING FUTURE LEADERS
Hana Choi
John A. Howard/AMA
Doctooral Dissertation
Award Winner

Research **GAP**

Among companies that haven't yet deployed AI technologies,

- **41%** indicated that doing so is a priority
- **26%** plan to deploy A.I. technologies within the next 2 years
- **62%** of companies will likely be using A.I. technologies

Research Methodology

Method
The researcher used qualitative research design and incorporated both primary and secondary data collection techniques.

Data Collection
Secondary data was collected from previous researchers, to collect the primary data, the method of using survey questionnaires was initiated and 28 responses were collected.

Strategy
With the exploratory research strategy, different subjects were extracted

Techniques
With narrative analysis techniques the explored areas were utilised.

In the research contected, all the participants cooparated well with the researcher while collecting the primary data. With the narrativ analysis techniques the explored areas were utilised to create a certain link between the prior researchers' perceptions and the collected perceptions of contemporary marketing executives.

Discussion

Align AI Problem/ Solution → Confirm Data Availability → Asses Business Value → Determine Technical Requirements → Build a Team → Consider the ethics

The research highlighted a certain discussion on consumers' willingness to deal with AI led marketing functions. On the other hand, the findings also stated enormous opportunities of AI that can be unitised with the example of AMA's AI functions.

AI-powered recommendation systems can help your business:

- improve outcomes and boost revenues
- improve customer experience and encourage users to return to your website
- store browsing history and generate valuable data for further marketing campaigns
- achieve higher visitor retention and greater sales

Conclusion

As a conclusion, it can be said that AI has great significance in understanding how marketing functions within organisations are affected. It is true that the AI integrated marketing will have very bright future and great success.

References

Gursoy, D., Chi, O.H., Lu, L. and Nunkoo, R., 2019. Consumers acceptance of artificially intelligent (AI) device use in service delivery. International Journal of Information Management, 49, pp.157-169.