

**RECONCEPTUALIZING STRATEGIC MARKETING IN THE ERA OF GENERATIVE AI:
A DOCTORAL BUSINESS ADMINISTRATION PERSPECTIVE ON VALUE
CO-CREATION**

**REKONSEPTUALISASI PEMASARAN STRATEGIS DI ERA KECERDASAN BUATAN
GENERATIF: PERSPEKTIF DOKTOR ADMINISTRASI BISNIS TENTANG KO-KREASI
NILAI**

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ABSTRACT

The rapid emergence and adoption of Generative Artificial Intelligence (GenAI) have catalyzed a fundamental paradigm shift in strategic marketing, accelerating the transition beyond mere operational automation toward a sophisticated collaborative intelligence model. This paper explores the profound reconceptualization of modern marketing strategies through the theoretical lens of Service-Dominant Logic (S-DL) and value co-creation. Adopting a Doctor of Business Administration (DBA) perspective, this study investigates how GenAI acts not merely as an efficiency-enhancing tool, but as an active, cognitive participant in the value creation process, bridging the gap between firm-led innovation and customer-driven value. By synthesizing current literature and practical frameworks, this research proposes a new strategic model wherein GenAI facilitates hyper-personalization at scale delivering tailored customer journeys and AI-generated content that adapts to user behavior in real-time. This model redefines the boundaries of marketing, offering a roadmap for balancing technological efficiency with human-centric strategic intent, thereby fostering deeper engagement and sustainable competitive advantage in the digital marketplace.

Keywords: Strategic Marketing, Generative AI, Value Co-Creation, Service-Dominant Logic, Digital Transformation, Business Administration

ABSTRAK

Kemunculan dan adopsi cepat Kecerdasan Buatan Generatif (Generative Artificial Intelligence/GenAI) telah memicu pergeseran paradigma fundamental dalam pemasaran strategis, mempercepat transisi dari sekadar otomatisasi operasional menuju model kecerdasan kolaboratif yang lebih canggih. Artikel ini mengeksplorasi rekonseptualisasi mendalam terhadap strategi pemasaran modern melalui lensa teoritis Service-Dominant Logic (S-DL) dan ko-kreasi nilai. Dengan mengadopsi perspektif Doctor of Business Administration (DBA), penelitian ini mengkaji bagaimana GenAI tidak hanya berperan sebagai alat peningkatan efisiensi, tetapi juga sebagai partisipan kognitif aktif dalam proses penciptaan nilai, yang menjembatani kesenjangan antara inovasi yang dipimpin oleh perusahaan dan nilai yang didorong oleh pelanggan. Melalui sintesis literatur terkini dan kerangka kerja praktis, penelitian ini mengusulkan model strategis baru di mana GenAI memfasilitasi hiper-personalisasi dalam skala besar dengan menghadirkan perjalanan pelanggan yang disesuaikan serta konten yang dihasilkan AI yang mampu beradaptasi terhadap perilaku pengguna secara real-time. Model ini mendefinisikan ulang batasan pemasaran, sekaligus menawarkan peta jalan untuk menyeimbangkan efisiensi teknologi dengan orientasi strategis yang berpusat pada manusia, sehingga mendorong keterlibatan yang lebih mendalam dan keunggulan kompetitif yang berkelanjutan di pasar digital.

Kata Kunci: Pemasaran Strategis, Kecerdasan Buatan Generatif, Ko-Kreasi Nilai, Service-Dominant Logic, Transformasi Digital, Administrasi Bisnis

1. INTRODUCTION

The transformation of the strategic marketing landscape represents one of the most significant disruptions since the emergence of the internet as a foundational infrastructure of the digital economy. The rapid advancement and widespread adoption of Generative Artificial Intelligence (GenAI) have shifted the role of artificial intelligence from a purely analytical and predictive tool into a generative cognitive system capable of producing novel outputs, including human-like text, visual content, and complex predictive models. This evolution signifies not merely a technological progression but a paradigmatic shift that fundamentally alters how organizations create, deliver, and capture value.

Traditionally, strategic marketing has been grounded in the Segmentation, Targeting, and Positioning (STP) framework, which operates within a linear and relatively static decision-making logic. Firms identify market segments, select target audiences, and craft competitive positioning in a sequential manner. However, the underlying assumptions of market stability and predictable consumer behavior embedded in the STP model are increasingly challenged in the era of GenAI. The emergence of real-time data processing and algorithmic responsiveness necessitates a departure from static strategic formulations toward more fluid and adaptive approaches.

In this context, GenAI enables the development of real-time adaptive feedback loops, where interactions between firms and consumers become continuous, iterative, and data-driven. Marketing strategies are no longer designed as fixed plans but evolve dynamically based on instantaneous consumer insights and behavioral data. This shift enhances organizational agility and allows firms to respond proactively to rapidly changing market conditions, thereby redefining the temporal and structural dimensions of strategic marketing.

Furthermore, the integration of GenAI accelerates the transition toward a value co-creation paradigm, as conceptualized within the Service-Dominant Logic (S-D Logic) framework. Value is no longer unilaterally produced by firms but is co-created through collaborative interactions among multiple actors, including consumers and intelligent systems. In this regard, GenAI functions as a co-creative agent that augments organizational capabilities, facilitates hyper-personalization, and enables more sophisticated forms of customer engagement.

From an advanced academic and practitioner perspective, particularly within the Doctor of Business Administration (DBA) domain, the critical challenge lies not in the adoption of GenAI per se, but in the reconceptualization of strategic marketing frameworks. Organizations must transition from centralized, firm-controlled models toward decentralized, adaptive ecosystems characterized by human–AI symbiosis. In such ecosystems, competitive advantage is increasingly determined by the ability to orchestrate dynamic value interactions rather than merely controlling internal resources.

Therefore, this study is grounded in the necessity to critically examine how GenAI drives the transition from traditional STP-based models to dynamic value co-creation frameworks. Specifically, this research aims to explore how the integration of human intuition and machine intelligence reshapes the architecture of marketing strategy, redefines competitive advantage, and enhances customer engagement within increasingly complex and digitalized market environments.

2. LITERATURE REVIEW

The primary theoretical foundation underpinning this study is Service-Dominant Logic (S-D Logic), originally introduced by Stephen L. Vargo and Robert F. Lusch in 2004 and subsequently refined in later works (e.g., 2016; 2017). S-D Logic articulates a paradigmatic transition from goods-dominant (G-D) logic, which emphasizes the exchange of tangible outputs, toward a service-centered perspective. Within this framework, service is defined as the application of operant resources such as knowledge and skills for the benefit of another actor

is conceptualized as the fundamental basis of all economic exchange. Crucially, S-D Logic reconceptualizes value as something that is not embedded in outputs or delivered unilaterally by firms, but rather co-created through dynamic, interactive processes involving multiple actors within a service ecosystem.

Building upon this theoretical lens, Generative Artificial Intelligence (GenAI) can be rigorously conceptualized as an operant resource. In contrast to traditional technological systems that function as operand resources—passive entities upon which actions are performed—GenAI demonstrates agentic and transformative capabilities. It is capable of acting upon other resources, processing vast and heterogeneous datasets, and iteratively refining its outputs through machine learning mechanisms. As such, GenAI operates as a dynamic “actant” that actively contributes to value creation processes. Its role extends beyond mere functional support, positioning it as a boundary-spanning mechanism that integrates dispersed knowledge, enhances decision-making capabilities, and enables real-time, context-sensitive value co-creation.

Furthermore, the evolution of GenAI necessitates the adoption of an Actor-to-Actor (A2A) perspective within service ecosystems. In this view, the notion of “actor” is expanded beyond human participants to include intelligent technological agents as legitimate and active contributors to value creation. GenAI, as a non-human actor, participates in reciprocal interactions with users, thereby transforming the nature of service exchange. The interaction between customers and GenAI interfaces exemplifies a sophisticated co-creation process, wherein the system does not merely execute predefined instructions but continuously learns from user inputs, contextual signals, and feedback loops.

This reconceptualization fundamentally alters the ontology of market interactions. The relationship between firms and customers evolves from a unidirectional exchange model toward a collaborative, dialogical process characterized by continuous learning and adaptation. In this context, value is realized as value-in-use, emerging through iterative interactions between human and non-human actors. GenAI thus facilitates a transition from product-centric utilization toward collaborative engagement with intelligent systems, enabling the co-development of personalized and contextually relevant value propositions.

From a strategic perspective, the integration of GenAI within the S-D Logic framework reinforces the importance of resource integration and networked value creation. Firms are no longer the sole orchestrators of value but become participants within broader service ecosystems, where value emerges from the alignment and integration of heterogeneous resources. GenAI enhances this process by acting as an intermediary that accelerates knowledge exchange, reduces information asymmetry, and supports adaptive learning across the ecosystem.

Therefore, the theoretical framework of this study positions GenAI as a critical enabler of value co-creation within service ecosystems, grounded in the principles of S-D Logic and the A2A perspective. This integrated framework provides a robust conceptual foundation for analyzing how human actors and intelligent systems collaboratively generate value, thereby redefining the structure and dynamics of contemporary marketing strategy in the digital era.

3. METHODS

To address the complexity of Generative Artificial Intelligence (GenAI) within the domain of strategic marketing, this study adopts a qualitative, conceptual–analytical methodology aligned with the epistemological orientation of Doctor of Business Administration (DBA) research. This approach is specifically designed to bridge the gap between theoretical rigor and managerial relevance, ensuring that the resulting insights are not only conceptually robust but also directly applicable within organizational contexts. Given the emergent and rapidly evolving nature of GenAI, a qualitative orientation enables deeper interpretive analysis and theoretical abstraction beyond the limitations of purely empirical designs.

3.1 Research Design: Systematic Literature Review (SLR) and Conceptual Synthesis

This study employs a Systematic Literature Review (SLR) integrated with a conceptual synthesis approach, following the methodological guidelines proposed by Marianna Jaakkola (2020). This design is particularly suitable for investigating disruptive and nascent phenomena such as GenAI, where longitudinal empirical evidence remains limited. The SLR enables a structured, transparent, and replicable process for identifying and evaluating relevant literature, while conceptual synthesis facilitates the development of an integrative theoretical framework from fragmented insights.

The research design is operationalized through four sequential phases. First, the identification phase involves keyword scoping and comprehensive database searches to establish an initial corpus of literature. Second, the screening phase applies predefined filters, including publication year (2020–2025), language (English), and peer-review status, to ensure quality and relevance. Third, the eligibility phase entails in-depth examination of abstracts and conclusions to assess alignment with the domain of strategic marketing. Finally, the synthesis phase integrates selected studies into a coherent conceptual model, forming the analytical foundation of this research.

3.2 Data Collection and Selection

Data collection was conducted through a systematic search of leading academic databases, including Scopus, Web of Science, and EBSCO, complemented by high-impact practitioner-oriented publications such as Harvard Business Review, MIT Sloan Management Review, and the Journal of Marketing. This dual-source strategy ensures the integration of both academic rigor and contemporary industry insights.

The search strategy utilized a combination of targeted keywords, including “Generative AI,” “Value Co-Creation,” “Strategic Marketing,” “Service-Dominant Logic,” “AI Marketing Strategy,” and “AI–Human Collaboration.” Inclusion criteria comprised publications within the 2020–2025 period, studies emphasizing strategic and managerial applications of AI, and research addressing organizational, ethical, or customer-centric implications. Conversely, exclusion criteria eliminated studies focused solely on technical AI development without marketing relevance, as well as opinion-based articles lacking empirical or theoretical grounding.

To strengthen the DBA-oriented perspective, practitioner data were incorporated through industry whitepapers and case studies from leading consulting firms such as McKinsey & Company, Deloitte, and Boston Consulting Group. Additionally, recent case studies from organizations such as L’Oréal and Vanguard were analyzed to contextualize theoretical insights within real-world applications.

3.3 Analysis Strategy: Thematic Synthesis

The collected literature was analyzed using a thematic synthesis approach, which enables the systematic integration of findings across multiple studies into higher-order analytical constructs. This method is particularly effective for identifying patterns, relationships, and emerging themes within heterogeneous data sources.

The analysis was structured around three principal thematic nodes. First, technical capabilities versus marketing needs, which examines the alignment between GenAI’s generative functionalities such as creativity, adaptability, and scalability and the strategic requirements of modern marketing. Second, shifts in S-D Logic actor roles, which explores how value co-creation dynamics evolve when GenAI functions as a “synthetic partner,” thereby reshaping the roles of both marketers and consumers within the service ecosystem. Third, strategic managerial implications, which identifies necessary organizational transformations,

including changes in structural configurations, skillset requirements, and ethical governance frameworks for responsible AI adoption.

3.4 DBA Perspective Application: The “Practitioner–Scholar” Filter

Consistent with the DBA paradigm, the findings of this study were subjected to a practitioner–scholar filter to ensure their practical relevance and strategic applicability. This evaluative layer serves to bridge theoretical insights with actionable managerial implications, a core requirement of advanced professional doctoral research.

The validation process involved cross-referencing conceptual findings with contemporary industry case studies and whitepapers to assess their feasibility and applicability in real-world business environments. Furthermore, the synthesis process incorporates a reconfiguration stage, wherein the proposed AI-driven marketing model explicitly addresses both opportunities and risks associated with GenAI adoption. These include critical concerns such as data security, algorithmic bias, and regulatory uncertainty, thereby ensuring a balanced and comprehensive strategic framework suitable for executive-level decision-making.

4. RESULTS AND DISCUSSIONS

4. Reconceptualizing the Marketing Mix

The integration of Generative Artificial Intelligence (GenAI) necessitates a fundamental reconceptualization of the traditional marketing mix framework, transitioning from the classical 4Ps/7Ps model toward a fluid, adaptive, and AI-driven ecosystem. In this emerging paradigm, marketing elements are no longer treated as discrete and static variables but as dynamically interdependent components continuously optimized through real-time data and algorithmic intelligence.

First, the notion of product evolves into hyper-personalized solutions and continuous evolution. In the GenAI era, products transcend their conventional physical or digital boundaries and become adaptive, data-enriched entities. Through large-scale “mass customization,” GenAI enables firms to continuously refine offerings based on real-time consumer feedback and behavioral analytics. Consequently, value propositions are no longer fixed but iteratively recalibrated to align with shifting consumer preferences and contextual demands.

Second, the concept of price shifts toward a dynamic value exchange and predictive monetization model. Traditional pricing mechanisms, which rely on static cost structures or periodic adjustments, are increasingly replaced by AI-driven pricing strategies that incorporate real-time sentiment analysis and predictive demand modeling. This enables the implementation of precision pricing, where prices fluctuate based on individual-level perceived value at specific temporal moments, thereby optimizing both consumer utility and firm-level revenue outcomes.

Third, promotion undergoes a transformation into generative engagement and contextual narratives. Rather than relying on broadcast-oriented communication strategies, GenAI facilitates continuous, dialogical interaction between brands and consumers. Marketing messages are dynamically generated and tailored to individual contexts, cultural nuances, and behavioral signals. As a result, promotion shifts from mass visibility toward the creation of meaningful, personalized engagement that enhances relational depth and authenticity.

Fourth, the dimension of place evolves into omnipresent convergence. The distinction between physical and digital distribution channels becomes increasingly blurred as GenAI enables predictive logistics and seamless integration across touchpoints. Products and services are delivered at the precise “point of need,” effectively collapsing the boundaries between discovery, evaluation, and purchase stages within the consumer journey.

4.1 From Mass Marketing to Generative Individualization

The traditional paradigm of mass marketing, characterized by broad demographic segmentation, is increasingly rendered obsolete in the context of GenAI. Instead, marketing strategies are shifting toward generative individualization, where the “segment of one” becomes the operational standard. This transformation is enabled by advanced contextual intelligence capabilities, allowing AI systems to analyze real-time situational variables such as user intent, emotional state, and environmental context.

Moreover, marketing communication evolves from template-based approaches to hyper-personalized content generation. GenAI enables the creation of multimodal content including text, images, and video tailored uniquely to each individual consumer. This individualized approach significantly enhances engagement rates, as communication is perceived as contextually relevant and personally meaningful.

4.2 From Static Analytics to Predictive and Prescriptive Optimization

GenAI fundamentally reconfigures marketing analytics by shifting the focus from retrospective data analysis toward predictive and prescriptive intelligence. Traditional analytics, which primarily interpret historical data, are insufficient in highly dynamic environments characterized by rapid behavioral changes.

One key innovation is synthetic consumer testing, where firms utilize AI-generated virtual personas to simulate market responses prior to product launches. This approach reduces uncertainty, minimizes development costs, and accelerates innovation cycles. Additionally, GenAI enables real-time strategic adaptation, allowing marketers to continuously recalibrate marketing mix variables based on emerging patterns and predictive insights. Consequently, decision-making processes become more proactive, iterative, and data-driven.

5. Value Co-Creation in the Age of GenAI

In the contemporary digital ecosystem, value co-creation is no longer a linear process but a dynamic, multi-layered interaction facilitated by GenAI. Acting as a central integrative node, GenAI bridges human creativity and computational intelligence, thereby transforming how value is conceptualized, experienced, and sustained. This transformation unfolds across three interconnected layers: ideation, experiential, and relational co-creation.

At the ideation level, GenAI enables proactive co-creation by functioning as a “creative co-pilot.” Firms and consumers collaboratively generate, visualize, and refine ideas through iterative, AI-assisted processes. This significantly enhances innovation efficiency and reduces cognitive constraints associated with traditional ideation methods.

At the experiential level, GenAI facilitates dynamic personalization of consumer journeys. By adapting in real-time to user inputs, preferences, and contextual signals, AI systems create highly individualized and immersive service experiences. This shifts the focus of value from functional convenience to experiential resonance, emphasizing emotional engagement and personalization depth.

At the relational level, GenAI enables hyper-personalized engagement at scale. Through the integration of advanced language models and real-time data processing, firms can establish continuous, empathetic interactions with large customer bases. This fosters deeper brand affinity while empowering consumers as active participants in the value creation process.

5.1 Ideation Co-Creation: Proactive Design

Ideation processes in the GenAI ecosystem transition from structured, time-intensive activities to rapid, generative cycles. Through active co-ideation, users provide initial inputs such as natural language prompts or conceptual sketches which GenAI transforms into multiple high-quality alternatives. This reduces cognitive load and shifts human effort toward evaluative and strategic decision-making.

Additionally, GenAI enables iterative prototyping, allowing for real-time refinement of ideas and rapid translation from conceptualization to tangible outputs. By introducing novel perspectives, GenAI also mitigates cognitive fixation, thereby enhancing creative self-efficacy and expanding the solution space available to both firms and consumers.

5.2 Experiential Co-Creation: Dynamic Personalization

Experiential co-creation is characterized by the real-time adaptation of service environments to individual users. GenAI acts as a dynamic facilitator, enabling services to respond instantly to user behavior, emotional cues, and contextual variables. Unlike traditional recommendation systems, which rely on predefined options, GenAI generates entirely new and personalized experiences.

This transformation redefines performance metrics, shifting the focus from operational efficiency toward the depth of personalization and emotional engagement. As a result, value is increasingly assessed based on the quality of interaction and the resonance of the experience with individual users.

5.3 Relationship Co-Creation: Hyper-Personalized Engagement

At the relational level, GenAI enables the development of long-term, trust-based relationships between brands and consumers. By leveraging advanced language models and large-scale data integration, firms can deliver human-like, empathetic interactions at scale. This marks a transition from traditional interpersonal engagement toward human–AI interaction, where consumers increasingly collaborate with intelligent agents.

However, the sustainability of this model depends on trust and value alignment. Organizations must ensure that AI-generated outputs adhere to ethical standards, minimize bias, and maintain consistency with brand values. Effective governance mechanisms are therefore essential to reinforce consumer trust and long-term loyalty.

5.4. Strategic Implications for Business Leadership (DBA Perspective)

The integration of GenAI into marketing represents a paradigmatic transformation that extends beyond technological adoption to encompass organizational, cultural, and strategic dimensions. From a DBA perspective, this shift requires business leaders to fundamentally redefine how value is orchestrated and managed.

A critical priority is the establishment of ethical governance and board-level responsibility. As GenAI evolves into an active co-creator of value, risks related to data privacy, algorithmic bias, and intellectual property become increasingly salient. These risks must be addressed through transparent governance frameworks, enhanced AI literacy at the executive level, and the implementation of explainable AI systems to ensure accountability and trust.

Equally important is the adoption of human–AI augmentation models, particularly the human-in-the-loop (HITL) approach. This model ensures that human oversight remains central to AI-driven processes, thereby aligning outputs with organizational values and ethical considerations. Rather than replacing human talent, GenAI enhances strategic and creative capabilities, enabling marketers to focus on higher-order decision-making and experiential design.

Furthermore, organizations must transition toward agile and iterative structures. Traditional hierarchical models and long-term static planning are increasingly incompatible with the speed of AI-driven insights. Firms are required to adopt decentralized, cross-functional teams capable of rapid experimentation and continuous strategic adaptation, thereby enhancing responsiveness to dynamic market conditions.

5.5. Strategic Resource Reallocation and the Efficiency–Innovation Paradox

The adoption of GenAI introduces the efficiency–innovation paradox, wherein significant gains in operational efficiency must be strategically reinvested to sustain innovation. While AI reduces the marginal cost of content production, firms must allocate surplus resources toward research and development, as well as the creation of proprietary data ecosystems. This strategic reallocation is essential to prevent competitive homogenization in increasingly AI-saturated markets.

5.6. Future-Proofing Talent: Cognitive Flexibility

Finally, long-term organizational resilience depends on the development of cognitive flexibility within the workforce. Beyond technical upskilling, firms must cultivate meta-competencies such as prompt engineering, algorithmic auditing, and ethical reasoning. By fostering a culture of continuous learning and adaptability, organizations can sustain a symbiotic relationship between human intuition and AI capabilities, ensuring long-term competitiveness in an evolving technological landscape.

6. Conclusion

The reconceptualization of strategic marketing in the era of Generative Artificial Intelligence (GenAI) represents a fundamental paradigmatic shift from transactional, firm-centric approaches toward a symbiotic, ecosystem-based model of value creation. Within this emerging paradigm, GenAI operates not merely as a technological enabler but as an active agent in value co-creation, facilitating dynamic, real-time interactions between firms and consumers. This transformation enables organizations to move beyond linear engagement models and achieve advanced capabilities in hyper-personalization, operational efficiency, and adaptive customer experience management.

However, the effectiveness of this transformation is not determined solely by the sophistication of technological adoption. Rather, it is contingent upon a robust theoretical grounding, particularly within the framework of Service-Dominant Logic, which conceptualizes value as co-created through continuous resource integration and realized as value-in-use. In this context, GenAI must be understood as an operant resource that enhances, rather than replaces, human agency. Consequently, organizations must adopt a long-term strategic orientation that integrates ethical considerations into AI deployment, including data privacy protection, algorithmic transparency, and human-centric system design, all of which are critical to sustaining consumer trust and legitimacy.

6.1. Theoretical and Managerial Reconceptualization

From both theoretical and managerial perspectives, the integration of GenAI necessitates a redefinition of core marketing assumptions. Strategically, firms must transition from controlling value delivery toward orchestrating value ecosystems characterized by continuous interaction and co-creation. This requires a shift in managerial logic from efficiency-driven optimization to adaptive, learning-oriented systems that integrate human intuition with machine intelligence.

At the theoretical level, this reconceptualization reinforces the relevance of S-D Logic in explaining contemporary marketing phenomena, particularly in environments where non-human actors actively participate in value creation processes. At the managerial level, it demands the development of new organizational capabilities, including AI governance frameworks, cross-functional collaboration mechanisms, and advanced data-driven decision-making systems. Importantly, the integration of ethical AI principles becomes a non-negotiable strategic imperative, as failures in governance can lead to reputational risk, regulatory challenges, and erosion of customer trust.

6.2 Future Research and Critical Challenges

Future research agendas must extend beyond short-term performance implications and focus on the longitudinal impact of AI-mediated interactions on brand relationships and consumer behavior. In particular, there is a need to investigate how AI-generated content influences the psychological dimensions of value exchange, including trust formation, perceived authenticity, and emotional engagement within human–AI interactions.

Additionally, critical challenges emerge in the form of consumer skepticism, data surveillance concerns, and the ethical boundaries of algorithmic influence. The rise of AI-driven “surveillance marketing” raises important questions regarding autonomy, consent, and transparency, necessitating interdisciplinary inquiry that integrates marketing, ethics, and information systems perspectives. Another key research avenue involves examining whether AI systems can genuinely replicate or approximate human emotional intelligence, and under what conditions such interactions are perceived as authentic by consumers.

Furthermore, future studies should rigorously explore the human-in-the-loop (HITL) framework to determine the optimal balance between automation and human oversight. This includes identifying thresholds at which AI-driven efficiency may compromise relational authenticity, as well as designing hybrid interaction models that preserve empathy while leveraging computational scalability. Addressing these challenges will be essential for advancing both theoretical development and practical implementation in AI-driven strategic marketing.

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