

FIRST EDITION

ARTIFICIAL INTELLIGENCE FOR MARKETING EXCELLENCE

Dr.S.Jayakani

Professor

Department of Commerce

Vels Institute of Science Technology and Advanced Studies, Chennai.

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Email : priyamprinting@gmail.com

ABOUT THE AUTHOR



Dr.S.Jayakani has 18 years of teaching and Research experience. Now she is working as Professor in Department of commerce at Vels Institute of Science Technology and Advanced Studies, Chennai. She produced 11 Ph.D. and guiding 8 Ph.D. scholars. She has published book in Auditing HRM, FM, Company law etc. She has received Best researcher award, Best professor, Best faculty, Best academician award etc. She has also published 80 academic research articles in Scopus and UGC listed journals.

Preface

Artificial Intelligence for Marketing Excellence

The emergence of Artificial Intelligence (AI) has revolutionized the business landscape, transforming the way organizations interact with customers, analyze market trends, and make strategic decisions. In an era characterized by rapid digitalization and increasing customer expectations, AI has become a powerful tool that enables marketers to achieve greater efficiency, personalization, and competitive advantage. The integration of intelligent technologies into marketing practices is no longer a futuristic concept but a present-day necessity for achieving marketing excellence.

Artificial Intelligence for Marketing Excellence has been developed to provide readers with a comprehensive understanding of how AI is reshaping modern marketing strategies and business operations. This book explores the principles, applications, and transformative potential of artificial intelligence in creating customer-centric, data-driven, and innovative marketing ecosystems.

The chapters in this book cover a wide range of topics, including AI-driven consumer analytics, predictive marketing, customer relationship management, digital advertising, recommendation systems, chatbots, sentiment analysis, personalized customer experiences, and marketing automation. The book also examines the role of machine learning, deep learning, natural language processing, and big data analytics in enhancing marketing effectiveness and decision-making capabilities.

As organizations increasingly rely on digital platforms and intelligent systems, marketers must develop the skills and knowledge required to leverage AI technologies responsibly and effectively. This book aims to bridge the gap between theoretical concepts and practical applications by presenting real-world examples, industry case studies, and contemporary developments in AI-enabled marketing.

Special attention has been given to emerging trends such as generative AI, customer journey optimization, social media intelligence, dynamic pricing strategies, and ethical considerations in AI-driven marketing. These topics provide readers with insights into the future direction of marketing and the opportunities and challenges associated with intelligent business transformation.

The primary objective of this book is to equip students, researchers, academicians, marketing professionals, entrepreneurs, and business leaders with the knowledge necessary to understand and implement AI-powered marketing strategies. By combining academic rigor with practical relevance, this book serves as a valuable resource for learning, research, and professional development.

We express our sincere gratitude to all authors, reviewers, academicians, and industry experts who have contributed their knowledge and expertise to this publication. Their valuable contributions have enriched the content and enhanced the quality of this work.

We hope that **Artificial Intelligence for Marketing Excellence** will inspire readers to explore innovative marketing approaches, embrace technological advancements, and harness the power of artificial intelligence to create sustainable value for customers and organizations alike. May this book serve as a catalyst for future research, innovation, and excellence in the dynamic field of AI-driven marketing.

Dr. S. Jayakani