

Mapping the Intellectual Structure of AI in Marketing: A Bibliometric Review

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Abstract: This study investigates the intellectual structure and research evolution of artificial intelligence (AI) in marketing, an area experiencing rapid growth and transformation. By combining bibliometric mapping with qualitative content analysis, the paper identifies dominant themes, influential authors, and emerging research clusters. A dataset of 296 articles published between 2015 and 2025 was retrieved from the Web of Science. Using VOSviewer, the study conducted co-authorship, co-occurrence, citation, and co-citation analyses, complemented by qualitative interpretation to highlight theoretical and managerial implications. Results reveal a sharp increase in AI-related marketing publications, with clusters centered on predictive analytics, consumer engagement, personalization, and human-AI collaboration. The co-citation analysis shows integration of behavioral theories with computational approaches, suggesting new directions for marketing scholarship. The reliance on a single database is a limitation; future studies should triangulate across Scopus and Dimensions. The findings provide a roadmap for scholars to advance theory and for practitioners to leverage AI ethically in marketing strategies. This study offers one of the first systematic bibliometric mappings of AI in marketing, highlighting both scholarly trends and actionable insights for managers and policymakers.

Key Words: Artificial intelligence; Marketing; Bibliometric analysis; Consumer engagement; Digital transformation.

1. INTRODUCTION:

The present wave of digitization across several sectors is being driven by the convergence of cutting-edge technology, which is significantly changing business environments and increasing operational efficiencies. There are several industries that have faced this change; these industries have adopted digital tools to increase effectiveness and satisfy customer demands. Fourth Industrial Revolution (I4.0) is described in short as Industry 4.0, held major changes in manufacturing and industrial companies that provide help in cutting-edge digital technology (1). This change is described by the conjunction of many technologies that provide help to the industries in operational efficiency, flexibility, and productivity (2). The fourth industrial revolution concept is transforming the conventional business and management environment. With the help of i4.0 technology, Client interaction and especially artificial intelligence have changed drastically over the past decade. It provides help in how companies interact with customers and helps in making choices. Artificial Intelligence helps in customer engagement with new products and provides important information about the choices of customers. Artificial intelligence is a part of machine learning. The evaluation of the data, analysis of the language, automation of the tasks, increase of the efficiency, and improvement of the decision-making in various fields, including healthcare, finance, and transportation that require human intelligence is now the role of artificial intelligence, according to (3). The strategies that the businesses make have a significant impact on consumer engagement and decision-making with the aid of artificial intelligence. With the aid of artificial intelligence, the prediction of consumer behavior and industrial trends occurs very well today (4; 5). There is already a significant amount of research on artificial intelligence. However, the gap that exists between the use of artificial intelligence for the purpose of predicting consumer behavior is an area that needs more research and advancement in the field of artificial intelligence (6). The use of artificial intelligence by the organizations for the purpose of customizing the emails sent to the customers

based on their interests and behaviors is resulting in an increase in consumer engagement or purchases. With the help of artificial intelligence, marketers may now examine vast amounts of consumer data to expertise personalized messages that have a greater effect on each recipient. Since the 1950s, artificial intelligence (AI) has seen a second renaissance as a result of computer development. It is now necessary to create algorithmic models that are capable of real-time learning and pattern recognition, thanks to advances in computer and big data capabilities. These days, artificial intelligence is being used in a growing number of settings and gadgets. Recommender systems (7), customer service (8; 9; 10), and smartphones (11) are a few examples. They even occupy senior roles in fields including journalism, the arts (12), and music production, marketing, and which were previously believed to rely on human intelligence.

According to past studies, no study has thoroughly and holistically examined the corpus of research on AI produced in the closely related field of marketing, even though AI adoption by marketing managers and consumers is growing exponentially. This is unexpected because studies in the larger field of AI applications in marketing. Creating computers that could carry out tasks that would require intelligence if done by a human was the ultimate goal of scientists who started research on artificial intelligence. For this reason, it is now crucial to comprehend how algorithms could replicate cognitive functions. Since one of the most significant application areas for AI is marketing, the connection to this subject is extremely crucial. The Journal of the Academy of Marketing Science, one of the leading journals in marketing, recently published two studies on the subject. By making predictions of AI in marketing, its clients, its practitioners, and the managers who create and carry out marketing plans. The authors argue that AI will bring significant changes in consumer behavior and alter management conduct and marketing tactics. They also contend that if AI is permitted to support managers rather than take their place, businesses will see greater success. In the second article, managers and consumers alike must have faith in AI systems in marketing. Instead of merely letting AI do its thing, the former must look past the "black box" and comprehend why systems might be suggesting and even acting in certain ways. The latter must have faith in AI-powered sales and support platforms and understand their rationale and goals. They may legitimately be worried about "creepy" surveillance and being targeted by sentient cyber-beings who meddle in their personal affairs. This study used bibliometric analysis of pertinent literature to pinpoint current trends and present the most recent advancements in the field. Literature reviews are often subjective and qualitative in character, but the bibliometric approach enables researchers to obtain quantitative data on authors, journals, conference proceedings, citation count, and citation pattern. Any research field's evolution can be mapped with the use of this data when correctly examined and related to one another. We begin by giving a summary of the previous reviews in order to establish the context and the necessity of the investigation. The approach is examined, the results are shown, and the evaluation is wrapped up by suggesting areas for further investigation.

2. LITERATURE REVIEW:

AI is being used more and more in marketing campaigns in a variety of industries, such as retail, healthcare, government, entertainment, and finance. Each time artificial intelligence is employed, a range of outcomes are created, including improved campaign performance, increased customer happiness, and more successful marketing campaigns. Due to the application of artificial intelligence in marketing strategies, a revolutionary shift is observed in the way businesses are able to interact with their clients in a number of different industries. There is a highly competitive atmosphere for businesses currently. With the help of artificial intelligence technologies, it is now possible for marketers to create successful marketing campaigns for the sake of customer satisfaction (13; 14; 15).

2.1 Specific uses of Artificial Intelligence in different marketing domains

There are a number of essential categories that are employed to create successful artificial intelligence systems. These categories are incorporated into marketing strategies. The relevance of these categories points to the different functions of artificial intelligence in modern marketing strategies. With the constantly evolving artificial intelligence landscape, there is a need to include factors such as innovation and sustainability in marketing (16; 17). Artificial intelligence (AI) is being used by marketers more and more to increase consumer demand by sending tailored communications that speak to each person's unique interests and actions. AI-driven integrated applications that offer a positive user experience, like now businesses may track purchases, including the location and time of transactions, and utilize this customer data to efficiently adapt marketing efforts. Using AI algorithms and machine learning (ML) to assist models makes audience data more efficient, lowers the chance of human error, and enables display advertising to scale. Advertisements that target people's concerns or interests have a higher chance of being viewed.

3. RESEARCH METHODOLOGY :

The statistical technique of bibliometric analysis is used in this study's research methodology to monitor the impact of AI on marketing. Most bibliometric studies were conducted in the Library Sciences. In a number of social disciplines, such as management, psychology, sociology, and others, it has developed into an analysis framework for literature reviews (18). These techniques are highly useful for the performance analysis and science mapping of the research subjects. The quantitative method of bibliometric analysis makes it easier to categorize, defend, and evaluate research. Bibliometric analysis can be used to lessen the subjective bias of literature reviews and increase the reliability of the research findings, as asserted by (19) and (20). Bibliometric procedures are the most efficient means to achieve the study goal of providing an overview of any scientific topic compared to other means for summarizing previously published literature. The articles, words, and assessments in the literature on the effects of artificial intelligence on marketing helped to establish the first set of keywords for the database search query. The keywords used in the search query were based on their relevance to the research topic to obtain and evaluate a large number of articles that discuss the relationship between AI and marketing.

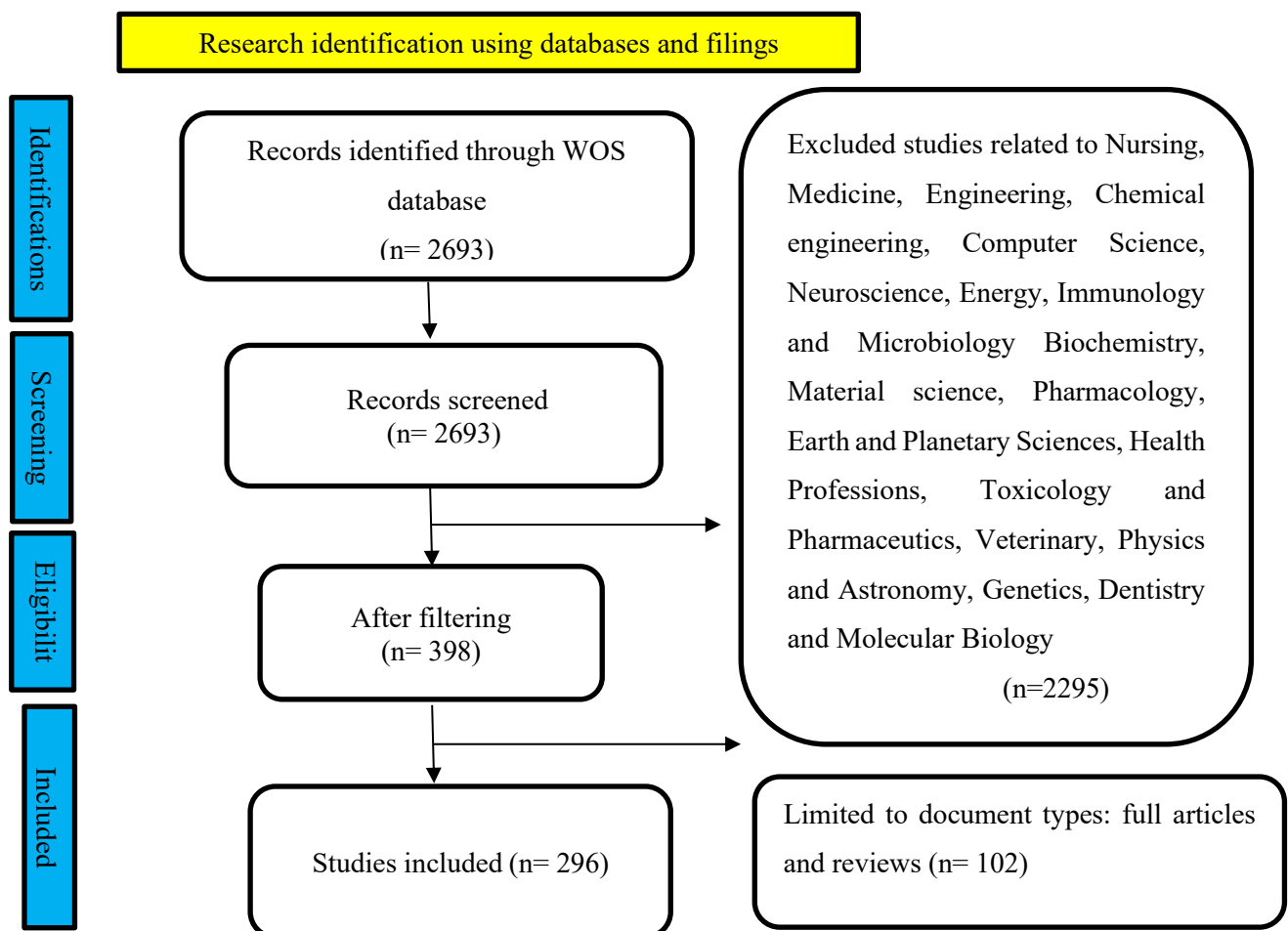


Fig 1. PRISMA Framework

3.1 Database, keywords, and inclusion criteria: The current literature search was conducted using the WOS database. The search was limited to only English-language articles. All book chapters and conference papers were excluded from the search. After the above-mentioned inclusion-exclusion criteria, a total of 296 articles were found.

3.2 Keyword search on Web of science database: Refine results for artificial intelligence (All Fields) AND marketing (All Fields) AND applications (All Fields) and 2015 or 2016 or 2017 or 2018 or 2019 or 2020 or 2021 or 2022 or 2023 or 2024 or 2025 (Publication Years) and English (Languages) and Business Economics or Social Sciences.

3.3 Publication trends: The use of artificial intelligence in marketing has changed dramatically, and scholarly and research activity has increased dramatically as well. An examination of the publishing trend between 2015 and 2025

shows a steady and remarkable growth in academic output. A total of 47 papers with relatively low citation counts were first created between 2015 and 2016. However, the subsequent years showed a notable rise in both the quantity and impact of the study. 2018 marked a turning point, as there was a notable surge in publications totaling 121 and 5257 citations. In 2019 and 2020, research output increased to 226 and 347 publications with 13131 citations, respectively, further intensifying this trend. In 2021, the increasing trend persisted with 275 articles and 14138 citations, highlighting the field's growing significance. This trend was strongly maintained in 2022, with 396 articles and 8688 citations. In contrast, 2023-2025 revealed 1333 papers and 12783 citations at a steady rate. These numbers confirmed the growing scientific interest in the topic and the impact of artificial intelligence on marketing, totaling 40699 citations and an impressive 296 papers.

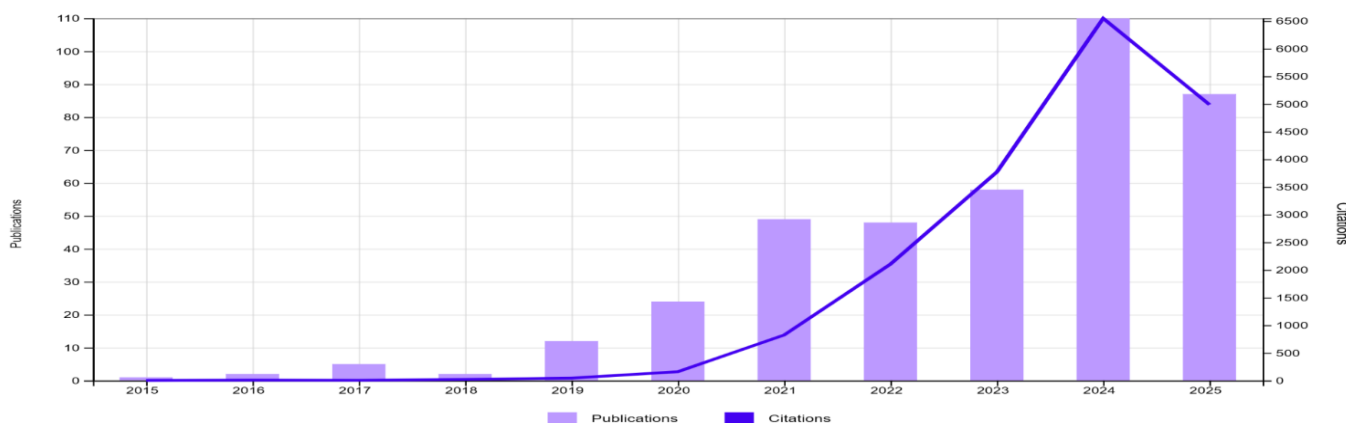


Fig 2. Times Cited and Publications over Time (2015-2025)

4. Data analysis:

The bibliographic data produced by Web of Science was analyzed in this study using VOSViewer. With a free program called VOSViewer, one may generate and view intricate bibliometric maps based on co-occurrence or citation data (21). Using several emphases, including co-authorship, bibliographic coupling, keywords, citations, etc., the program may produce visually representative maps. The physical distance between nodes on VOSViewer maps indicates their relatedness; lines connect items with important ties (e.g., articles, authors, organizations, and nations); each cluster is identified by a different color. These visual components help researchers rapidly comprehend the findings of bibliometric analysis. The following section displays the findings generated by VOSViewer in relation to the following aspects:

- 1. Co-authorship analysis:** counting and investigating the degree to which writers, institutions, and nations collaborate on authorship to assess the relatedness among them;
- 2. Co-occurrence analysis:** evaluating the connections between the most popular terms and keywords across studies to learn more about the common interests of researchers;
- 3. Citation analysis:** measuring how frequently articles, authors, journals, organizations, and nations cite one another to assess the strength of the connections between them;
- 4. Co-citation:** demonstrating the relationship between articles, authors, organizations, and nations by counting the number of times they are concurrently cited by another work (22).

5. Results:

The results from the four research types discussed above are shown in this part, together with the visualizations created by VOS Viewer and our analyses of the maps.

5.1 Co-authorship analysis

Co-authorship analysis includes five different subject clusters. In this analysis, technology and business research were identified. Cluster 1, given by Yogesh K. Dwivedi, states that blockchain, advanced business technology, and artificial intelligence played an important role in the growth of research. In this research, organizational tactics are to be considered. Cluster 2, given by Dhruv Grewal, states that digital platforms and generative AI in marketing have made

important contributions to our understanding of how artificial intelligence has changed consumer interaction and marketing strategies. Cluster 3, given by Praveen K. Kopalle, identifies consumer behavior and predictive analytics, which provides significant insights into data-driven decision-making and behavioral modeling. Cluster 4, given by Ashish Malik, focuses on how Human-AI collaboration and its impact on workforce dynamics change the AI in the marketing domain. Lastly, cluster 5, given by Eric W. T. Ngai, includes governance structures and operational effects of intelligent systems in organizational contexts. It concludes the development of artificial intelligence in the field of digital transformation and the influence of various scholarly contributions, including IoT, applications of AI, and IT governance, collectively. Refer to Figure 3.

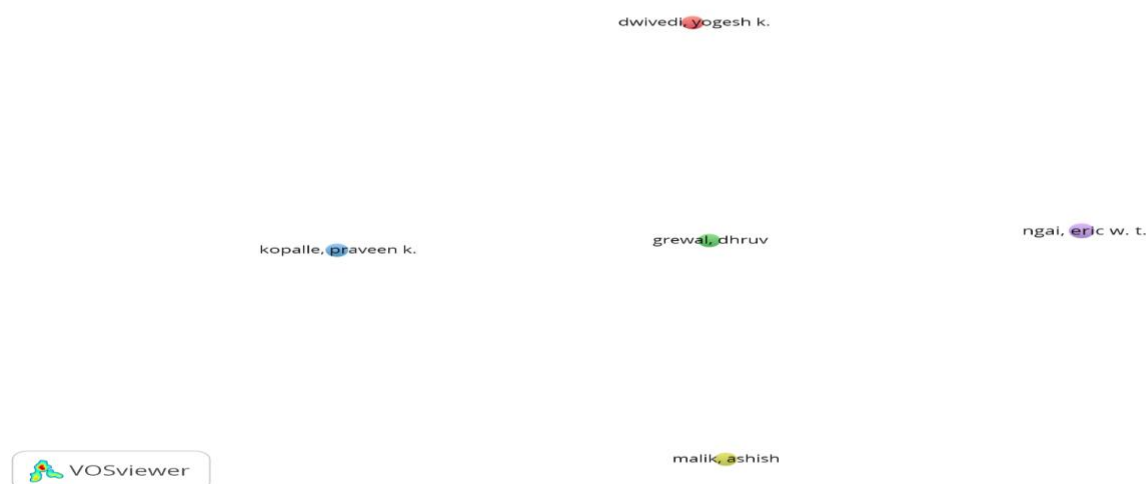


Fig3: co-authorship map by authors

5.2 Co-occurrence analysis

In co-occurrence analysis, the most commonly used keywords in documents are allowed for the identification of terms associated with the main subjects. Algorithms automatically exclude the articles or prepositions in functional words. The 18 keywords, each with at least seven occurrences, are tightly related, as Figure 4 illustrates. "Decision-making" (10 occurrences), "big data" (14 occurrences), "machine learning" (13 occurrences), "management" (5 occurrences), "ai" (11 occurrences), "artificial intelligence" (11 occurrences), "information" (11 occurrences), "innovation" (10 occurrences), "technology" (6 occurrences), and "impact" (10 occurrences) are the top ten keywords. In order to determine which terms have stronger associations, it is useful to examine the clusters in various colors. "Decision-making" and "Big data" are in the same cluster among the top ten most often occurring keywords, suggesting that these concepts commonly appear together. Similarly, "machine learning," "management," "ai," "artificial intelligence," "information," and "innovation" are grouped, while "technology" and "impact" are more closely related. The search phrases "artificial intelligence," "machine learning," "technology," and "acceptance" co-occurred with one another; however, "artificial intelligence" is especially associated with "machine learning." The co-occurrence of keywords that came from this study is comparatively consistent with the themes and keywords, according to AI-based computer science research. Therefore, radical research outside of these technological fields is unlikely to make a significant impact in this sector.

5.3 Citation analysis

Under the citation analysis of documents, the concentration is to be given to the technology and business innovation, which includes nine thematic clusters. Cluster 1, given by Gao (2023), Lee (2022), Marchand (2019), and Payne (2021), explains the results of negotiations, cross-cultural contexts, and builds trust in distant is now improving with the help of technology. Cluster 2, given by (Balakrishnan, 2021; Paul, 2023, 2024; Poole, 2021), shows how the users' views and purchase intentions are to be influenced by the use of artificial intelligence in marketing, and further psychological effects of digital assistants are to be examined. Cluster 3, given by Donthu (2021) and Ahmed (2022), states that with the help of AI, machine learning techniques can be used as logistic regression to correctly predict the COVID-19 lab findings. Cluster 4, given by Li (2023) and Longoni (2022), states that the gap between humans and AI can be resolved with the help of better consumer interactions. Cluster 5 investigates how new technologies, such as artificial intelligence

and machine learning, impact organizational activities and consumer engagement. Cluster 6, given by (Chi, 2020; Prentice, 2020), states that there is a positive impact of AI service quality and employee performance on customer outcomes. Cluster 7, given by Brill (2019) and Kopalle (2022), states that there is now a technological era that shows the effectiveness of digital transformation. Cluster 8, given by Hildebrand (2020) and Luo (2019), states that with the help of conversational technology the product recommendations and problem-solving are improving. Finally, cluster 9 given by Banker (2019) and Hermann (2022) states that with the help of AI, customer engagement, marketing strategies, and business connections are improving (see fig 5).

In citation analysis by sources, the important area of concentration is the field of industrial and technology management, which is classified into two clusters. Cluster 1 explains subjects such as supply chains, engineering systems, and technology management with the help of operational performance and technological advancement reports. Enhancing engineering practices and managing technological transitions in Industrial Marketing Management and IEEE Transactions on Engineering Management are two main journals in this cluster. On the other hand, Cluster 2 defines two important journals that are the Journal of Business Research and the Journal of Research in Interactive Marketing, which explains how artificial intelligence in marketing is growing because of improvements in consumer behavior, preserving strategic alliances, business-to-business (B2B) marketing, strategic relationship management, and industrial buyer behavior.

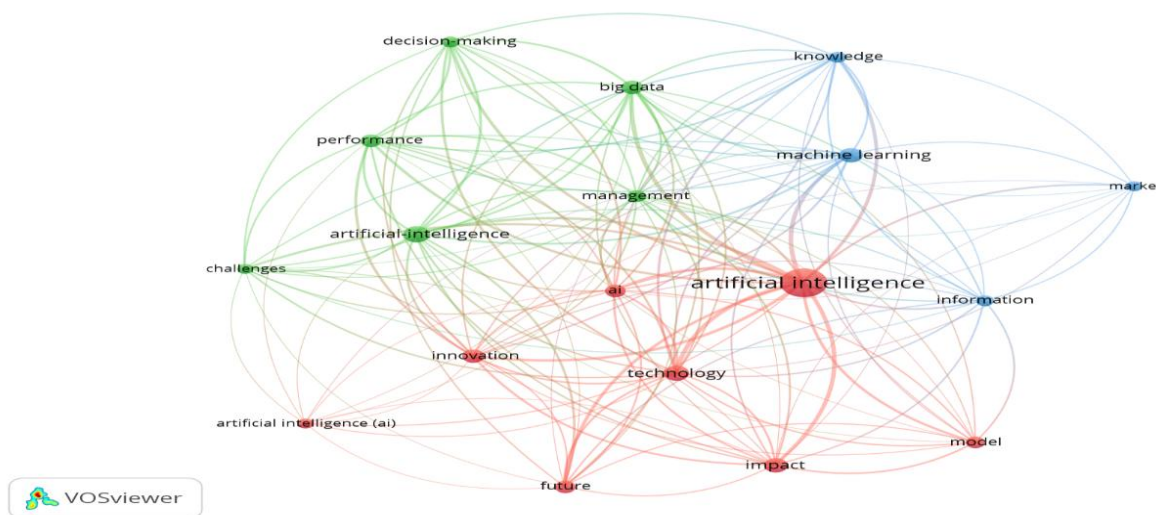


Fig.4: co-occurrence map by all keywords

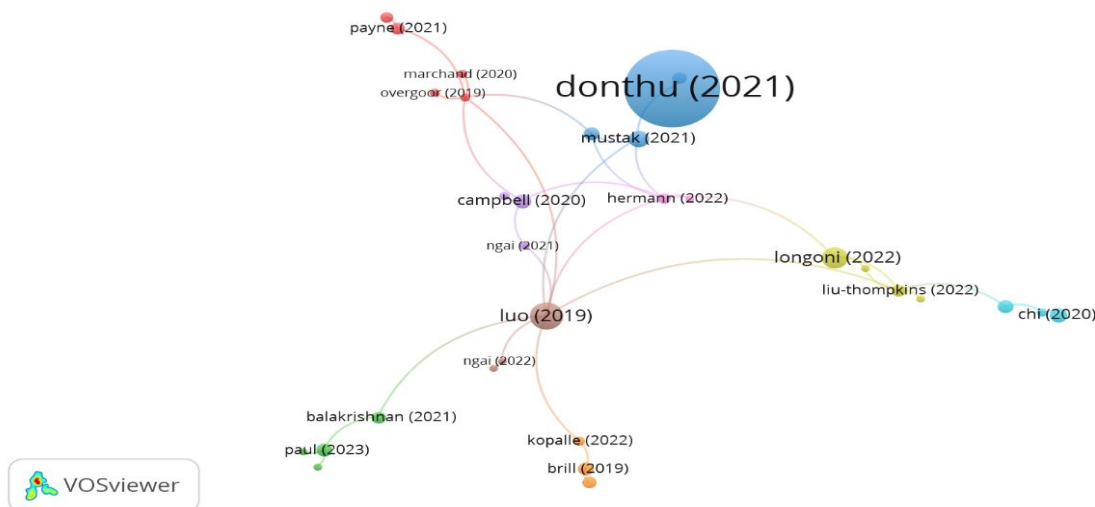


Fig 5: citation analysis by document

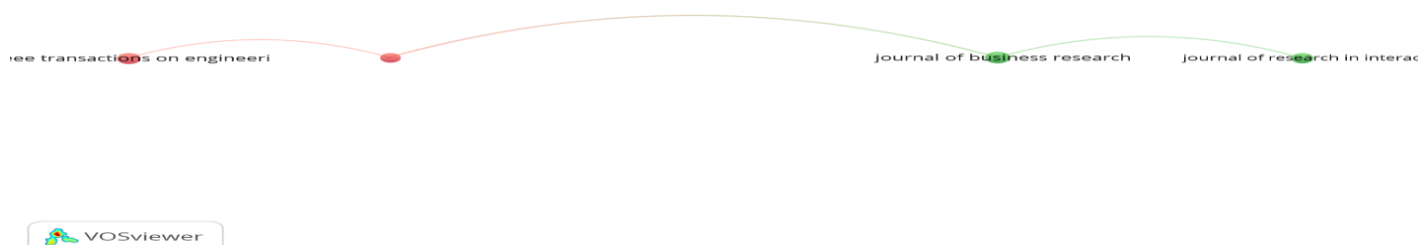


Fig 6: citation analysis by sources

There are five groups in this analysis, which divide academic performance according to topic strengths, publication production, and citation impact. Cluster 1 describes the substantial citation influence and worldwide awareness that includes nations like Singapore and Germany, while Romania and Russia depend more on national citation databases to way scholarly output. In this cluster, a variety of European countries come with variable degrees of international participation, including Italy, Poland, Ireland, and Scotland. In environmental and health sciences, Finland and New Zealand are distinguished for their field-weighted citation impact, but Cluster 2 states that, in terms of publication output and citation effect, Australia and France usually rank first.

Two other new members of this club are Turkey and Malaysia. Cluster 3 states that the most academic research volume and influence place the USA at the forefront, while India is quickly emerging in industries like engineering and pharmaceuticals, regardless of its difficulties in acquiring international recognition. In Cluster 4, the leadership of applied sciences and technology is described by South Korea, and the supremacy in oceanography and sustainability is described by Norway and South Africa.

Lastly, Cluster 5 includes fields of environmental studies, health sciences, and artificial intelligence in Canada, which is the top research nation for an extensive and notable academic presence. These clusters describe the national capacities in the global research scene and many strategic focus areas (see fig 7).

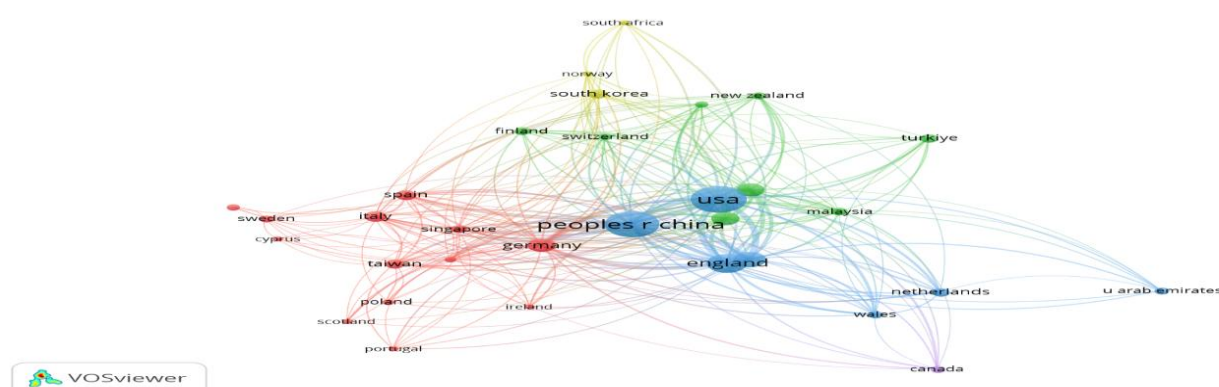


Fig 7: citation analysis by countries

5.4 Co-citation analysis

Three significant research areas that influence the theoretical underpinnings of current information systems (IS), marketing, and organizational strategy studies are described in this paper. Cluster 1 presents artificial intelligence represented in more analytical activities, and emotional intelligence that emerges as a crucial human ability. The changing roles of humans and robots in marketing and service contexts are emphasized by Davenport (2020) and Huang (2018, 2021). Cluster 2 includes the theoretical and methodological works that identify the contemporary empirical research in marketing, consumer behavior, and information systems. There are two models in it, one is structural equation modeling, given by Fornell (1981), and the second is the Technology Acceptance Model, given by Davis (1989). Cluster 3 describes how organizational, technological, and ethical issues are elevated by the digital revolution through the value of interdisciplinary cooperation given by Duan (2019) and Dwivedi (2021).

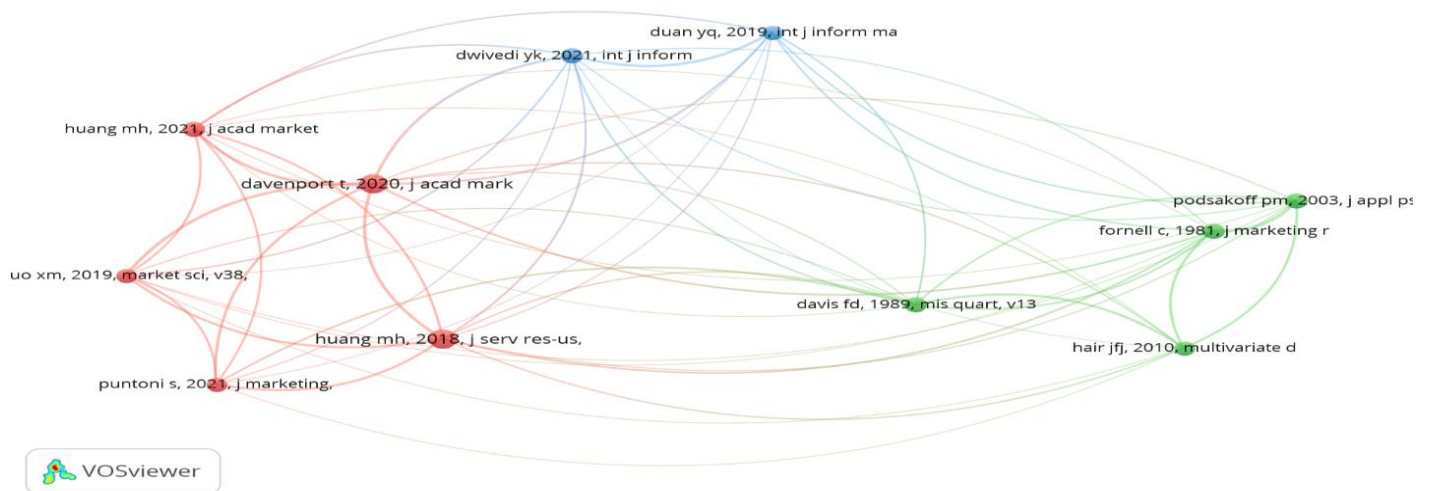


Fig 8: co-citation analysis of cited references

6. Discussion

The use of artificial intelligence in marketing has completely transformed the field of research over the past 10 years. There are various applications of artificial intelligence in marketing areas, which include government, entertainment, retail, finance, and healthcare, as described by various past researchers. Now, business operations increasingly use artificial intelligence, so it is very important to describe its various applications in marketing and how it impacts the marketing disciplines, both academically and in practice. This bibliometric study demonstrates that artificial intelligence has rapidly evolved from a niche technological application to a transformative force in marketing research and practice. The co-authorship and keyword analyses reveal that scholarship is converging around themes such as predictive analytics, consumer engagement, personalization, and human–AI collaboration. These clusters highlight how AI is not merely a technical tool but a driver of new theoretical perspectives in marketing, particularly in areas of consumer decision-making, trust formation, and digital transformation. From a theoretical standpoint, the findings extend established frameworks such as the Technology Acceptance Model (TAM) and Service-Dominant Logic (SDL). The co-citation analysis shows that AI research in marketing increasingly draws on behavioral theories, signaling a shift toward integrating psychological constructs (trust, perceived risk, consumer empowerment) with computational approaches. This suggests that future research should move beyond descriptive mapping of AI applications to theory-building that explains how AI reshapes consumer–firm relationships and marketing ecosystems. Managerially, the results underscore the importance of embedding AI into marketing strategies in ways that balance efficiency with ethics. The bibliometric evidence points to growing attention on consumer trust and transparency, indicating that firms must design AI systems that are explainable, fair, and aligned with societal norms. Moreover, the rise of research on generative AI and human–AI collaboration suggests that managers should view AI not as a replacement for human judgment but as a complement that enhances creativity, personalization, and responsiveness.

7. Limitations

There are many uses of artificial intelligence in marketing, but some drawbacks remain. Depending solely on the Web of Science database may have a limitation of this study. Scopus, Google Scholar, or other databases can also be included in it. Now, research trends have become less important because of the citation gap, which occurs when newly published articles don't have enough citations. Third, there is a significant impact on the accuracy of thematic categorization of the study and trend detection, perhaps excluding complex or multidisciplinary contributions. Fourth, a lack of global inclusivity and diversity of perspectives in the study is a result of language bias caused by the majority of English-speaking media. Even though VOSviewer is a helpful tool for bibliometric analysis and visualization, it is still not able to fully capture the deeper qualitative insights without the assistance of other interpretative approaches or manual content examination.

8. Future research directions

This bibliometric analysis attempts to increase the scope and contextual relevance of the study in order to inform future studies. With the help of the Scopus database and Google Scholar, the worldwide inclusivity and generalizability of the datasets can be improved furthermore, how Artificial Intelligence (AI) applications in marketing change throughout various technological maturity stages is described in this bibliometric research for a dynamic perspective of innovational trends. There are various ethical factors like fairness and transparency with legal frameworks, algorithmic bias, personalization, and data protection for the prevention of discrimination, building trust, and ensuring AI serves society fairly. AI helps in a more consumer-centric approach, so these insights can guide academicians and researchers to understand consumers' perception, trust, and usage of AI-driven marketing products.

As the technology is developing, it is becoming important to understand how AI will affect marketing from a long-term perspective. There is a large number of corporate expenditures in artificial intelligence technologies, so it is becoming more important for marketing landscapes. With the help of this bibliometric analysis, academicians can offer insightful datasets and useful tools that facilitate marketers to investigate AI-driven marketing strategies.

9. Conclusion

In this bibliometric analysis, a systematic visual representation of the body of research on artificial intelligence (AI) in marketing is conducted with VOSViewer. Co-authorship analysis, citation analysis by documents, sources, countries, co-occurrence, and co-citation are discussed in it. This study contributes to the marketing literature by systematically mapping the intellectual structure of AI research in marketing over the past decade. By combining bibliometric techniques with qualitative content analysis, it identifies dominant themes, influential authors, and emerging clusters that define the field. The results highlight both the breadth of AI applications in marketing and the need for deeper theoretical integration. This study provides a systematic understanding of the intellectual structure of AI in marketing through quantitative and qualitative analysis. By analyzing 296 articles from 2015 to 2025, this research indicates some major trends in AI research in marketing, including predictive analytics, consumer engagement, personalization, and human-AI collaboration. The research indicates that AI is not only a technology enabler but also a catalyst for new theoretical perspectives in marketing research, especially concerning consumer trust, decision-making, and digital transformation. This research contributes to marketing literature by expanding existing theories such as the Technology Acceptance Model and the Service-Dominant Logic. This research has practical implications for management and policymakers to follow a transparent and ethical path in AI adoption strategies in marketing. Although this research has made significant contributions to AI research in marketing, its major limitation is that it only used one database source: Web of Science. Future research should use multiple sources such as Scopus, Dimensions, and conference proceedings to ensure that the research is more comprehensive.

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