

Will the Revolution Devour its Children? The Impact of Generative and Interactive AI on Operative and Strategic Marketing

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Abstract

Over the past decade, we have observed a significant shift in marketing fueled by the ability to harness the growing volume of data and customer insights available to marketers. This transformation has reached a new phase due to advancements in computational power and deep-learning algorithms. Generative AI models have played a pivotal role in democratizing the creation of professional customer insights, offering market participants unparalleled opportunities to develop sophisticated marketing tools swiftly and with minimal resources. Simultaneously, AI models are increasingly engaging with each other, indicating that this transformative journey is far from reaching its peak. While embracing customer-centricity and enhancing operational efficiency hold promise for the long term, they also present notable challenges for brands and marketing managers. In this paper, we explore the diverse opportunities and obstacles that arise from this transformation and extract strategic insights to guide managers in effectively navigating this (r)evolution.

- **Keywords:** Generative AI, Interconnected AI, Marketing Strategy, User Generated Content, Data Value.

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