

## THE ROLE OF AI IN BUSINESS DIGITALIZATION PERSPECTIVELE UTILIZĂRII AI ÎN DIGITALIZAREA AFACERILOR

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**Abstract.** *Relevanța acestui studiu rezultă din constanta evoluție a tehnologiilor și observarea beneficiilor pe care AI le poate aduce în implementarea sa în domeniul marketingului digital. Principalele obiective sunt de a explora avantajele și provocările implementării AI în strategiile de marketing digital, inclusiv costurile, considerentele etice și cerințele de formare a angajaților. Analizând cantități mari de date și anticipând comportamentul utilizatorilor, AI poate ajuta specialiștii în marketing să creeze strategii de marketing mai personalizate și mai eficiente. Tehnologiile AI pot, de asemenea, să examineze date noi și să ofere clienților informații mai relevante pe baza preferințelor acestora. În general, AI modifică fundamental modul în care desfășurăm operațiunile de afaceri, dând putere vânzătorilor să se concentreze pe rezultate și ajutând clienții mai eficient. Am constatat că exemplele din lumea reală de organizații care folosesc inteligența artificială în marketingul digital abundă. Cu toate acestea, suntem la începutul procesului atât de aplicare practică a IA de către afaceri în general, cât și de funcțiile lor de marketing în special. Este important, ca și în cazul majorității tehnologiilor cu potențial semnificativ, aplicarea inteligenței artificiale în marketing generează nu doar considerații practice, ci și întrebări etice.*

**Keywords.** *Inteligența Artificială, Digitalizarea Afacerilor, Date de Marketing, Automatizare, Decizii de Marketing, Procese de Afaceri, Comportamentul Consumatorului, Marketing Digital.*

**JEL CLASSIFICATION:** M31, M37, O31, O33

### INTRODUCTION

This study aims to investigate the role of AI in business digitalization with a focus on marketing. The significance of this study lies in its contribution to the existing body of knowledge on the intersection of AI and business digitalization, specifically in the marketing field. By examining the benefits and challenges of implementing AI in marketing strategies and exploring case studies of AI integration in marketing, this study will help businesses understand the impact of AI on marketing processes and guide decision-making when considering the adoption of AI in their marketing strategies. The main objectives of the study are: 1. To examine the current state of AI adoption in business digitalization and identify the most common AI applications in various industries. 2. To evaluate the impact of AI on business digitalization processes, such as data analytics, decision-making, and customer experience. 3. To explore the benefits and challenges of implementing AI in digital marketing strategies, including cost, ethical considerations, and employee training requirements. 4. To identify future trends and directions for AI in business digitalization and provide recommendations for businesses looking to adopt AI technologies in their digital marketing strategies.

### LITERATURE REVIEW

Business digitalization refers to the transformation of traditional business models and processes by integrating digital technologies. This transformation involves the use of technologies such as cloud computing, artificial intelligence (AI), big data analytics, the Internet of Things (IoT), and mobile applications. These technologies have revolutionized the way businesses operate, enabling them to automate and optimize their operations and improve their overall customer experience. When business executives were asked what AI-powered solutions they saw having the most impact on their business, virtual assistants (31%), analytics (29%), and automated communications like emails and chatbots (28%) topped the list. For example, businesses can now use digital tools to automate routine tasks such as data entry, record-keeping, and invoice processing. This has increased efficiency, reduced errors, and enabled employees to focus on higher-level tasks that require human judgment and creativity.

However, all that is innovative is bound to have both opportunities and several limitations. Sources outline the following benefits and limits of AI in Business Digitalization: *Benefits - Improved Decision Making*: The author notes that AI can analyze vast amounts of data and provide valuable insights that can help businesses make more informed and accurate decisions; *Increased Efficiency*: AI can automate repetitive tasks and processes, allowing businesses to allocate resources more effectively and improve overall efficiency; *Enhanced Customer Experience*: AI can be used to personalize customer interactions, improve customer service, and provide a more seamless and satisfying customer experience. *Challenges - Data Quality*: The article emphasizes the importance of high-quality data for AI to function effectively and notes that businesses must ensure that their data is accurate and properly structured; *Implementation Costs*: The author notes that implementing AI technology can be costly and may require significant investment in both time and resources; *Ethical Concerns*: The article acknowledges the ethical concerns surrounding AI, such as data privacy, bias, and potential job displacement. [1, Sahota, 4]

Artificial intelligence (AI)-enabled digital marketing is revolutionizing the way organizations create content for campaigns, generate leads, reduce customer acquisition costs, manage customer experiences, market themselves to prospective employees, and convert their reachable consumer base via social media. Real-world examples of organizations who are using AI in digital marketing abound. For example, Red Balloon and Harley Davidson used AI to automate their digital advertising campaigns. However, we are early in the process of both the practical application of AI by firms broadly and by their marketing functions in particular. Importantly, as with most technologies of significant potential, the application of AI in marketing engenders not just practical considerations but ethical questions as well. The ability of AI to automate activities, that in the past people did, also raises the issue of whether marketing professionals will embrace AI as a means to free them from more mundane tasks to spend time on higher value activities, or will they view AI as a threat to their employment? Given the nascent nature of research on AI at this point, the full capabilities and limitations of AI in marketing are unknown. [2, Esch, 4]

## METHODOLOGY

The methodology used for researching the role of AI in business digitalization involves several stages and techniques. This paper begins by conducting a comprehensive literature review to gain a better understanding of the research question and identify knowledge gaps. It is followed by the development of a research design that outlines the research question, data collection methods, and analytical techniques that will be used. The method used is Case study research - a qualitative research method that involves a detailed examination of a particular case, such as an individual, group, organization, or event. Case studies are often used in social sciences, business, and education to understand complex phenomena, to explore the underlying causes of events, and to develop new theories while examining real-life cases, like we did. After data has been collected, we conducted an analysis to identify patterns, trends, and relationships that can answer the research question. We have also identified implications for practice or future research. For example, if the research question was

focused on understanding the impact of AI on customer experience, researchers may identify that businesses that use AI to personalize customer experiences are more likely to see improvements in customer satisfaction. That could lead to development of suggestions, in the form of practical implications for businesses looking to incorporate AI in their operations. The research requires a rigorous and systematic approach that ensures the validity and reliability of the findings, as well as keeping up-to-date with the latest developments in the field to ensure the research is relevant and informative.

## **FINDINGS AND DISCUSSION**

The relationship between Artificial Intelligence and the digital marketing is becoming more successful and many of the companies have adopted the use of artificial intelligence in marketing, promotion and publicizing strategies of their business. Because AI is offering the wide range of assistances, benefits and multiple options to perform a task again and again with similar accuracy. In 2021, the market for artificial intelligence (AI) in marketing was estimated at 15.84 billion U.S. dollars. The source projected that the value would increase to more than 107.5 billion by 2028. Artificial Intelligence is the reality of the future digital marketing and it is essential for the products to use the technology to improve the number of customers to gain the attention of the customers and make their experience high so that they become repetitive customer for the brand and that manufacturing company. Amazon is one of the leading companies nowadays and it also uses artificial Intelligence for their customers as it shows the products that are relevant to the previous searches of the customers. Once the customer is satisfied by the search experience and get the personalized experience, they become the repetitive customer. Artificial Intelligence is revolutionizing the business and the digital market. The customers are increasing for the companies because artificial intelligence is improving day by day and also it can make the quick decisions on the bases of data and it has the ability to perform the tasks with accuracy. [3, Khatri, 658] 70% of high performing marketers claimed they have a fully defined AI strategy. We have also found that they offer personalized buying recommendations, while constantly improving its algorithms significantly. In addition to past purchases, suggestions are now based on things that other customers have purchased, search and browsing history, and a variety of other characteristics. Amazon also apply AI to power dynamic pricing, lowering prices to boost sales when necessary and raising prices when demand is great. Amazon is continuing to advance as a pioneer in the application of technology by opening checkout-free physical stores in Seattle that contain AI-powered sensors and cameras. Using the Amazon Go app, this technology can identify exactly which things a consumer has selected and will charge them as soon as they leave the store.

## **CONCLUSION**

To outline, the use of artificial intelligence (AI) in marketing digitalization has become increasingly prevalent in recent years, and its impact is undeniable. AI has enabled marketers to collect and analyze vast amounts of data, resulting in more personalized and targeted campaigns. With the ability to predict consumer behavior, AI has helped marketers optimize their strategies, increase conversions, and ultimately, drive revenue growth. Additionally, AI has enabled the automation of repetitive tasks, allowing marketers to focus on more high-level creative and strategic activities. However, the adoption of AI in marketing digitalization is not without its challenges. The complexity of AI technology, the need for specialized skills, and the potential for ethical concerns and biases are all issues that must be addressed. Nevertheless, as AI technology continues to advance and become more accessible, its potential to revolutionize marketing digitalization remains significant.

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