The Impact of Digitalization on Current Marketing Strategies
MARKETING & TECHNOLOGY: NEW HORIZONS AND CHALLENGES

Series Editor: Luis Matosas-López

The MTNHC series aims to provide multidisciplinary references for researchers, instructors, and professionals interested in the most up-to-date research on the challenges connected with the expanding ground of digitalization and marketing.
The Impact of Digitalization on Current Marketing Strategies

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List of Abbreviations

AI  Artificial Intelligence
AIaaS  Artificial Intelligence-As-A-Service
ALICE  Artificial Linguistic Internet Computer Entity
API  Application Programming Interface
AR  Augmented Reality
ARIMA  Autoregressive Integrated Moving Average
B2B  Business to Business
CAI  Conversational Artificial Intelligence
CDR  Corporate Digital Responsibility
CEO  Chief Executive Office
CRMs  Customer Relationship Management
CSR  Corporate Social Responsibility
CX  Customer Experience
DL  Deep Learning
ECT  Expectation Confirmation Theory
EDI  Electronic Data Interchange
GANs  Generative Adversarial Networks
GDP  Gross Domestic Product
GDPR  General Data Protection Regulation
ICTs  Information and Communication Technologies
IFC  International Finance Corporation
IMF  International Monetary Fund
IoS  Internet of Senses
IoT  Internet of Things
ITs  Information Technologies
KPIs  Key Performance Indicators
LLMs  Large Language Models
Martech  Marketing Technology
ML  Machine Learning
<table>
<thead>
<tr>
<th>Acronym</th>
<th>Full Form</th>
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<tbody>
<tr>
<td>NLP</td>
<td>Natural Language Processing</td>
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<tr>
<td>NLU</td>
<td>Natural Language Understanding</td>
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<tr>
<td>PDA</td>
<td>Personal Digital Assistant</td>
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<tr>
<td>PMT</td>
<td>Protection Motivation Theory</td>
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<tr>
<td>R&amp;D</td>
<td>Research and Development</td>
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<tr>
<td>RMSD</td>
<td>Root Mean Square Deviation</td>
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<tr>
<td>ROI</td>
<td>Revenue on Investment</td>
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<tr>
<td>SalesTech</td>
<td>Sales Technology</td>
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<tr>
<td>SD</td>
<td>Standard Deviation</td>
</tr>
<tr>
<td>SDGs</td>
<td>Sustainable Development Goals</td>
</tr>
<tr>
<td>SLR</td>
<td>Systematic Literature Review</td>
</tr>
<tr>
<td>SMEs</td>
<td>Small Medium Size Enterprises</td>
</tr>
<tr>
<td>TAM</td>
<td>Technology Acceptance Model</td>
</tr>
<tr>
<td>TC</td>
<td>Theoretical Construct</td>
</tr>
<tr>
<td>TPB</td>
<td>Theory of Planned Behavior</td>
</tr>
<tr>
<td>TRA</td>
<td>Theory of Reasoned Action</td>
</tr>
<tr>
<td>UN</td>
<td>United Nations</td>
</tr>
<tr>
<td>VR</td>
<td>Virtual Reality</td>
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<tr>
<td>ZMO</td>
<td>Zero Moment of Truth</td>
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In the ever-evolving business landscape, a profound transformation has swept across industries, reshaping the way organizations connect with their audiences and redefining their presence in the market. This transformation, driven by digitalization, has ushered in an era of change and opportunity. In the pages of *The Impact of Digitalization on Current Marketing Strategies* you will discover what many of these changes have been and what opportunities they present.

In this era of technological progression, the business scene has shifted radically. As we find ourselves immersed in this digital wave with intricate threads of data, connectivity, and innovation, it is imperative to understand the profound impact of this digitalization on the realm of marketing strategies.

Digitalization, in its broadest sense, has contributed to the rise of electronic transactions over the internet, the creation of new business models, and even the construction of a new paradigm of customer experience. In fact, according to many experts, digitalization has been the most transformative force in marketing ever. It has changed consumption habits, consumer behavior, and buying processes. But it has also changed marketing strategies, offering a wide range of mechanisms that allow companies of all types and sizes to improve their commercial actions.

The impact of digitalization on marketing strategies is a dynamic and changing field of study, and *The Impact of Digitalization on Current Marketing Strategies* provides a comprehensive exploration of this epic paradigm shift. This book is a guiding compass for researchers and practitioners interested in the latest challenges associated with the expanding frontiers of digitalization and marketing, as well as for anyone curious about the interplay between these two disciplines. But this title not only acknowledges the complexity and importance of bridging the disciplines of digitalization and marketing, but also satisfies the reader’s need to approach this topic from a strategical perspective.

The 13 chapters in this book reflect the experiences of 29 authors from 18 universities in 12 different countries and cover a wide range of topics. These topics include the rise of social media as a marketing tool, customization of the online user experience, online store selection determinants, pricing strategies in the digitalization era, privacy and ethical considerations in the digital setting, the use of CRM solutions for customer-centric strategies, the importance of corporate digital responsibility, the role of social media influencers during a brand crisis, the use of AI and chatbots to interact with customers, or the importance of omni-channel marketing strategies today.
Nevertheless, at the core of our exploration is a fundamental question. As digitalization increases, successful marketing strategies depend on our ability to adapt, innovate, and anticipate. Thus, *The Impact of Digitalization on Current Marketing Strategies* is more than just a compilation of insights; this book invites readers to embrace the limitless horizons of digital possibilities and guides them to navigate the intricate maze of marketing strategies with intelligence.

As you embark on this journey, prepare to witness the fusion of technology and marketing. Let the pages of this book illuminate the corners of your own course in the seas of modern marketing, pushing boundaries, shifting perspectives, and revealing the profound impact of digitalization on marketing strategies.

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