

University of Economics and Humanities
Bielsko-Biala, Poland

Materials of the International Scientific Internet Conference

**MARKETING OF
INNOVATIONS.
INNOVATIONS IN MARKETING**

December 2023

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Marketing of innovations. Innovations in marketing (2023).
Materials of the International Scientific Internet Conference
(December, 2023). Bielsko-Biala: WSEH. [E-edition]

The topical issues of marketing of innovations and innovations in marketing, market-oriented management of innovation development, digital marketing, etc. are considered.

The materials are submitted to the author's version. The authors are responsible for the accuracy, reliability and content of the submissions.

ISBN 978-83-63649-15-9

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RESPONSIBLE MARKETING AND RESPONSIBLE ARTIFICIAL INTELLIGENCE

Businesses have long since entered the era of artificial intelligence and are using its advances to develop market opportunities. However, this process became widespread in 2022 after the launch of GPT Chat. This has led to the need to set clear goals and principles to ensure that the use of AI technology is beneficial and not harmful. Back in 2021, UNESCO published the Recommendation on the Ethics of Artificial Intelligence [1].

These recommendations emphasized that the unregulated use of AI technologies can jeopardize human rights, including privacy, personal data protection, as well as the principles of democracy and sustainable development. Digital tools used in marketing make extensive use of artificial intelligence technologies [2].

AI is changing not only companies but also society. Especially generative AI has the ability to influence perceptions and promote unreasonable consumer choices, so its achievements must be ethical. AI allows marketers to get rid of routine operations that dominate daily marketing processes. The areas where AI is present in marketing are shown in Fig. 1.

The use of AI in marketing is essentially a marketing innovation that changes marketing processes in organizations [3].



Fig.1. The greatest expansion of the scope of AI in marketing

Optimize send times, personalize content, and predict customer engagement to improve the effectiveness of your marketing campaigns. Social Media Communications Management helps you plan content, improve ad targeting, bidding strategies, and optimize ad content. All this allows you to analyze the effectiveness of advertising events and target the audience to increase engagement. AI is used in SEO tools to analyze data, predict search engine algorithms, and recommend strategies to optimize website content. Personalization tools use artificial intelligence to analyze consumer behavior and purchasing preferences. AI-powered analytics tools provide deeper insights, predictive analytics, and anomaly detection to help marketers make data-driven decisions. In general, AI enables marketing automation, streamlines workflows, and automates repetitive tasks.

Responsible marketing using AI involves applying ethical principles and practices to ensure that these technologies are used fairly, transparently and with respect for human rights and user privacy. Basic principles of responsible marketing using AI:

- Transparency in data use.
- Fair and inclusive targeting.
- Privacy and data security.
- AI transparency and explainability.
- No deceptive practices.
- Non-intrusive personalization.
- Human supervision.

A general guide to the implementation of these principles requires a strategy for the use of AI tools. Both states and companies are required to have such a strategy. The policy of responsible marketing with the use of AI implies the following steps.

Ensuring that users are informed about how their data is collected, processed, and used in marketing initiatives will help avoid over-personalization that may lead to consumer discomfort. Compliance with data privacy rules and the mandatory explicit consent of the user to the collection and use of personal data for marketing purposes should become a common business practice.

Consumers should be able to access and manage their data preferences and privacy settings. Ensure that marketing efforts are inclusive, do not promote gender or other stereotypes, and do not contribute to social inequality. Provide explanations for personalized recommendations and targeted advertising to increase transparency. To avoid deceptive practices, content and marketing messages generated by AI should be thoroughly tested and only then made public. Conducting regular audits and evaluations of AI systems used in marketing will help identify and eliminate any ethical issues or biases.

And most importantly, do not lose control of the decisions generated by AI. To do this, you need to ensure a management system in which marketing decisions made with the help of AI are under human control to prevent unintended consequences or ethical problems.

Ensuring responsible AI in marketing requires the use of tools and frameworks that promote ethics, good business practices, transparency, and fairness. Responsible marketing based on responsible AI creates new opportunities to build trust between a company, its partners, employees, and customers.

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MARKETING STRATEGY FOR INCREASING USER LOYALTY THROUGH THE USE OF TEXT NOTIFICATIONS IN MOBILE APPLICATIONS

A huge number of people around the world regularly use smartphones in their daily lives. Various applications that can be installed on a smartphone allows expand smartphone`s functionality and use it to perform such tasks as: calling a taxi, ordering food, finding the way, entertainment, communication, etc. [1].

Developers and distributors of smartphone apps need to monetize them somehow, so there are many approaches to monetization. The most popular of them are: earning from displaying of advertisement (ads), direct sale of the application, paid functions, internal purchases in the application, paid option to disable ads [2]. There are still many ways of obtaining funds, but if you look at those that have already been listed, it becomes clear that the main resource is the users of the software product. If there are a lot of users, then the

Scientific edition

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(December, 2023)

Cover design: Daria Shypulina

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