

ARTIFICIAL INTELLIGENCE AS A SOURCE OF INNOVATION IN THE PROMOTIONAL ACTIVITY OF ORGANIZATIONS

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Abstract

The aim of the paper is to highlight the trends and characteristics of the use of artificial intelligence (AI) tools in the promotion of goods and services in companies. Thus, the main elements of marketing with the application of AI, the advantages of its use, as well as the directions of development were characterized. An analysis of the main AI techniques used in the promotional mix of companies was conducted. Among the research methods used we can highlight analysis, comparison, synthesis, inference and survey. As a result: i) the directions of using AI for promotional purposes in large, small and medium-sized companies in the Republic of Moldova were highlighted, ii) recommendations for increasing the use of AI were proposed; iii) artificial intelligence structures that should be taken into account in companies' promotional policies were identified. Finally, we can conclude that artificial intelligence should be considered as a modern marketer's assistant, providing the possibility to maximize the profits from promotion costs and streamline the company's activity.

Keywords

Promotion, artificial intelligence, innovation, organization.

JEL Classification

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