

# GEN AI: UNVEILING THE BLACK BOX

*Sanskar Kumar*

*Purva Grover*

*Ashish Kumar Rathore*

DOI: <https://doi.org/10.64558/bllp/706684vaabgd>

## ABSTRACT

Generative Artificial Intelligence (GenAI) is the promising contemporary topic in the field of marketing research. This study tries to summarize the applications of GenAI in marketing and its adjacent domains while taking in consideration-attitude/perceptions of concerned stakeholders and the significant challenges posed by GenAI. This study used a systematic literature review of 27 Scopus papers by classifying the articles into four themes - (1) GenAI in advertising, (2) GenAI in innovation, (3) GenAI in services, and (4) Applications/Adoption of GenAI. This study proposes to present a solid understanding of Gen AI's strategic adoption, providing guidance for the marketers, managers, and policymakers navigating this dynamic technological phenomenon.

**Keywords:** GenAI, Generative Artificial Intelligence, Marketing, Literature review, Academic Research, Advertisement, Service, Innovation, ChatGPT, Data Privacy.

## INTRODUCTION

A type of artificial intelligence that can produce a variety of unique content is known as generative artificial intelligence

(GAI). It is called "generative" AI because it can produce particular types of output, such as text, audio, images, and video, based on supervised or unsupervised training. It is capable of independently learning and executing a wide range of tasks and ideas (and is currently only hypothetical) (Stening, 2023). Platforms like ChatGPT, Bing AI, Bard, DALL-E 2, and many more are well-known GAI tools in the present era. With the introduction of ChatGPT in November 2022 and the subsequent release of additional large language model (LLM)-based generative AI (GAI) products from Google and Microsoft, interest in artificial intelligence (AI) has skyrocketed. This has led to substantial discussions about the effects of AI in academia and the general public. (Ooi et al., 2025). Google recently announced in May 2023 that their AI language model, PaLM 2, will be integrated with more than 25 products, including Google Maps and Gmail. This announcement articulates a vision of the eventual ubiquity of LLM-based tools, which will "become an unremarkable part of day-to-day life." Additionally, the company revealed that it's own LLM—Bard—will soon enable users to use text- and image-based prompts, demonstrating the quick development of GAI technology (Heikkila, 2023). Alongside model development, the AI-generated content (AIGC) produced by

natural language generation algorithms continues to improve in terms of coherence, consistency, and grammar (Cao et al., 2023).

Businesses are adopting GenAI, developing new skills, and rethinking their strategies to ensure survival and growth in this dynamic environment (Bahoo et al., 2023). Businesses' capacity for innovation has been greatly increased by integrating AI technologies, which has led to notable changes in business models and marketing strategies as well as changes in corporate strategies, operational efficiency, and competitive advantage (Bahoo et al., 2023). Especially in marketing, GenAI is highly used to design advertisements, ideate new product ideas, and generate personalized videos and other content. In addition to that, it is also used in generating marketing communications to different stakeholders. (Hill, 2024).

Studies have begun to examine the implications for organizations and institutions from this revolutionary technology, even though the research in the academic discourse on GAI's simple impact is still in its early stages. While outlining the implications of increased adoption, a number of researchers have also drawn attention to GAI's current shortcomings, including an excessive dependence on a single "source of truth." incomplete, erroneous, or inconsistent results; a lack of explainability and transparency; and inherent bias in the data and algorithms used (Dwivedi et al., 2024).

The rapid integration of GenAI into marketing practices marks a critical moment to investigate its influence on the marketing domain. This comprehensive study attempts to summarize wonderful insights from 27 promising research papers on Gen AI (Generative Artificial Intelligence), highlighting its multifaceted applications and sweeping impact across marketing and adjacent domains in the 21st century, where individuals and corporations are showing a greater enthusiasm in adopting Gen AI. (W Hu, 2023). This study unveils how GenAI boosts organizational capabilities in advertisement, academics, generating quality content for promotion, enhancing customer engagement, triggering innovational ecosystems, leveraging value co-creation, and skill development/reskilling using Systematic Literature Review (SLR). Apart from that, it also shed light on the attitude and perception of GenAI among customers and employees, also including significant challenges related to GenAI like ethical governance, perceived authenticity, IPR, responsible use, and regulatory compliance. By showcasing multidisciplinary viewpoints, it presents a solid understanding of Gen AI's strategic adoption, providing guidance for the marketers, managers, and policymakers navigating this dynamic technological phenomenon.

## **METHODOLOGY**

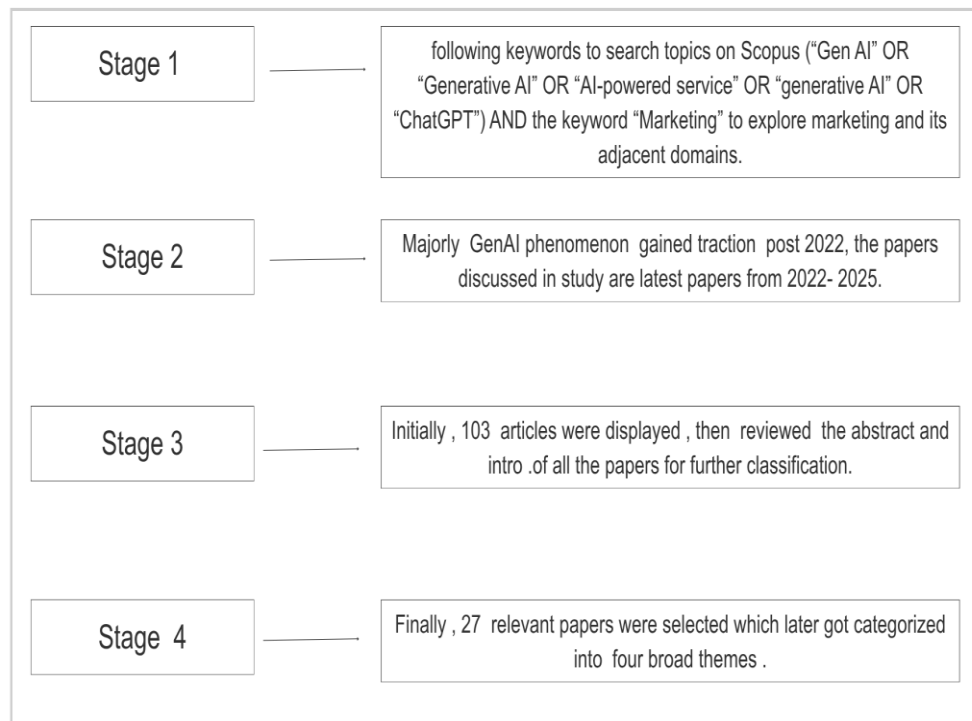
In order to consolidate the wide spectrum of GenAI research, the systematic literature review (SLR) process suggested by Brereton et al. (2007) had been followed. It was tried to consolidate a wide spectrum of

GenAI research among the best journals listed in Scopus between 2022 and 2025. For undertaking the review, Scopus was used as the preferred search engine, as it is highly reliable and widely adopted by academia. The following keywords were used to search topics (“Gen AI” OR “Generative AI” OR “AI-powered service” OR “generative AI” OR “ChatGPT”) AND the keyword “Marketing” to explore marketing and its adjacent domains. This initial search displays a total of 103 articles. Mainly, the papers found were between 2022 and 2025. At a later stage, the abstract and introduction section of each article were read out to finalize 27 articles that seemed relevant to this study of marketing and

adjacent domains. Diverse industrial contexts like pharmaceuticals, tourism, sports marketing, academics, digital marketing, peer-to-peer platforms, etc. had been collectively covered by these articles, which enriches the scope and value of this study.

These relevant articles were also further classified into four broad themes for better understanding—(1) GenAI in advertising, (2) GenAI in innovation, (3) GenAI in services, and (4) Applications/Adoption of GenAI. For an unbiased, comprehensive, and consistent synthesis of evidence, enhancing the overall research credibility, SLR is used.

Figure 1: Planning of the systematic literature review



## REVIEW AND FINDINGS

### GenAI in advertising

GenAI is rapidly transforming the advertising industry like never before. Marketing giants like Coca-Cola and Cadbury are using GenAI in their advertisements. Ma and Sun (2020) assert that AI has been and will continue to play a significant role in transforming the marketing industry. The AI marketing landscape is predicted to reach previously unprecedented heights with the advent of GAI, which can produce new content like chat responses, synthetic data, or deepfakes. GAI is disrupting digital search and advertising, social media interaction, and other modern marketing strategies. Large tech corporations have begun utilizing GAI's power in their advertising and other marketing products. Meta revealed earlier this year that it was first inviting a small number of advertisers to test out its proprietary GAI capabilities. At the same time, its main rival, Google, is starting a more widespread deployment of GAI features in its advertising business. (Ooi et al., 2025)

Bijalwani (2025) presents a thorough analysis of how OpenAI's Sora (a Gen AI platform for video creation) is reconfiguring routine jobs in the marketing and advertising domain. They also highlighted the threats, such as job loss and skill redundancy due to GenAI. Talking about perceptions of AI-generated content among audiences, Kirk and Givi (2025) find out

that the AI-written emotional communications reduce positive word of mouth (PWOM) and customer loyalty due to the perceived inauthenticity of messages. It also identifies factors or conditions that mitigate or reverse this effect, offering important insights through seven preregistered experiments. While continuing the trend of exploring Gen AI content, Hartmann J. et al. (2025) contributes to marketing literature by demonstrating that state-of-the-art generative AI may produce high-quality, effective marketing images that can outsmart the humans while reducing production costs. It encourages marketers to integrate AI mindfully to optimize creative and commercial outcomes.

This line is extended by Madathil J.C. (2025), whose paper looks at the impact of Gen AI in video ads by classifying them into two types: human-AI collaborative ads and other fully AI-generated character ads without any human presence. The study contributes to marketing literature by applying the Elaboration Likelihood Model to Gen AI ads, showcasing that perceived creativity and AI anxiety act as mediators between types of Gen AI ads and consumer attitudes. It underscores the importance of human participation in AI-assisted ads to boost perceived creativity, reduce anxiety, and improve brand morality. The findings offer insights guiding the balance of innovation with consumer comfort, whereas Seo I. et al. (2025) highlights the evolving role of AI-generated content (AIGC) in the tourism industry, marking differences

from traditional videos. It redefines understanding of authenticity and trust in the AIGC context, also offering critical insights for enhancing video quality and destination appeal, as perceived realism and transparency have a crucial role to play. To set guidelines for the AI-generated advertising, Sean Sands et al. (2024) mention about six guiding principles that

can help in responsible GenAI advertising : transparency; respect for privacy and intellectual property; avoidance of bias; ensuring human oversight; establishing clear procedures; and being responsible for AI-driven outcomes.

**Table 1.** Summarizing articles under the advertising theme

| Article                   | Methodology                                                                                              | Contributions                                                                                                                             |
|---------------------------|----------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------|
| Bijalwani et al., 2025    | Literature review<br><br>Blogs                                                                           | Threats and Opportunities in jobs<br><br>Levels of automation in job roles.                                                               |
| Kirk and Givi (2025)      | Seven preregistered experiments done online<br><br>Moderation and Mediation Analysis                     | Investigating consumer responses to AI vs. human-generated marketing communications.<br><br>Well document the AI authorship effect.       |
| Hartmann J. et al. (2025) | 3 part research design involving synthetic images, controlled comparison and real-world campaign testing | Gen AI can produce high-quality images compared to human artists.<br><br>Guidelines to integrate GenAI thoughtfully in creative outcomes. |

|                          |                                                                                                         |                                                                                                                                                |
|--------------------------|---------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------|
| adathil J.C. (2025)      | Multi-method approach<br><br>Sentiment analysis of ads and comments.<br><br>Experimental survey designs | Perceived creativity and AI anxiety mediate the Gen AI video–consumer attitude relation.<br><br>Insights for designing effective GenAI videos. |
| Sean Sands et al. (2024) | Systematic Literature Review                                                                            | Contribute six guiding principles for responsible AI-powered advertising.                                                                      |

## GenAI in Innovation

GenAI possesses a unique feature of having high awareness of context and generating customized responses according to it, which boosts its capacity to enhance the innovation process. It has proven its worth in the retail and consumer goods industries through customized marketing and innovative product design, resulting in unique and captivating consumer experiences (Cillo and Rubera, 2024). Additionally, GenAI is transforming innovation management by improving information processing and lowering the risks and expenses associated with conventional innovation processes (Haefner et al., 2021). GenAI has been widely used in marketing across a variety of industries due to its quick ability to produce innovative content (Agrawal et al., 2022).

Cillo and Rubera (2025) build a decent foundation for comprehending the transformative role of GenAI, especially with different innovation

components/steps, i.e., developing, testing, communicating, and engaging. It also explores how GenAI can ignite innovative activities within the organizations, while also looking for the consequences of GenAI on two marketing capabilities: market assets and firm value.

Bringing the discussion to complementors (third parties that build interfaces on top of GenAI) platforms—Vincent Heimborg et al. (2025) discusses a fundamental shift from previous digital technologies, stressing the unique challenges of GenAI platforms in respect of complementors. Unlike traditional APIs, these complementors jointly create value within these ecosystems. The authors identify two major hurdles: the open-endedness and inscrutability of GenAI models. To address these, the paper also presents four practical mechanisms, like system instructions, context data, curation of user inputs, and output revision suggestions, as unique solutions for both standalone and embedded complementors.

Ooi K.B. et al. (2025) highlights GAI within Industry 4.0 and acknowledges its capabilities to boost customer engagement, decision-making, creativity, and automation. However, it also points out major concerns like ethical issues, data privacy, false information, skill gaps, and adoption issues. On the other hand, Pagani M and Wind Y (2025) explore the transformative impact of GenAI on marketing creativity and creative processes in business contexts. It gives a solid framework exhibiting how AI can inspire agile creative methods and boost out-of-the-box thinking in marketing, going towards a truly collaborative creativity.

While taking the discourse to the innovation in academic processes fuelled by GenAI, R. Rohan et al. (2023) try to address a crucial concern: can these GenAI tools be capable enough in research tasks like theory building and testing ? The article focuses on the challenge of measuring some latent constructs in IS while validating the theory-testing capabilities of ChatGPT. Whereas Scott-Kennel et al. (2025) examines whether GenAI chatbots like ChatGPT, Gemini, Perplexity, and Claude really act as genuine collaborators, constructivist tools, or potential cheats in academic research within marketing. It checks the validity of the idea to integrate GenAI at various stages of the research process—such as literature review, research gap identification, theory alignment, and methodological design—all through a constructivist lens.

**Table 2.** Summarizing articles under Innovation theme

| Article                  | Methodology                                                            | Contributions                                                                                |
|--------------------------|------------------------------------------------------------------------|----------------------------------------------------------------------------------------------|
| Cillo and Rubera (2025 ) | Rigorous technical review<br><br>In-depth qualitative Research process | Investigate consequences of GenAI on firm marketing capabilities (market assets, firm value) |

|                                |                                                                                                              |                                                                                                                                                    |
|--------------------------------|--------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------|
| Vincent Heimborg et al. (2025) | <p>Embedded case study design</p> <p>44 semi-structured interviews</p>                                       | Present practical mechanisms like system instructions, context data, curation of user inputs, and output revision for both kinds of complementors. |
| R Rohan et al (2023)           | <p>Two structured experiments</p> <p>Tested a complex extended model while including TAM theory</p>          | Investigating ChatGPT utility in IS for understanding latent constructs and theory testing.                                                        |
| Ooi K.B et al. (2025)          | Used a qualitative and multidisciplinary method with an expert-based viewpoint approach.                     | Presents cross-disciplinary perspectives on how GAI is impacting org. processes.                                                                   |
| Pagani and Wind (2025)         | <p>Mixed-method approach</p> <p>Qualitative interviews followed by quantitative analysis.</p>                | <p>Actionable insights for leveraging AI in creative strategy.</p> <p>Moving beyond automation to collaborative activity.</p>                      |
| Scott-Kennel et al. (2025)     | <p>Adopted a PAR approach comprising iterative engagements.</p> <p>Use CLT theory to frame the analysis.</p> | Systematically dissecting GenAI in marketing academic research.                                                                                    |

## GenAI in services

Generative artificial intelligence (GenAI) is one of the few disruptive technologies that has the potential to drastically and quickly affect the service operations. Although they can be used to supplement functions and improve work and enable service providers to perform their jobs more effectively. With a better grasp of GenAI's potential and constraints, service operations can profit from it. (Ooi et al., 2025) GenAI has a lot of immense potential to enhance services by facilitating hyper-personalization, automating routine tasks, improving customer interactions, etc. It is widely used for bringing efficiency and better service delivery in various industries. GenAI automates certain customer service interactions, staff management, and other mid-level tasks. Strategically, GenAI can assist managers in managing knowledge and synthesizing data to produce recommendations based on logic. (Korzynski and others, 2023).

Westerbeek H. (2025) looks at how GenAI is fundamentally reshaping sports industry marketing by enabling hyper-personalized fan engagement, real-time content creation, and data-driven strategies. By referring to GenAI as a transformative but ethically complex force, it frames guiding principles to foster responsible innovation while maintaining the integrity of the sports industry in this new age.

Another stream of literature talks about content creators and sponsored content. Arsel Z. et al. (2025) term sponsored content as an epistemic market object

that drives marketing functions but is hardly understood in its entirety by creators, brands, and intermediaries. It showcases how valuation and coproduction ambiguities generate power asymmetries and incomplete knowledge work, which in turn fundamentally reshape market actor relationships in digital marketing ecosystems. It also offers actionable recommendations for balancing stakeholder interests to foster collaboration and trust. Pushing the discussion to the hospitality and tourism industry, Dogru T. et al. (2025) examines the role of GenAI in the above-mentioned sector, exploring its potential across different business functions—this paper uniquely integrates expert perspectives to highlight both the promising innovations and pitfalls of GenAI, giving the opportunity to harness GenAI responsibly in the hospitality and tourism industry.

On similar lines, J. Yu and T. Meng (2025) explore the role of GenAI in tourism marketing, especially in destination imagery creation, personalization, and increasing consumer engagement across different stages of the tourist journey. This article contributes a conceptual framework linking to the technical capabilities of image GenAI within tourism marketing paradigms, along with indicating cautions about ethical challenges like authenticity, cultural misrepresentation, and privacy. Apart from that, Anil Bilglihan et al. (2025) covers the wide array of GAI's applications and challenges, especially in the hospitality and tourism industry, calling on future researchers to propose a dedicated conceptual model, while this paper's key

contribution is a well-structured framework that clarifies how GAI's diverse intelligences enhance marketing processes and outcomes while dealing with critical issues.

In addition to that, shaping the students to be ready for evolving Gen AI-shaped job markets, Grewal D. et al. (2025) stresses the urgency for educators and policymakers to

update academic curricula and teaching methods to prepare students for a future job market where AI-related skills are demanded by employers. This study also provides a critical roadmap for transforming marketing pedagogy, instructing educators to integrate AI, analytics, and technology-enabled pedagogy while mentioning the challenges across all topics.

**Table 3.** Summarizing articles under Services theme

| <b>Article</b>       | <b>Methodology</b>                                                                       | <b>Contributions</b>                                                                                                  |
|----------------------|------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------|
| Westerbeek H. (2025) | Narrative Literature review method<br><br>Articles between 2022-2025                     | Conceptual integration of sports – consumer behaviour.<br><br>Guiding principles for enabling responsible innovation. |
| Arsel et al. (2025)  | Large-scale qualitative study<br><br>Analyzed third-party platform reviews and comments. | Presents recommendations for balancing the interests and flattening hierarchical partnerships.                        |
| Dogru et al. (2025)  | Inductive collaborative approach using the REFLECT model.                                | Integrates different expert perspectives highlighting innovations and pitfalls of GenAI                               |
| Yu and Meng (2025)   | Used comprehensive literature review<br><br>Theoretical Synthesis approach               | Developed a conceptual framework linking the technical capabilities of image GenAI with tourism marketing.            |

|                              |                                                                                            |                                                                                                                 |
|------------------------------|--------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------|
| Grewal D. et al. (2025)      | Comprehensive review of marketing education paradigms.<br><br>Analyzing themes and trends. | Provides a roadmap for transforming marketing education—connecting educational connections with industry needs. |
| Anil Bilglihan et al. (2025) | Analyzing prior theoretical frameworks for key GenAI functions.                            | A well-structured framework for how GAI enhances marketing processes and outcomes.                              |

### Applications/Adoption of GenAI.

The wide range of human-oriented tasks, such as software coding, image creation, music production, and content creation for multiple applications, are expected to be drastically disrupted by the widespread adoption of GAI (Dwivedi et al., 2023). ChatGPT became the fastest-growing app by registering over 100 million users within a couple of months of its launch. Corporate houses are quite enthusiastic about using GenAI in different functions to gain cost efficiency and better services. Research has shown that GAI technology is likely to disrupt the creative industries, including music, film, and art, as well as the healthcare sector, including supply chain management, manufacturing design, gaming development, medical diagnosis, and finance (Jo, 2023).

A study by Grewal D. et al. (2025) unveils amazing insights into how GenAI is set to transform the marketing discipline. It contributes to literature with a practical

four-quadrant framework that helps organizations choose GenAI tools based on two critical factors: the level of input customization and the degree of human augmentation required before deploying the GenAI output.

On the other hand, talking about GenAI concerns, Reed C. et al. (2025) highlights the risk of algorithmic bias (gender, racial, and cultural distortion) increasing. This study brings an analytical framework for detecting and managing bias in AI-driven digital marketing, covering both traditional AI and GenAI applications. It also introduces a concrete checklist for practitioners and researchers, showing how biases can arise across all stages of the customer journey.

Moving ahead, Faruk M. et al. (2025) explains how GenAI tools like ChatGPT are reshaping digital business. Developing economies like Bangladesh are increasingly using GenAI tools for content creation, automation, and strategic

improvements. The paper summarizes a wide review of ChatGPT's usefulness across different sectors, revealing that content creation, SEO optimization, and product description are the major drivers for ChatGPT usage, while lead generation has a negative relation. Other variables like email marketing, social media management, customer relationships, and marketing research were not very significant in GenAI usage.

GenAI-enabled learning is discussed by Narang U. et al. (2025)—as it calls for updating the curriculum to better equip the graduates with relevant GenAI skills. GenAI promises to enhance learning through personalized teaching, collaborative problem-solving, and efficient data analysis but also points out some significant risks, such as overreliance on GenAI tools, diminished student autonomy, ethical concerns (like privacy and plagiarism), and inequities in access. This paper attempts to develop a comprehensive framework for GAI's optimum use by conceptualizing its roles as tutor, teammate, and tool within marketing subjects.

Unveiling the role of GenAI tools in the pharmaceuticals industry, which has stringent regulations and distinct communication challenges, Vitellaro F. et al. (2025) proposes a conceptual framework extending the UTAUT2 technology adoption model by integrating a new psychological factor—fear of obsolescence. It also showcases that while GenAI enhances operational efficiency and creativity in marketing communication, human creativity and oversight remain

irreplaceable. while Fan N. et al. (2025) examines the increasing influence of AI-generated content (AIGC) in peer-to-peer accommodation markets, especially Airbnb, where listing descriptions have a critical role in consumer decision-making. This paper contributes to literature by enhancing signaling theory by displaying how nuanced linguistic signals in GenAI descriptions affect consumer visibility and bookings.

In addition to the above articles, Chan H. et al. (2025) provided a structured classification of existing literature and pragmatic insights related to industry applications. It finds out the critical research gaps and presents a proposal to guide future studies on GenAI's role in enhancing marketing performance along with mitigating the inherent risks. This article attempts to bridge the gap between academic research and industrial practice while keeping concerns and limitations in mind.

With a different geographical context, Huang X. et al. (2025) explores Chinese millennials' purchase intentions toward clothing apps featuring AI-generated patterns from premium fashion brands, combining the Theory of Planned Behavior (TPB) and Customer Perceived Value (CPV). This study indicates that perceived brand design effort and price value significantly increase purchase intention, but perceived variety does not, challenging some established assumptions about variety in the AI-driven fashion industry.

Talking of dual responses about Gen AI in education from students, Pavone G. (2025)

highlights that some students find AI empowering for their learning, while some also have legitimate concerns regarding dependence, academic legitimacy, and the anxiety of automation, particularly when individual psychological traits like self-

esteem and academic anxiety come into the picture. This study provides educators guidance on building more inclusive and supportive environments for AI integration and stresses the importance of customized learning approaches in an AI-driven era.

**Table 4.** Summarizing articles under the Applications/Adaptation theme

| Article                 | Methodology                                                                                                       | Contributions                                                                                                                                                      |
|-------------------------|-------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Grewal D. et al. (2025) | Multi-pronged qualitative and empirical approach.                                                                 | Ideates a four-quadrant framework based on two critical factors: degree of input customization and level of human augmentation.                                    |
| Reed C. et al. (2025)   | Systematic Literature Review (PRISMA flow)<br><br>An inductive, qualitative case study                            | Proposes an analytical framework for detecting and managing bias in AI driven digital marketing.                                                                   |
| Faruk M. et al. (2025)  | Mixed –method approach, qualitative literature review and quantitative survey implementing regression and ANNOVA. | Finding that Content Creation, SEO Optimization, and Product Description are the main drivers for ChatGPT usage, while Lead Generation even has a negative effect. |

|                            |                                                                                                    |                                                                                                                |
|----------------------------|----------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------|
| Narang U. et al. (2025)    | Multi method approach on role theory and community of inquiry theory.                              | A comprehensive framework for GAI role in education as a tutor, teammate and tool within marketing courses.    |
| Vitellaro F. et al. (2025) | Exploratory qualitative methodology in-depth interviews.<br><br>Gioia method using NVivo software. | Proposes a conceptual framework extending UTAUT2 model by including a factor – fear of obsolescence.           |
| Fan N. et al. (2025)       | Experiments based on Prediction – Interpretation – Inference machine learning framework            | Enriches signaling theory by explaining the impact of nuanced linguistic signals on AI generated descriptions. |
| Chan H. et al. (2025)      | Systematic Literature Review from databases like Web of Science and Scopus                         | Offering a structured classification of existing literature and practical insights into industry applications. |

|                        |                                                                                  |                                                                                                                            |
|------------------------|----------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------|
| Huang X. et al. (2025) | Quantitative approach with purposive sampling<br><br>SEM for hypothesis testing. | Actionable insights for premium brands on communicating human–AI collaboration in design.                                  |
| Pavone G. (2025)       | Mixed Methods Approach                                                           | Provides educators with guidance on creating more inclusive and psychologically supportive environments for AI integration |

## CONCLUSION -

Generative Artificial Intelligence (GenAI) is the promising contemporary topic in the field of marketing research. Along with that, it has been predicted by scholars to be a disruptive technology tool in various components of marketing (Hau, 2025). Inspired by the relevance of GenAI in marketing and its adjacent domains while taking consideration of the attitudes/perceptions of concerned stakeholders and the significant challenges posed by GenAI, we come up with this paper. This study is one of the first attempts to comprehensively consolidate a wide spectrum of Gen AI research among the best journals listed in Scopus between 2022 and 2025 with a Systematic Literature Review (SLR) methodology, bringing together the

theoretical constructs with practical insights across diverse industrial contexts. Then, based on the collected papers, we have classified the articles into four themes - (1) GenAI in advertising, (2) GenAI in innovation, (3) GenAI in services, and (4) Applications/Adoption of GenAI. Prevalent use of GenAI in marketing activities and decision-making is promising for corporate houses and consumers too, yet it is still at the infant stage of a mass adoption process. This study is poised to contribute to the marketing domain in a unique way by providing a nuanced view of GenAI for the concerned stakeholders like marketing managers, academicians, innovators, and policymakers to best harness the potential benefits of GenAI along with taking care of the concerns posed by it. It adds value to the existing

literature by collating different dimensions of recent GenAI research to chart a roadmap for better and more informed decision-making.

### **Future Research Direction and Limitations—**

Fast-paced integration of GenAI and marketing has led the firms to be more creative, agile, and customer-centric. It had been a matter of fact that from algorithm-based personalization to generative content-based systems, marketing has come a long way in terms of AI usage for creativity, collaboration, and as a strategic agent. Yet publications that surged from 2022 to 2025 have substantial knowledge gaps in terms of theory and methodology.

Future research should focus more on longitudinal studies for tracing how GenAI reshapes innovations, customer relationships, and marketing performance. Moreover, future studies should focus on human-AI collaborations in advertising, creating content, and creatively co-creating value with marketers. In addition to that, focus should also be towards more comparative studies, as marketing is a diverse domain; comparative studies would better help enhance Gen AI and marketers' value co-creation.

Further diffusion of AI in small and medium enterprises (SMEs) and in emerging markets like India needs considerable attention. Researchers should also focus on developing clear metrics to measure GenAI's contribution to marketing outcomes while focusing on strengthening ethical grounds regarding transparency,

privacy, and accountability issues. Major areas that need more exploration include AI literacy enhancement to increase GenAI adoption and governance and regulatory compliance issues in emerging markets.

Finally, this study recognizes its limitations, as it draws a small sample size of 27 articles from only one database between the time frame of 2022 and 2025. Studies including other important databases and for a longer timeframe would bring in more insights for the marketing domain.

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