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Analysis Role of ML and Big Data Play in Driving Digital Marketing's Paradigm Shift

Authors

- A. Ravisankar, Department of Management Studies, Erode Sengunthar Engineering College, Erode
1. M. Ponniah, PG and Research Department of Commerce, G.T.N Arts College, Dindigul
2. Vikas Tripathi, Department of Computer Science & Engineering, Graphic Era Deemed, University, Dehradun, Uttarakhand
3. Kushagra Kulshreshtha, Institute of Business Management, GLA University, Mathura
4. Arun Pratap Srivastava, Department of CSE, Lloyd Institute of Engineering and Technology, Greater Noida
5. Vikram Singh, Quantum University, Roorkee, Uttarakhand, India

Abstract:

Marketing strategies are being revolutionized by the development of user data and the expanding usability of Machine Learning (ML) as well as Big Data approaches. The wide variety of options that ML and Big Data applications provide in building and sustaining a competitive corporate edge are not fully understood by researchers and marketers. Based on a thorough analysis of academic and commercial literature, we offer a classification of ML and Big Data use cases in marketing in this article. In order to effectively employ ML and Big Data in marketing, we have discovered 11 recurrent use cases that are grouped into 4 homogenous families. These families are: fundamentals of the consumer, the consumer experience, decision-making, and financial impact. We go over the taxonomy's repeating patterns and offer a conceptual framework for understanding and extending it, emphasizing the practical ramifications for marketers and academics.

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