

Synthesizing the Role of Artificial Intelligence in Brand Communication – A Systematic Literature Review and Future Research Agenda

Yashti Vyas

Indian Institute of Management Visakhapatnam

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Abstract

Abstract This study systematically reviews the literature on artificial intelligence (AI) in brand communication using the Antecedents–Decisions–Outcomes (ADO) and Theories–Contexts–Methods (TCM) framework to examine theoretical foundations, research contexts, and methodological approaches. A total of 84 peer-reviewed articles from Scopus were analyzed, supplemented by bibliometric techniques including co-citation and co-occurrence analyses. Five thematic clusters emerged, grounded in theories such as Stimulus-Organism-Response and Self-Determination Theory. Structural equation modeling dominates methodologically. The review highlights research gaps including cross-industry exploration, ethical concerns, and longitudinal analysis. Practical implications emphasize AI's potential to create personalized brand experiences while addressing trust and transparency challenges. **Keywords:** Artificial Intelligence, Brand Communication, ADO-TCM

Track: Marketing Communication (including digital) and Branding