

How are small entrepreneurial marketing-focused organisations using AI?

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Abstract

The rise of AI presents both opportunities and challenges for SMEs, particularly those employing entrepreneurial marketing (EM) strategies. In the context of global challenges like Brexit and Covid-19, understanding how SMEs in regions like Newport, Wales are leveraging AI becomes imperative. Our study delves into this phenomenon, drawing upon the emergent AI landscape and its implications for marketing in SMEs. While AI promises enhanced marketing effectiveness, SMEs face hurdles like limited resources and skill gaps. Through a deductive approach and the using Variance-based Structural Equation Modelling, we aim to uncover insights from SME owners in Newport using AI. This research underscores the urgency of addressing SMEs' AI challenges, fostering collaboration among academia, policymakers, and businesses. Such initiatives can drive economic growth and benefit both businesses and consumers.

Track: Marketing and Technology Interaction