

ARTIFICIAL EMOTIONAL INTELLIGENCE : A BIBLIOMETRIC REVIEW

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Abstract

Emotion AI, also known as Artificial Emotional Intelligence, refers to the machines' ability to measure, understand, simulate, and react to human emotions. Recently, AI researchers have made significant technical advancements, developing machines that are increasingly able to detect users' emotions and adapt their responses. The development of this technology has increasingly raised the attention of marketing researchers, who have investigated Emotion AI in many different contexts, highlighting its potential advantages and disadvantages in designing human-centered technologies. Considering the fast-evolving academic landscape, there is an urgent need to understand how the marketing field is developing in relation to this technology. Thus, we conduct a bibliometric review to define the state-of-the-art of the marketing literature, identifying the main research topics, and suggesting new avenues for future research at the crossroad between marketing and emotional artificial intelligence.

Subject Areas: *Diffusion of Innovations, Information Systems, New Product Development and Launch, Theory and Philosophy of Marketing*

Track: Digital Marketing & Social Media