Exploring the Intersection of Artificial and Emotional Intelligence in Digital Marketing: Current Insights and Future Directions

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Abstract

As digital marketing and social media increasingly rely on data-driven strategies and technology while striving to maintain a strong connection with customers, the integration of Artificial Intelligence (AI) and Emotional Intelligence (EI) has emerged as a transformative area of research and practice. EI, traditionally regarded as a human attribute influencing social and interpersonal dynamics, is now being combined with AI to enhance interactions and decision-making in business contexts. This evolving convergence raises critical questions about AI's role in replicating human-like emotional responses and its implications for marketing in general, and digital marketing practices and social media in particular. This contribution synthesizes contemporary literature to explore the intersection of AI and EI within digital marketing and social media. It examines advancements, challenges, ethical and cultural considerations across five key domains: management and leadership, customer service, technical and conceptual frameworks, consumer behavior, and cultural contexts. By highlighting key gaps in existing research, this study outlines clear directions for future investigation on how AI-EI integration can revolutionize customer experiences and inspire the development of more empathetic, personalized strategies in marketing.

Track: Digital Marketing & Social Media