

Harnessing Generative AI and Market Research: New Frontiers in Advertising, Product Design, and Consumer Insights

Martin Reisenbichler

Vienna University of Economics and Business

Malik Stromberg

WU Vienna

Maximilian Konrad

Technical University Munich

Jan Ole Krugmann

Technical University Munich (TUM)

Cite as:

Reisenbichler Martin, Stromberg Malik, Konrad Maximilian, Krugmann Jan Ole (2025), Harnessing Generative AI and Market Research: New Frontiers in Advertising, Product Design, and Consumer Insights. *Proceedings of the European Marketing Academy*, 54th, (125743)

Paper from the 54th Annual EMAC Conference, Madrid, Spain, May 25-30, 2025

