

Transforming Brand Equity Through Digital Tools: AI, Big Data, and Cloud Computing in the EU27

María Eizaguirre Diéguez

ESIC University

Fernando Garcia-Monleon

Esic University

Andrés GÓMEZ

Esic University

Cite as:

Eizaguirre Diéguez María, Garcia-Monleon Fernando, GÓMEZ Andrés (2025), Transforming Brand Equity Through Digital Tools: AI, Big Data, and Cloud Computing in the EU27. *Proceedings of the European Marketing Academy*, 54th, (125747)

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



Transforming Brand Equity Through Digital Tools: AI, Big Data, and Cloud Computing in the EU27

Abstract

This study provides a novel framework for understanding how digital tools impact brand equity and globalisation within the EU27. By integrating data from the DESI Visualization Tool, World Bank Open Data, and the Observatory of Economic Complexity, the research constructs a globalisation degree indicator and uses an Ordinary Least Squares (OLS) predictive model to analyse the relationship between these tools and trade intensity, moderated by population size and economic context. Artificial intelligence (AI) emerges as the most significant driver, with cloud computing and big data serving critical enabling roles and social media contributing indirectly. The predictive model explains 49.27% of the variance in globalisation degree, highlighting economic and demographic influences. This research bridges gaps in the literature by linking digitalisation, brand equity, and globalisation, emphasising AI's transformative role and the complementary impacts of cloud computing, big data over social media thus providing a valuable framework for practitioners to reprioritise AI investments over engagement-driven social media models.

Keywords: brand equity, globalization, artificial intelligence

Track: International marketing