

Human Marketing and AI-generated Marketing

Andreea Orindaru

The Bucharest University of Economic Studies

Waldemar Pfoertsch

University of Limassol

Mihaela Constantinescu

The Bucharest University of Economic Studies

Andreea Pachitanu

The Bucharest University of Economic Studies

Anett Erdmann

ESIC University

Darius-Aurel Frank

Aarhus University

José Ramos-Henriquez

Universidad de la Laguna, Dpto. Dirección Empresas e H.E. + Instituto Universitario de la Empresa

Acknowledgements:

Article 3 was funded by the EU's NextGenerationEU instrument through the National Recovery and Resilience Plan of Romania - Pillar PNRR-III-C9-2022 – I8, contract no.760248/28.12.2023, code CF 158/31.07.2023.

Cite as:

Orindaru Andreea, Pfoertsch Waldemar, Constantinescu Mihaela, Pachitanu Andreea, Erdmann Anett, Frank Darius-Aurel, Ramos-Henriquez José (2025), Human Marketing and AI-generated Marketing *Proceedings of the European Marketing Academy*, 54th, (125804)
Paper from the 54th Annual EMAC Conference, Madrid, Spain, May 25-30, 2025

