

Open innovation and artificial intelligence as drivers of marketing and digital capabilities: A conceptual framework

Maria D'Agostini

University of Cassino and Southern Lazio

Annarita Colamatteo

University of Cassino and Southern Lazio

Marcello Sansone

University of Cassino and southern Lazio

Cite as:

D'Agostini Maria, Colamatteo Annarita, Sansone Marcello (2025), Open innovation and artificial intelligence as drivers of marketing and digital capabilities: A conceptual framework. *Proceedings of the European Marketing Academy*, 54th, (126183)

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



Open innovation and artificial intelligence as drivers of marketing and digital capabilities: A conceptual framework

Abstract

Open innovation and AI technologies represent ground-breaking innovations for the existence of businesses to respond to changing conditions characterising dynamic environments. The present study investigates the integration of AI within open innovation to enhance marketing and digital capabilities. Adopting a conceptual framework inspired by Jabareen (2009) and building on existing literature, the research aims to discover how collaborative approaches combined with AI can strengthen business capabilities. The findings identify four main thematic areas: predictive analytics, personalisation, advertising and content creation. The results provide valuable insights into the integration of collaborative approaches and cutting-edge technologies, enhancing partnerships and processes within enterprises, while also influencing marketing and digital capabilities.

Track: Service Marketing & Service Innovation