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*Editorial*

## **Marketing & Business Perspectives: Fostering AI as a Tool for Wellbeing.**

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### **1. INTRODUCTION**

The integration of artificial intelligence (AI) into marketing and business practices offers a transformative opportunity to enhance wellbeing across various sectors. By leveraging AI tools, businesses can analyze consumer behavior and preferences more efficiently, enabling personalized marketing strategies that resonate with customers on a deeper level (Kumar et al., 2024). The use of AI tools also allows businesses to tailor their offerings in a way that fosters positive connections and enhances customer experience (Babatunde et al., 2024). Additionally, AI's ability to process vast amounts of data lets organizations optimize their operations, making informed decisions that can lead to improved employee engagement and satisfaction (Krishna & Sidharth, 2023).

AI plays a key role in promoting ethical marketing by fostering responsible usage that prioritizes consumer safety and privacy (Herrmann, 2023). By nurturing an environment focused on wellbeing, businesses can create value not just for their bottom line but also for their employees and clients. This dual focus on ethical AI implementation and personalized marketing solidifies AI's position as a vital tool in driving both business success and societal wellbeing.

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The authors of the articles in this special issue of the IJMCNM mostly share the results of studies conducted in various contexts, which aimed to analyze marketing and business perspectives, considering artificial intelligence as a tool.

## 2. STRUCTURE OF THE ISSUE

In the Special Issue on Marketing & Business Perspectives: Fostering AI as a Tool for Wellbeing of the IJMCNM, the reader will have *online* access to five research works:

- 1. AI-Driven Consumer Insights in Business: A Systematic Review and Bibliometric Analysis of Opportunities and Challenges**, an article written by Albérico Rosário and Joana Dias, researchers from Portugal. The study investigates the opportunities and challenges associated with implementing AI-driven consumer insights in business practices and how companies can overcome obstacles such as data privacy, bias, and integration to leverage these opportunities fully. Using a systematic literature review with bibliometric analysis, the authors examined a sample of 91 studies indexed in SCOPUS to identify research activity on this topic until April 2024. The study emphasizes the importance of trust and transparency for fully realizing AI's potential in consumer insights, offering valuable insights for companies navigating this complex landscape.
- 2. The Use of AI as a Tool for Marketing Communication Campaigns: Applied Study of Barbie Selfie-Generator**, an article written by Ana Canavarro and Irma Imamović, researchers from Portugal. The study analyses the essential role of artificial intelligence (AI) in altering marketing communications and brand management through successful Barbie film promotion. Using the Barbie film promotion as an applied study, the research conducts a systematic literature review using the PRISMA model to investigate the advancement of AI and its developing applications in marketing communications and brand management. The study highlights the significant influence of AI on audience engagement and brand management, and demonstrates how AI might be used to differentiate in crowded markets and achieve significant marketing success.

- 3. Navigating the AI Revolution: Tools and Skills Transforming Marketing Practices,** an article written by Giovanna Lacerda and Mafalda Nogueira, researchers from Portugal. The study explores the specific artificial intelligence (AI) tools used by marketing professionals, their applications, and the subsequent impact on the skills needed in the AI era. The authors conducted a qualitative exploratory method with semi-structured interviews of twelve marketing professionals, selected for their varying expertise in AI tools. Interpretive content analysis was performed to identify patterns and themes in AI tool usage and required skills. The study reveals that AI tools boost efficiency and creativity in marketing.
  
- 4. AI-Based Screening for Depression and Social Anxiety Through Eye Tracking: An Exploratory Study,** an article written by Karol Henryk Chlasta, Katarzyna Wisiecka, Kryzstof Krejtz, and Izabela Krejtz, researchers from Poland. The study introduces a novel approach to AI-assisted screening of affective disorders by analysing visual attention scan paths using convolutional neural networks (CNNs). Data were collected from two studies examining (1) attentional tendencies in individuals diagnosed with major depression and (2) social anxiety. Experimental results, obtained with ResNet architectures, demonstrated an average accuracy of 48% for a three-class system and 62% for a two-class system. The authors proposed that the method could be employed in rapid, ecological, and effective mental health screening systems to assess well-being through eye-tracking.
  
- 5. From Reality to Virtuality: Digital Transformation on Luxury Brand Engagement and Purchase Intention in the Metaverse,** an article written by Iasmina Mudava, Luisa M. Martinez, Filipe R. Ramos, and Ricardo Abreu, researchers from Portugal. The study aims to analyze how metaverse integration strategies shape the digital transformation of luxury brands and influence the engagement of luxury consumers in the digital realm. A mixed-methods approach was used, combining a qualitative approach through exploratory

research and a quantitative approach through an online questionnaire (Study 1: n = 248, and Study 2: n = 198) disseminated in Prolific platform, where specific consumer habits (e.g., luxury products buying) are considered as filters to better select the targeted sample. The results revealed that metaverse integration and digital transformation strategies positively impact purchase intention, but consumer engagement does not significantly moderate these relationships.

The articles evaluated by a double-blind review system belong to authors who presented the results of their studies in the scientific areas of the IJMCNM, and they were accepted for publication in this international scientific journal.

### **3. ACKNOWLEDGMENTS**

We want to thank the authors who have submitted their manuscripts and all the reviewers for their valuable contributions. The scientific importance of the publications in this and previous Issues of the IJMCNM is a strong reason for other authors to submit works for future Regular and Special Issues.

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