

2nd National Conference on Marketing (Modern Approach)

دوهمین همایش ملی بازاریابی (رویکرد نوین)



عنوان سخنرانی:

هوش مصنوعی و حفظ مزیت رقابتی
در بازاریابی کوانتومی



نام سخنران

دکتر
آرش عادل پناه

رتبه علمی

عضو گروه پژوهشی ITM
دانشگاه اصفهان

۹

آبان

۱۴۰۳

مکان: دانشگاه فردوسی مشهد
دانشکده علوم اداری و اقتصادی
تالار فارابی



جمهوری اسلامی ایران

وزارت علوم، تحقیقات و فناوری



www.marketingnc.um.ac.ir

دومین همایش ملی بازاریابی (رویکرد نوین)



1 Quantum **M**ARKETING

2 AI in **M**ARKETING

3 Maintaining Competitive Advantage

دومین همایش ملی بازاریابی (رویکرد نوین)

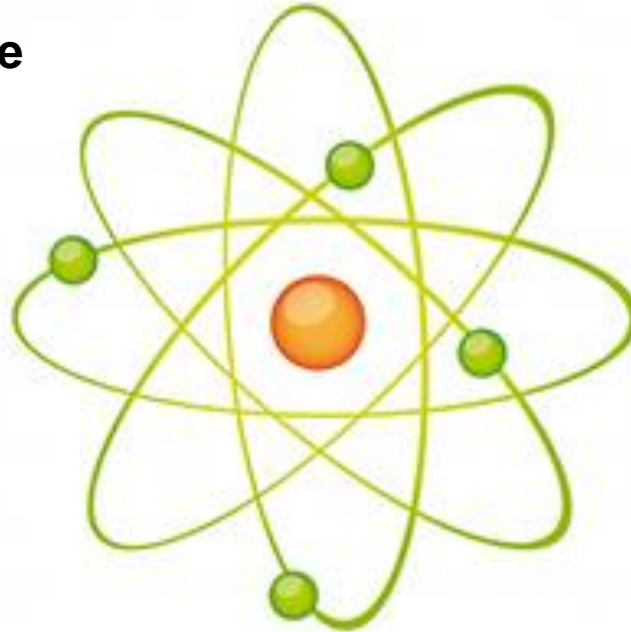


It targets the audience

A strategic concept

Driving rapid change

Suitable for crisis situations



According to the needs of the marketing day



THE FIVE PARADIGMS OF MARKETING

Paradigm One	Paradigm Two	Paradigm Three	Paradigm Four	Paradigm Five
Product Marketing	Emotional Marketing	Data-Driven Marketing	Digital & Social Marketing	Quantum Marketing

The Fifth Paradigm will feel like a whole new planet for marketers.

2nd National Conference on Marketing (Modern Approach)

دومین همایش ملی بازاریابی (رویکرد نوین)



THE FOUR FOLD MISSION IN QUANTUM MARKETING

Build
the
Brand

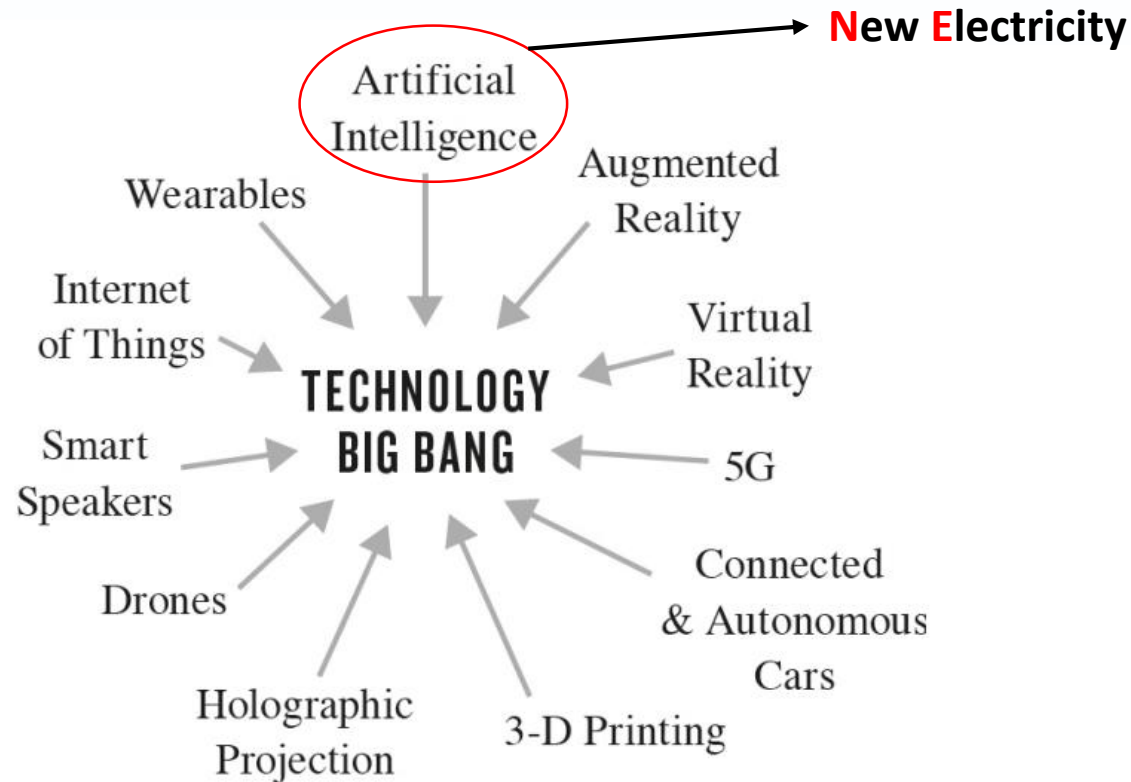
Protect
the
Reputation

Fuel
the
Business

Build
Platforms for
Sustainable
Competitive
Advantage

Transforming the **value** and **power** of marketing into a part of the organization's culture.

دوہین ہمایش ملی بازاریابی (رویکرد نوین)



A lot of attractive technologies next to each other





AI

The Ultimate Propellant of Quantum Marketing

Nothing is going to change the field of marketing more than AI. From learning about consumers deeply to enabling hyper personalization to optimizing programs on the fly, AI can hugely enhance marketing effectiveness and efficiency.

If marketers want to protect themselves from becoming obsolete, they have to familiarize themselves with AI. Better still, they need to learn it and learn it well.

دومین همایش ملی بازاریابی (رویکرد نوین)



Marketers need to get their toes into AI right now. They can begin with low-cost pilots with a small project.

Marketers can use off-the-shelf solutions. And there are many from big companies like Amazon and Google as well as a slew of start-ups.

CMOs should get their teams educated on AI, an essential skill for the future. CMOs might even consider reevaluating roles on their team to ensure that that they are organized with the right people in place and on the case.





Uncertainty

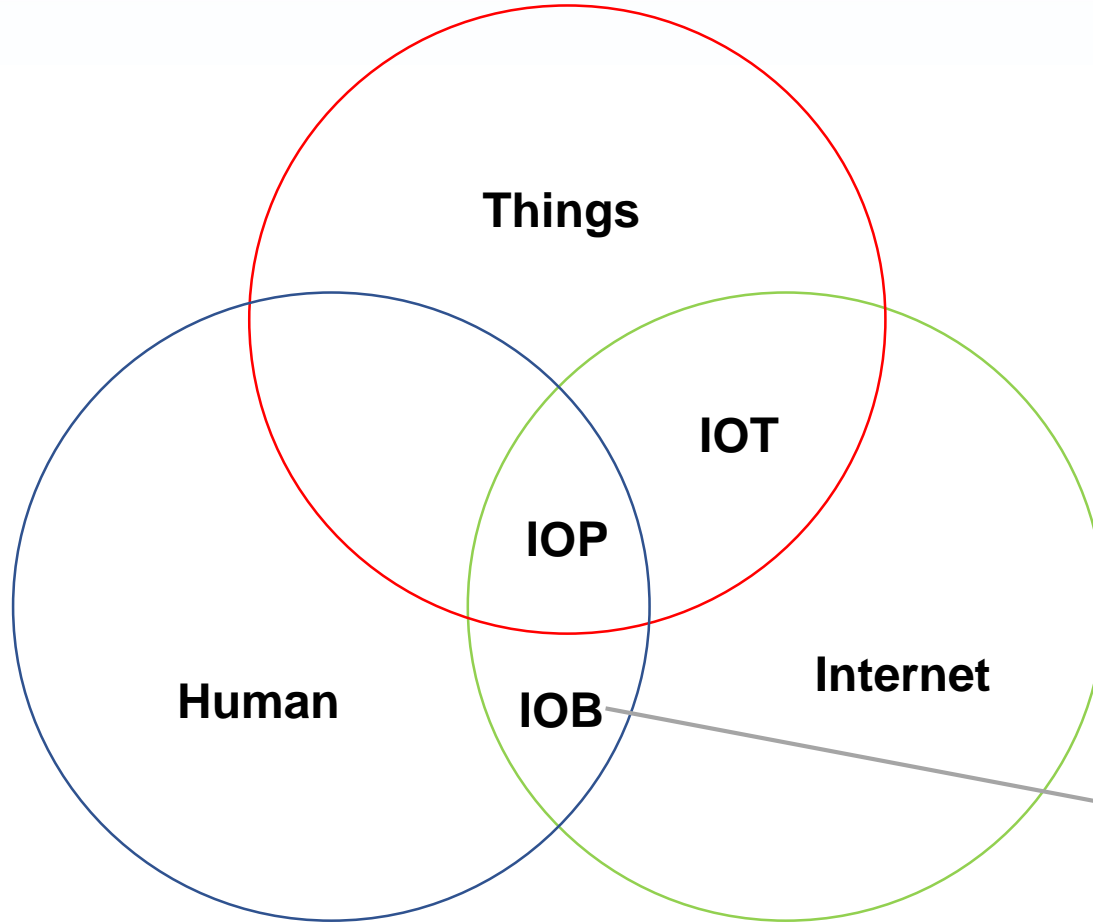
Also in business according to Marshall McLuhan's global village theory in describing the future of the world, which has become an inescapable reality under the influence of mass communication tools the model of quantum thinking and quantum uncertainty has taken its place more than has already opened.

The quantum marketing model, which was proposed for the first time in the world in 2015, was able to open its place among business dissidents by referring to the uncertainty and lack of stability in business markets.

In fact, this model of marketing, which is based on emotional marketing and neuro marketing, is very suitable for business spaces that are in critical conditions in their markets, or the economic structure of their market space has so many variables. It contains that it is not easy to manage them.



دومین همایش ملی بازاریابی (رویکرد نوین)

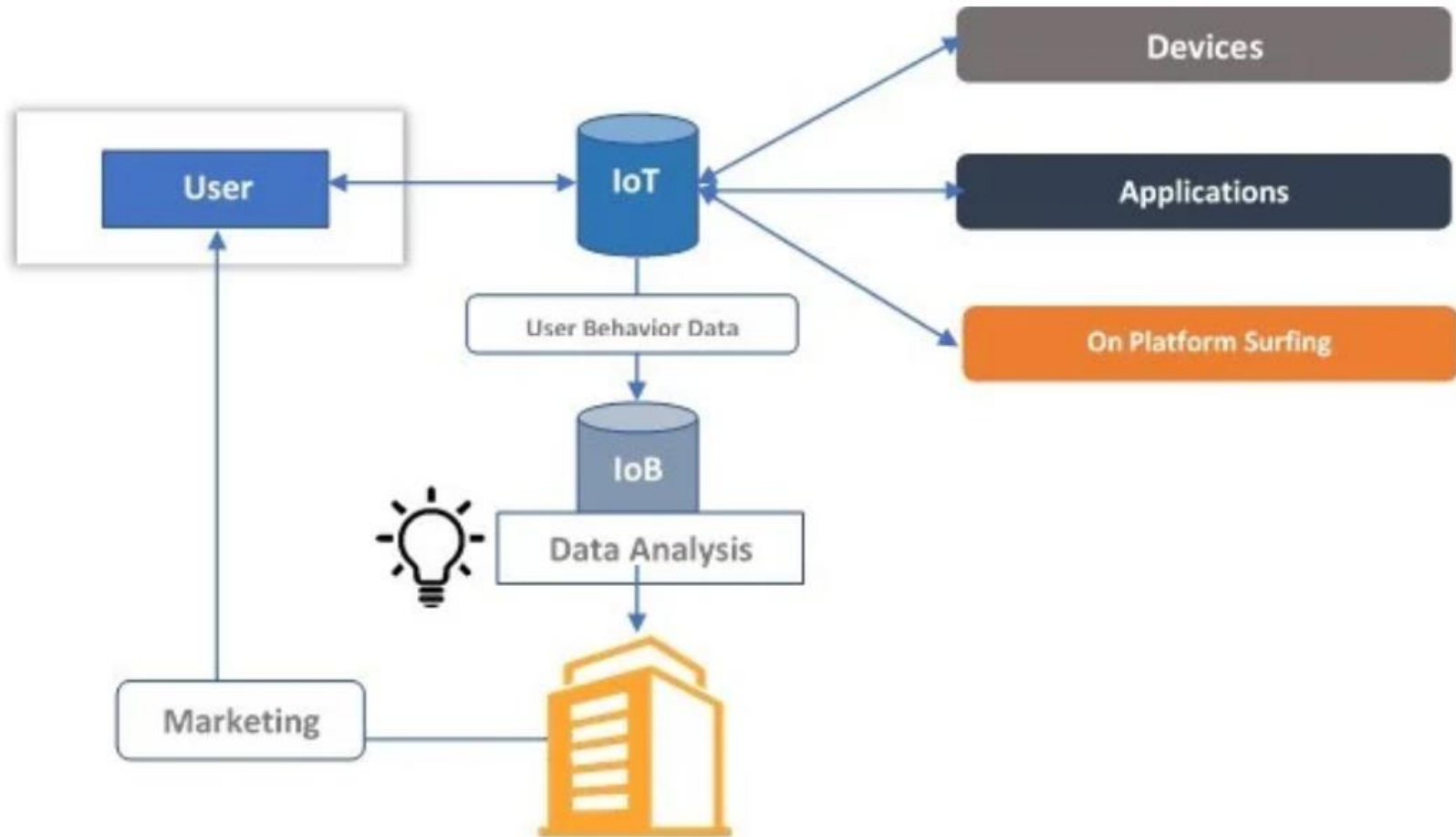


Internet of Behavior

The next step of the technology giants to change the behavioral pattern of users



دوہین ہمایش ملی بازاریابی (رویکرد نوین)



2nd National Conference on Marketing (Modern Approach)

دومین همایش ملی بازاریابی (رویکرد نوین)



THE UNIVERSITY OF CHICAGO

uchicago news

HOME

LATEST NEWS

EXPLAINERS

PODCASTS

SERIES

FOR JOURNALISTS

Explainer Series

Learn more about breakthroughs pioneered at the University of Chicago

Behavioral
economics,
explained



2nd National Conference on Marketing (Modern Approach)

دومین همایش ملی بازاریابی (رویکرد نوین)



THE UNIVERSITY OF CHICAGO

HOME

LATEST NEWS

EXPLAINERS

PODCASTS

SERIES

FOR JOURNALISTS

Behavioral economics combines elements of economics and psychology to understand how and why people behave the way they do in the real world. It differs from neoclassical economics, which assumes that most people have well-defined preferences and make well-informed, self-interested decisions based on those preferences.

Shaped by the field-defining work of University of Chicago scholar and Nobel laureate Richard Thaler, behavioral economics examines the differences between what people “should” do and what they actually do and the consequences of those actions.

Jump to a section:

- [What is behavioral economics?](#)
- [What are the origins of behavioral economics research, and who are Tversky and Kahneman?](#)
- [What role have Richard Thaler and University of Chicago economists played in the development of the field?](#)
- [What is a “nudge” in behavioral economics?](#)
- [Guide to behavioral economics terms](#)

By [Max Witynski](#)



RELATED EXPERTS



[Richard Thaler](#)



[Sendhil Mullainathan](#)



دومین همایش ملی بازاریابی (رویکرد نوین)

Grounding of AI use

The previous discussion shows the need for a firm to position AI use correctly within its business model architecture (architectural positioning) to realize data network effects that generate a strategic advantage. A subsequent question is: How should the firm do so?

Situating AI is understood as “the process of contextualizing AI's agency in a firm by collectively anchoring AI in the firm's experiential, relational, and strategic systems” by means of a “purposeful and concerted action across an organization” . However, as explained earlier, this proposal assumes that firms’ value creation and appropriation is rooted in internal capabilities that are valuable, unique, difficult to imitate, and aligned with the external environment. It has already been shown that the business model notion of value creation and appropriation extends the firm-internal notion of value creation and appropriation to a firm boundary spanning activity system operated by deliberately linked internal and external actors. Therefore, the proposal is to modify the notion of “contextualizing AI's agency”, shifting it from being limited to the confines of a firm's internal capabilities to being able to extend to a firm's boundary spanning business model architecture.





Configuration of AI-enabled business models

As the third AI-situating activity, Kemp proposes recasting, defined as “the adaptation of internal technologies and routines to contextualize AI in a firms’ system of task, relational and strategic interdependencies” . Recasting “involves the orchestration of activities such as customizing AI, restructuring links between different AI algorithms within a single conjoined routine, and promoting or demoting algorithms based on previously demonstrating alignment (or misalignment) with firm's capabilities”. Recasting accounts for situations where an AI-enabled operation is optimal for a given task, routine, or capability but incompatible with other interrelated tasks, routines, or capabilities.



2nd National Conference on Marketing (Modern Approach)

دومین همایش ملی بازاریابی (رویکرد نوین)

For today's businesses, what could be better than considering all aspects for them and directing their future and life towards

differentiation,

value creation and

profitability.



2nd National Conference on Marketing (Modern Approach)

دومین همایش ملی بازاریابی (رویکرد نوین)



TO BE CONTINUED....

