

The Impact of Artificial Intelligence–Driven Marketing on Financial Performance: Evidence from Emerging Markets

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Abstract

Artificial Intelligence (AI) is transforming the current marketing landscape by facilitating a better customer experience, better decision making, and more efficient business. While AI-based marketing technologies have been increasingly deployed in emerging markets, there is limited evidence of their impact on financial performance. In this paper, we investigate the link between AI-based marketing and financial performance, and the mediating role of marketing effectiveness and the moderating role of digital transformation capability.

The research design was developed with a structured questionnaire to marketing managers, digital marketing experts and business executives who are working in emerging markets. A total of 412 respondents were interviewed and analyzed using Structural Equation Modeling (SEM) to assess all the relationships between the studied variables in the literature. It was found that AI-driven marketing significantly enhances marketing performance and it also increases financial performance. Marketing effectiveness mediated the relationship between AI-driven marketing and financial performance, as the results indicate the top companies are able to achieve better financial performance through strong customer acquisition, retention and campaign efficiency. Digital transformation capabilities were also found to provide a better relationship between AI-driven marketing and financial performance, but technological readiness and organizational flexibility are important.

The study contributes to the literature by drawing on the Resource-Based View (RBV), Dynamic Capability Theory (DCT), and Technology–Organization–Environment (TOE) framework to show how AI-driven marketing creates sustainable competitive advantages and value to society as well as finance. What is the outcome and how do you make the most of AI and how it can be used to accelerate digital transformation efforts in an effective way and how do you make sure that the benefits are realized? The study shows that AI-driven marketing is a strategic tool in the context of an organization's performance and competitiveness in new markets.

Keywords: Artificial Intelligence, AI-Driven Marketing, Financial Performance, Marketing Effectiveness, Digital Transformation Capability, Emerging Markets, Resource-Based View, Structural Equation Modeling.

1. Introduction

AI and the world's rapidly growing Artificial Intelligence (AI) is transforming the landscape of business to improve the way operations are done and how businesses operate is transforming business as a whole, and through AI technology is transforming the way people spend time and money. AI technologies such as machine learning, predictive analytics, natural language processing, recommendation systems, and marketing automation are increasingly being incorporated in marketing to enhance customer experience

Determinants Of Working Capital Requirements: Case Of Vietnamese Conglomerates and enhance business performance so that marketing is not only to increase customer satisfaction but also to improve the business performance. As companies move towards digital transformation the importance of AI marketing is one of the key strategic factors that can help them to analyze customer data, personalize marketing messages, make marketing communications more personal, predict consumer behavior and make marketing and marketing operations better.

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AI is increasingly important in marketing research and practice. As a result, traditional marketing approaches rely on historical data and human judgment, and organizations are not able to respond to market changes quickly. AI-based marketing allows organizations to make fast decisions, automate routine marketing strategies and generate results from data-rich platforms. As such, AI is being perceived as a strategic tool that can serve as a sustainable competitive advantage in highly dynamic business environments.

AI-driven marketing is growing rapidly in emerging markets in large part because the internet penetration rate, digitalization, mobile technology adoption and the investment in technology infrastructure have increased dramatically. India, China, Brazil, Saudi Arabia, the United Arab Emirates and Indonesia are all emerging markets with increasing digital commerce and technology-oriented business models. In these markets, companies are investing heavily in AI technologies to better understand customer needs and improve service delivery to build a competitive edge. However, even though AI technologies are increasingly being put to use, many organizations are still having difficulty translating the technological investments into real results.

Previous research has focused on the adoption of AI, customer satisfaction, consumer behavior, and digital transformation. While these studies provide valuable insights into the operational benefits of AI, relatively less attention has been paid to the effect of AI-driven marketing on firm financial performance in the emerging markets. Also, previous research has often concentrated on the immediate relation between technology adoption and organizational outcomes without considering the underlying mechanisms that drive AI to generate financial value. Thus there is still much work to be done to understand the mechanisms in which AI-driven marketing capabilities lead to better financial performance.

Marketing effectiveness is one of the ways that AI-driven marketing will impact the organization's performance. AI technologies enable firms to target customers better, tailor customer interactions, and allocate resources better to the customer and the customer relationship. As a result, higher conversion rates, more customer loyalty and more efficient marketing expenditure will be associated with better financial performance. Thus, marketing effectiveness can be a mediating factor that offers insights into the economic impact of AI-based marketing in organizations.

Besides the effectiveness of marketing, the success of AI-driven marketing initiatives can be dependent on the company's broader digital transformation capability as well. Digital transformation capability is a capability of an organization to integrate digital technologies and/or data-driven decision-making processes to the business operations, and adapt business operations to the changes in the technology environment. Companies with good digital transformation capability will be more able to use AI-driven marketing effectively and to maximize the benefits of technology investment. Hence, digital transformation capability could help improve the link between AI-driven marketing and financial performance.

In this study, the Resource-Based View (RBV), Dynamic Capability Theory and Technology–Organization–Environment (TOE) framework are used to explain the link between AI-driven marketing and financial performance. Resource-Based View says that high-quality, rare resources, hard to imitate, and high-value resources can be very beneficial in making competitive advantage. AI-driven marketing is considered an organizational resource that can help improve performance in a strategic way. Dynamic

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Capability Theory also says that organizations have to constantly build upon, integrate and change their resources to adapt to the market change. And the TOE framework is a holistic view of how technological, organizational and environmental factors affect the adoption and effectiveness of AI technology.

With this in mind, the present study investigates the impact of AI-based marketing in terms of financial performance in emerging markets. Specifically, the study explores the mediation of marketing effectiveness and how digital transformation capability moderates the effect of marketing effectiveness. It is by studying emerging market firms and applying AI, marketing and organizational performance to the research that we can contribute to the literature on this field that is growing to be able to inform managers, policymakers and practitioners what are the best ways to make the most of AI investment.

The findings of this study can be contributed to theory and practice. From a theoretical perspective, the research expands on an existing understanding of RBV, Dynamic Capability Theory, and the TOE framework to understand the financial impact of AI-driven marketing from a finance perspective. From the practical point of view, the study provides advice to companies as to what is needed to improve marketing performance, increase customer engagement and achieve sustainable financial growth by applying AI technology in a strategic manner.

2. Literature Review

2.1 Artificial Intelligence–Driven Marketing

Artificial Intelligence (AI) has become one of the most transformational technologies in today's marketing. AI-driven marketing is a field of sophisticated computational techniques used in marketing to optimize marketing decisions and customer engagement and is based on machine learning, predictive analytics, natural language processing, and intelligent automation. By using AI technology, more companies are analyzing huge amounts of customer data, personalizing marketing messages, predicting consumer behavior, and optimizing campaign performance.

When AI is integrated into marketing functions, companies can move beyond mass-marketing and towards more personalized and data-driven strategies. AI technologies allow us to identify customer preferences and purchasing patterns and offer relevant products and services to customers in real time. Similarly, Huang and Rust (2021) argue that AI enhances marketing productivity through automating routine tasks and delivering actionable customer insights. AI marketing has evolved from an operational capability to a strategic capability, which is ultimately a competitive advantage for the organization.

AI technology is gradually transforming marketing processes across the board, from customer segmentation and recommendation systems to chatbots, dynamic pricing, customer relationship management, and digital advertising. This is the best way to create a better customer experience while saving money and increasing marketing effectiveness in the digital economy. AI-driven marketing is now recognized as one of the most important factors for a successful organization in the digital world.

2.2 Financial Performance

Financial performance is a measure of an organization's ability to generate revenue, profitability, and shareholder value by effectively utilizing resources and strategic decision-making. It is widely considered one of the most important indicators of organizational success and sustainability. Revenue growth, profitability, return on investment (ROI), market share, and overall business growth are the most commonly discussed and measured financial indicators.

The financial performance of marketing can be influenced by marketing success. Marketing ability is the key factor that has been shown to be important and has a very significant impact on the financial performance of firms with marketing capabilities. Companies that are well-versed in customer needs, create well-marketed value propositions, and maintain good customer relationships are more likely to achieve better financial performance and profitability. According to Morgan et al. (2009), the marketing

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skills of an organization can directly affect revenue generation and long-term profitability. Similarly, Srivastava et al. (1998) discussed that customer-focused strategies create intangible assets that enhance firm value and financial performance.

With digital transformation, organizations look to see if investments in advanced technologies are producing tangible returns on investment. AI-driven marketing is one of the best investments that will offer better marketing performance and financial performance for businesses through enhanced efficiency, customer engagement, and decision-making.

2.3 AI-Driven Marketing and Financial Performance

The relationship between AI-driven marketing and financial performance has received increasing attention. As AI technologies improve customer targeting, marketing expenditures, customer retention, and operational efficiency, these factors significantly contribute to better financial performance (e.g., revenue growth and lower costs).

From the Resource-Based View (RBV), AI-driven marketing is considered a strategic organizational resource that can be used to develop competitive advantage. Organizations that effectively adopt AI technologies will be better positioned to understand customer behavior, spot market opportunities, and respond faster and more effectively to changing market dynamics. Studies have shown that companies that adopt technology-based solutions like AI in digital marketing and product sales or service markets have a better competitive advantage than those that do not.

However, the evidence for the financial benefits of AI-driven marketing is currently limited, particularly in emerging markets. Most studies have focused on the adoption of technology and customer experience instead of the effects of AI on financial performance. Further research is required to understand the contribution of AI-driven marketing to organizational success.

2.4 Marketing Effectiveness

Marketing effectiveness is the extent to which marketing can achieve the objectives of the company when using the resources of a company effectively. It is to say: to get customers, keep them, increase brand awareness and maximize the returns on marketing investment. Marketing effectiveness has emerged as key determinants of the success of a company and for long-term sustainability in the competitive marketplace today.

Artificial Intelligence has made marketing so much better as we can better analyze customer data, predict consumer behavior, and customize marketing communications (e.g. more information about marketing communications and customer interactions). The results are better campaign performance, customer engagement, and better decision-making processes.

Effective marketing practices have been shown to improve organizational performance in past studies. Organizations that use customer insights and data-driven marketing strategies can achieve better customer satisfaction, brand loyalty, and financial success. Thus marketing effectiveness will play a key role in translating AI-driven marketing initiatives into tangible financial returns.

2.5 Digital Transformation Capability

The capabilities of digital transformation are that to integrate digital technologies in the organization, its processes, and strategies. Digital transformation can be defined as technological readiness, data management capabilities, organizational adaptability, and innovation capability. Digital transformation is more likely to be a great digital transformation tool for organizations that are ready for the future and can leapfrog traditional approaches in order to take advantage of the next big thing (digital opportunity).

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The success of AI-driven marketing is dependent on the organization's capability to implement digital transformation. Firms with advanced technology infrastructure and data-driven cultures are more likely to make use of AI technologies to improve their business and to reap more value from digital investments. Organizations without digital skills may fail to realize the full potential of AI applications.

There is evidence that digital transformation capability improves organizational performance by improving operational efficiency, creativity, and strategic flexibility. As a result, digital transformation capability could enhance the positive relationship between AI-driven marketing and financial performance. Those companies that have greater digital maturity are expected to benefit from AI-driven marketing as well as those with lower digital maturity.

2.6 Theoretical Framework

The present study is based on three complementary theoretical perspectives: Resource-Based View (RBV), Dynamic Capability Theory, and Technology–Organization–Environment (TOE) Framework.

2.6.1 Resource-Based View (RBV)

The Resource-Based View suggests that organizations gain sustainable competitive advantage from resources that are valuable, rare, inimitable, and non-substitutable. AI-driven marketing is a strategic organizational resource that enables firms to better understand customers and make better decisions and better marketing performance. Thus, organizations that leverage AI technologies can achieve better financial performance than other competitors.

2.6.2 Dynamic Capability Theory

Dynamic Capability Theory focuses on an organization's ability to integrate, develop, and reconfigure resources in response to changing market conditions. AI-driven marketing has to change with time and be constantly learning and innovating. Organizations with better dynamic capabilities will be better equipped to implement AI technologies and turn technological investment into financial dividends.

2.6.3 Technology–Organization–Environment (TOE) Framework

The TOE framework explains the use of technology based on technological, organizational, and environmental considerations. In the AI-driven marketing context, the readiness of the companies, support from the organization, and external factors affect their effectiveness in implementing AI. It offers an overall perspective on how AI technologies can be used in companies to increase the performance of the organization.

2.7 Hypothesis Development

H1: AI-Driven Marketing and Marketing Effectiveness

AI technologies are improving customer targeting, personalization, and campaign optimization. These capabilities make customer engagement and marketing efficiency better and therefore marketing effectiveness.

H1: AI-driven marketing positively impacts marketing effectiveness.

H2: Marketing Effectiveness and Financial Performance

If marketing is good, organizations will be better able to win customers, retain customers, and generate sustainable revenue streams.

H2: Marketing effectiveness positively influences financial performance.

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H3: AI-Driven Marketing and Financial Performance

AI-driven marketing enhances organizational decision-making, operational efficiency, and customer value creation, which directly leads to better financial outcomes.

H3: AI-driven marketing positively influences financial performance.

H4: Mediating Role of Marketing Effectiveness

AI-driven marketing may indirectly influence financial performance as marketing effectiveness improves.

H4: Marketing effectiveness mediates the relationship between AI-driven marketing and financial performance.

H5: Moderating Role of Digital Transformation Capability

Digital transformation capabilities of organizations with more advanced capabilities will therefore benefit from AI-based marketing efforts more.

H5: Digital transformation capability positively moderates the relationship between AI-driven marketing and financial performance.

2.8 Research Gap

Despite the increasing adoption of Artificial Intelligence (AI) technologies in marketing, there are several research gaps in the literature. As mentioned earlier, many studies focus on AI adoption, customer satisfaction, consumer behaviour and digital transformation whereas relatively little attention has been paid to how AI-driven marketing directly impacts firms' financial performance. Moreover, the empirical studies are mainly in developed countries, so there are no emerging market contexts in which digital transformation is happening fast.

In addition, previous studies have largely explored the relationship between AI implementation and organisational performance but do not focus on how AI creates financial value. Such a mediating role of marketing effectiveness is still under-studied. Researchers and practitioners need to know whether AI-driven marketing enhances marketing performance and impacts financial performance subsequently.

A limitation of current studies is the fact that few studies address organizational capabilities that influence the effectiveness of AI adoption. Digital transformation capability can play an important role in determining if an enterprise can leverage AI technologies to achieve better financial performance. However, there is little research on this moderating effect.

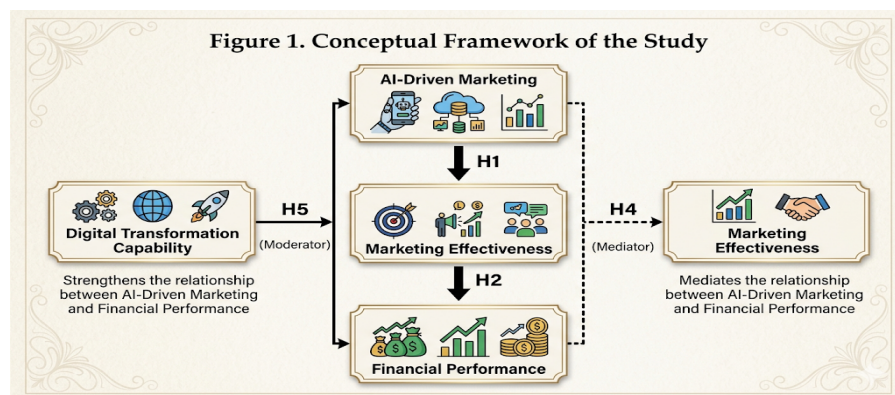
To fill these gaps, in the present study, we examine the impact of AI-driven marketing on financial performance in emerging markets by investigating the mediating role of marketing effectiveness and moderating role of digital transformation capability. The study has been designed to bring together Resource-Based View (RBV), Dynamic Capability Theory and Technology–Organization–Environment (TOE) framework to explain the implications of AI-driven marketing for organizational value creation.

2.9 Conceptual Framework

Based on the literature review and theoretical base, the study suggests a conceptual framework that explains the relationship between AI-driven marketing and financial performance. We will take the independent variable as AI-driven marketing, financial performance as the dependent variable, marketing effectiveness as the mediating variable, and digital transformation capability as the moderating variable.

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The framework argues that AI-driven marketing enhances marketing effectiveness by driving better customer targeting, personalisation, predictive analytics and campaign optimization. Better marketing effectiveness also leads to better financial performance with more customers, more customer acquisition, more customer retention, revenue growth, and more profit. And, digital transformation capability enhances the positive impact of AI-driven marketing on financial performance by allowing companies to effectively integrate and utilize advanced digital technologies.



3. Research Methodology

3.1 Research Design

The research design adopted in this paper is based on a quantitative research procedure for quantifying the impact of AI-driven marketing on financial performance in emerging markets. The quantitative approach was selected as it allows for data collection and statistical analysis of numerical data to verify the hypothesis and the relationship of variables. As the data is collected only from respondents at one time, our study is conducted in a cross-sectional manner. This allows us to examine the relation between AI-driven marketing, marketing effectiveness, digital transformation capability, and financial performance.

The research model is based on the Resource-Based View (RBV), Dynamic Capability Theory, and the Technology–Organization–Environment (TOE) framework. These theories serve as the foundation for understanding how AI-driven marketing contributes to organizational performance and competitive advantage.

3.2 Population and Sampling

The target market consists of marketing managers, digital marketing experts, business executives, and decision-makers working in organizations in emerging markets. They were recruited because they have knowledge about marketing strategy, AI implementation, and organizational performance.

We employed a stratified random sampling method to ensure a good representation in different industries and organizational categories. We categorized organizations into different sectors and then picked respondents from each sector proportionately. This process made the sample representative and reduced the chances of sampling bias.

Based on recommendations for multivariate statistical analysis and Structural Equation Modeling (SEM), a minimum sample size of 350 respondents was considered. 450 questionnaires were distributed, and 412 valid responses were retained after data screening and cleaning procedures.

3.3 Questionnaire Development

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Data were collected using a structured questionnaire developed from previously validated scales in the fields of artificial intelligence, marketing effectiveness, digital transformation, and financial performance.

The questionnaire consisted of five sections:

1. Demographic Information
2. AI-Driven Marketing
3. Marketing Effectiveness
4. Digital Transformation Capability
5. Financial Performance

All measurement items were assessed on a five-point Likert scale ranging from 1 = Strongly Disagree to 5 = Strongly Agree.

The AI-Driven Marketing construct was measured with indicators related to personalization, predictive analytics, automation, and customer insights. Marketing Effectiveness included measures of customer acquisition, customer retention, campaign efficiency, and customer engagement. Digital Transformation Capability was assessed through indicators of technological readiness, digital infrastructure, and organizational adaptability. Financial Performance was evaluated based on revenue growth, profitability, return on investment, and market performance.

3.4 Data Collection Procedure

The questionnaire was distributed electronically through professional networking platforms, email communications, and industry associations. Participation was voluntary, and respondents were informed about the purpose of the study before completing the survey.

A pilot study with 30 respondents was conducted before the main survey to assess questionnaire clarity, relevance, and comprehensibility. Feedback received from the pilot study led to minor modifications in wording and measurement accuracy.

Data were collected over a six-week period. The 450 questionnaires were distributed, and 425 responses were received. After data screening for missing values, incomplete responses, and response inconsistencies, 412 valid questionnaires were retained for analysis.

3.5 Reliability and Validity

Several procedures were used to ensure the reliability and validity of the research instrument.

Content Validity

The validity of content was established through expert review. Three academic experts in marketing, artificial intelligence (AI), and business management evaluated the questionnaire items to ensure they are relevant, clear, and consistent with the focus of the study. They made minor modifications based on their recommendations.

Construct Validity

Construct validity was measured with Exploratory Factor Analysis (EFA). Before factor extraction, the Kaiser-Meyer-Olkin (KMO) Measure of Sampling Adequacy and Bartlett's Test of Sphericity were performed.

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The KMO value was 0.891, higher than the recommended value of 0.70, and Bartlett's Test of Sphericity was statistically significant ($\chi^2 = 3278.54$, $p < 0.001$), indicating that the data were suitable for factor analysis.

The Principal Component Analysis with Varimax rotation showed that factor loadings were satisfactory, ranging from 0.67 to 0.89. No significant cross-loadings were observed, which supports the construct validity of the measurement instrument.

Reliability Analysis

Cronbach's Alpha coefficients were calculated to assess internal consistency reliability. All constructs exceeded the recommended threshold of 0.70, indicating satisfactory reliability.

Table 1. Reliability Criteria

Cronbach's Alpha (α) Interpretation

≥ 0.90 Excellent
0.80–0.89 Good
0.70–0.79 Acceptable
0.60–0.69 Questionable
< 0.60 Poor

Source: Adapted from Hair et al. (2019).

Common Method Bias

Since all variables were measured with a single survey instrument, Harman's Single-Factor Test was conducted to assess whether common method bias was present. The first factor accounted for 34.2% of the total variance, which is below the recommended threshold of 50%, suggesting that common method bias was not a major concern.

3.6 Ethical Considerations

Ethical approval was obtained from the relevant institutional review process prior to data collection. Participation was entirely voluntary, and informed consent was obtained from all respondents before completing the questionnaire.

Participants were informed of the purpose of the study, confidentiality procedures, and their right to withdraw at any stage without penalty. No personally identifiable information was collected, and all responses were analyzed in aggregate form for academic purposes only.

3.7 Data Analysis Techniques

The collected data were analyzed using the Statistical Package for the Social Sciences (SPSS Version 26) and AMOS Version 24.

Descriptive statistics, including frequencies, percentages, means, and standard deviations, were used to summarize respondent characteristics and study variables.

Inferential statistical techniques included:

* Reliability Analysis (Cronbach's Alpha)

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- * Exploratory Factor Analysis (EFA)
- * Pearson Correlation Analysis
- * Confirmatory Factor Analysis (CFA)
- * Structural Equation Modeling (SEM)
- * Mediation Analysis
- * Moderation Analysis

To test the mediating effect of marketing effectiveness, bootstrapping procedures within SEM were implemented. The moderating effect of digital transformation capability was assessed through interaction analysis. Model fit was evaluated using multiple goodness-of-fit indices, including Chi-square/df, Comparative Fit Index (CFI), Tucker-Lewis Index (TLI), Root Mean Square Error of Approximation (RMSEA), and Standardized Root Mean Square Residual (SRMR). The analytical methods employed helped to analyze the concept behind the proposed framework and provide solid evidence on the relationships among AI-driven marketing, marketing effectiveness, digital transformation capability, and financial performance.

4. Conclusion, Implications, Limitations, and Future Research

4.1 Conclusion

This study examined AI-driven marketing and its impact on financial performance in emerging markets and the mediating role of marketing effectiveness and the moderating role of digital transformation capability. Using the Resource-Based View (RBV), Dynamic Capability Theory, and the Technology-Organization-Environment (TOE) framework, the study developed and tested an integrated model for artificial intelligence and its impact on organizational performance.

We found that AI-driven marketing significantly enhances marketing effectiveness and directly improves financial performance. Organizations that use AI technologies for customer analytics, personalization, predictive modeling, and marketing automation are more likely to achieve better business outcomes. We also found marketing effectiveness mediates the relationship between AI-driven marketing and financial performance, and AI creates value by improving customer acquisition, customer retention, and campaign efficiency.

The study also found that digital transformation capability positively moderates the relationship between AI-driven marketing and financial performance. Organizations that are more tech-savvy and have good digital infrastructure and technological capabilities and flexible capabilities can better utilize AI technologies and maximize their financial benefit. These results confirm the need for integrating AI strategies with digital transformation strategies as part of one big digital transformation plan to achieve sustainable competitive edge.

Overall, the study contributes to the growing literature on artificial intelligence, marketing, and organizational performance by providing empirical evidence from emerging market contexts. The findings show that AI-driven marketing is not just a technological revolution but rather an organizational capability that can drastically improve financial performance when integrated with good marketing methods and digital transformation.

4.2 Practical Implications

The results have several practical implications for managers, policymakers, and business leaders. AI-driven marketing must be seen as a strategic investment and not just a tech advantage in the world of marketing. Marketing automation, customer intelligence systems, marketing automation, and personalization tools can improve marketing performance and provide measurable profits.

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Second, organizations should focus on digital transformation skills in order to gain the best possible impact of AI adoption. Digital infrastructure, training, and data management systems, technology integration are the key for the successful adoption of AI.

Third, all governments in developing countries need to promote digital innovation and AI adoption through regulation and technological infrastructure development and capacity-building activities. This will accelerate digital transformation and make it competitive for local companies.

4.3 Theoretical Contributions

This study makes several important theoretical contributions. First, it extends the Resource-Based View to AI-driven marketing as a strategic organizational resource to create competitive advantages and financial value.

Second, the study contributes to Dynamic Capability Theory by demonstrating the importance of organizational adaptability and digital transformation capability in realizing the benefits of AI technologies.

Third, the integration of the Technology–Organization–Environment framework can be utilized to provide a deeper understanding of how technical capabilities and organizational factors impact AI and financial efficiency and performance.

Finally, the study adds to the emerging literature on AI-driven marketing by providing empirical evidence from emerging market economies, which are still underrepresented in existing research.

4.4 Limitations

It is important to note though that the study has several limitations. First of all, the study was a cross-sectional study which made it difficult to establish causal links between the study variables. Longitudinal studies may help in understanding the long-term impact of AI-driven marketing.

Second, data were collected from self-reported questionnaires which would bring in response bias, which may not have been considered to be reliable and valid.

Thirdly, the study is concerned with organizations operating in emerging markets. Therefore, the generalizability of these findings to developed economies should be treated with caution.

Fourth, the study examined a limited set of variables. Other organizational and environmental aspects may also contribute to the relationship between AI-driven marketing and financial performance.

4.5 Future Research Directions

Future studies can expand the present study in several ways. First, longitudinal studies should be performed to study the long-term impact of AI-driven marketing on organizational performance and competitive advantage.

Second, future researchers may explore industry-specific applications of AI-driven marketing in sectors like banking, healthcare, retail, manufacturing, and e-commerce to identify sector-specific effects and best practices.

Third, other mediating variables such as customer satisfaction, customer engagement, brand equity, innovation capability, and organizational learning could be examined to better understand the mechanisms through which AI influences financial performance.

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Fourth, future studies could examine further moderating factors including organizational culture, technological readiness, leadership support, data governance, and market turbulence.

Fifth, comparative studies on developed and emerging economies might provide context for differences in AI adoption and performance.

Finally, future research might employ advanced analytical techniques like machine learning models, longitudinal Structural Equation Modeling (SEM), multi-group studies, and research design using mixed methods to better understand the strategic value of AI-driven marketing.

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