

Strategic implications of digital technology dynamics for the future of marketing

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Abstrak

The rapid evolution of digital technologies is reshaping the marketing landscape, presenting unprecedented opportunities and complex challenges for businesses. This study explores the strategic implications of digital technology dynamics, focusing on their transformative impact on marketing strategies, consumer behaviour, and business practices by examining key technological advancements, including Artificial Intelligence (AI), Internet of Things (IoT), robotics, and social media platforms. The paper highlights how these innovations are driving personalizations, enhancing customers experiences, and fostering operational efficiency. The study integrates concepts from Marketing 5.0, Industry 5.0, and Society 5.0 to establish a comprehensive framework that connects technological progress with marketing innovation. Findings indicate that AI and big data analytics enable predictive insights and customized interactions. In contrast, concerns surrounding data privacy and the ethical use of technology underscore the need for responsible innovation. Additionally, the study examines how technology influences the role of marketing professionals, emphasizing the importance of adaptability and AI compatibility for future practitioners. This research provides actionable insights for marketers and organizations, suggesting strategies to leverage digital technologies for competitive advantage. It also identifies opportunities for interdisciplinary research to deepen understanding of the interplay between technology and marketing. By addressing the strategic integration of emerging technologies, this paper contributes to the broader discourse on sustainable and consumer-centric marketing in an era of continuous technological advancement.