

THE EVOLUTION OF INTEGRATED MARKETING IN THE AGE OF THE INTERNET AND BIG DATA: ANALYZING THE STRATEGIC SHIFT FROM MARKETING MANAGEMENT TO BUSINESS MANAGEMENT AND ITS IMPACT ON BUSINESS PERFORMANCE

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Abstract: In recent years, with the Internet strategy of each country in the world and continue to promote, "Internet +" has become a new label of the era of development, on the economy, politics and other areas of the development of the situation has had a deep impact (Hongbin et al., 2021). Based on this, enterprise marketing gradually to "Internet +" close, how to based on the Internet new technology, marketing management tools, content and other innovations, and actively respond to the "Internet +" era of enterprise marketing management challenges and opportunities, so that the market advantage has become a key issue. To occupy the market advantage has become a key issue. The purpose of this study is to explore the evolution of integrated marketing in this era, especially how it affects the shift from traditional marketing management to a broader Internet business management strategy, and how this shift affects firm performance. In-depth analysis is provided through four key elements: the use of Internet technologies, the application of big data analytics, the integration of digital marketing channels, and the management of customer experience and interaction. Evaluate the use of Internet technologies in marketing strategies, specifically how social media, SEO, and online advertising have changed the way of interacting with consumers. The use of big data analytics is explored to understand how companies can use consumer data to optimize market segmentation and targeting. Next, it analyzes how companies are integrating different digital marketing channels to improve marketing efficiency and effectiveness. Finally, the study focuses on how companies can manage and enhance customer experience and interactions to increase brand loyalty and customer satisfaction. The quantitative study finds that the effective use of integrated marketing in the context of the Internet and big data is crucial for organizations to make a strategic shift from marketing management to business management. This shift significantly improves the market adaptability, competitiveness and performance of organizations. This study deepens the understanding of current and future marketing trends providing new perspectives and offers practical guidance for organizations to develop effective integrated marketing strategies..

Keywords: internet technology, big data analytics, integrated marketing, firm performance, business management.

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INTRODUCTION

BACKGROUND OF THE STUDY

In the digitalization wave of the twenty-first century, the rise of the Internet and big data has fundamentally changed the face of business management and marketing strategies (Li, 2016). The application of the Internet and big data, so that the information dissemination speed, the scope of dissemination continues to improve, can play the role of information transfer media more and more diverse, in the big data, cloud computing and other support, enterprise marketing management can be the first intelligent development, that is, the use of information technology on the enterprise marketing management of the various aspects of the effective control of the various processes are closely linked together.

At present, whether it is a state-owned large enterprises or private small and micro enterprises, network marketing has long been gradually become the mainstream of enterprise marketing, the net end of the marketing has become more and more dependent on the enterprise marketing methods. Internet technology, the development of new media platforms, to the development of enterprise marketing has brought new choices and ideas (Sestino et al., 2020) . Under the big data environment, enterprises can fully understand the enterprise marketing data and consumer related data, improve enterprise market analysis and prediction ability, clear enterprise net end marketing focus, timely change enterprise marketing strategy(Li & Zhang, 2021).

The end of the net marketing at the same time has a low barrier to entry, high exposure rate, marketing forms and other comparative advantages to reduce the cost of enterprise marketing, enhance the attention of enterprises, to provide a good marketing platform for small and medium-sized enterprises, is conducive to improving enterprise product sales, enhance the profitability of enterprises. The continuous development of new media platforms, the normalization of the epidemic prevention and control environment will be more consumers gathered online, these are undoubtedly a huge opportunity for the development of enterprises, enterprises can develop a variety of marketing channels, innovative marketing methods to attract consumers to attract the eye, to enhance their sales capacity.

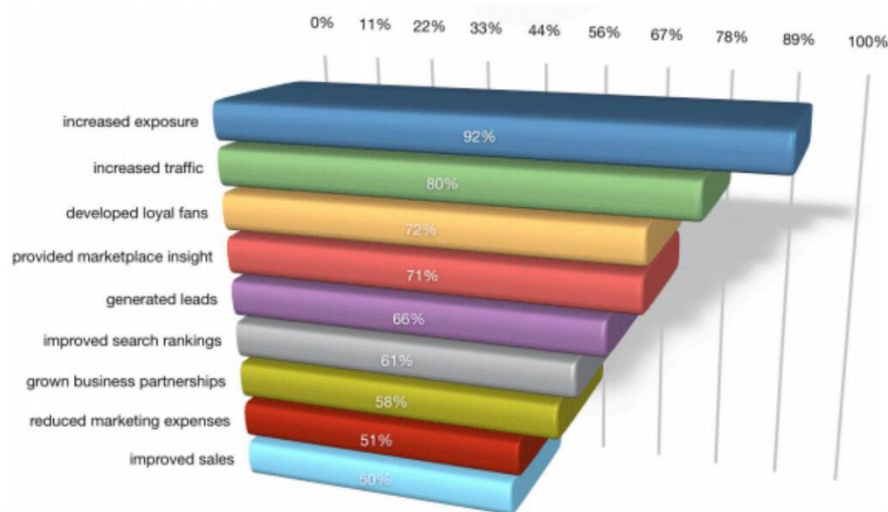


Figure 1.1 Benefits of social media marketing

At the same time, social media platforms, search engines, online behavioral data, etc. have not only changed the way of communication between enterprises and consumers, but also provided richer and more accurate data support for marketing decisions. Enterprises can accurately and timely communicate their cultural concepts, product promotion, information introduction, after-sales and a series of work through the end-of-network platform. Consumers can get the basic information of products through the net-end platform at the first time or at any time through the pre-produced net-end publicity content of the enterprise, and then consult with the enterprise when there is a need for further consumption.

However, the effective application of these technologies requires enterprises to adapt not only on the technical level, but also in the fundamental transformation of their business management concepts and strategies. Integrated marketing is at the heart of this shift, requiring companies to merge traditional and digital marketing channels into a coherent strategy to deliver consistent brand messages and customer experiences (Holopainen et al., 2022). This shift in strategy not only has far-reaching implications for marketing management, but is also the key to improving performance and enhancing competitiveness.

PROBLEM STATEMENT

In order to meet the market development needs, many enterprises have begun to apply Internet technology to carry out marketing management, but part of the enterprise strain consciousness and adaptability is low, only on the basis of the original development model to join the relevant factors of the Internet technology, or the technology of big data, the establishment of an information system to complete part of the work process, did not take into account the specific process of consumer consumption, resulting in an increase in the content of the work, but Enterprise marketing management water Asia did not get a significant increase. In the researcher's opinion, digital marketing is not synonymous with end-of-network sales, and end-of-network sales is not the only way to realize digital marketing. Digital marketing needs to pay more attention to the enhancement of consumer perception, through emotional marketing and experience marketing to increase the attractiveness of the product, in order to drive the growth of the market sales rate (Oh, 2019). However, for most enterprises, their understanding of the concept of digital marketing is not thorough, the subsequent data processing and information processing of low importance, heavy collection, light application, sales channels are limited.

Restricted by the "Internet +" development mode on the challenges of enterprise marketing management, part of the enterprise on the "Internet +" development mode is still in the wait-and-see stage (Riley et al., 2021). Its adaptability and responsiveness is low, and has not yet established an effective response to the idea of the main body of the enterprise, which the main body of the enterprise is lack of consideration of consumer thinking, difficult to match the essential needs of the current social development, and unable to create advantages for enterprises to deal with market competition. "Internet +" technology, enterprise marketing management mode to physical + network-based, that is, online dominated, double consumption has become the main mode of consumer consumption, face-to-face transactions are replaced by point-to-point online exchanges, the traditional consumption model can not be adapted to the current economic situation, and its to enterprise marketing management model will have a greater impact. The traditional consumption pattern can no longer adapt to the current economic

situation, which will have a greater impact on the enterprise marketing management mode. In this context, integrated marketing as an innovative marketing management strategy, its importance is more and more prominent. Traditional marketing methods, such as single-channel advertising or direct sales, can no longer meet the complexity and dynamics of contemporary markets. Instead, organizations need a more comprehensive and flexible strategy that integrates multiple marketing channels and techniques to stand out in a competitive market environment.

RESEARCH OBJECTIVES

1. To analyze the impact and improvement of Internet technologies on modern marketing strategies.
2. To assess the role of big data in driving precision marketing decisions.
3. To explore the impact of multi-channel digital marketing integration on business performance.
4. To evaluate the impact of enhancing customer experience and interaction on brand loyalty and customer satisfaction.

RESEARCH QUESTIONS

1. How can Internet technologies optimize traditional marketing strategies and enhance consumer interactions?
2. What role does big data analytics play in precision marketing decisions?
3. How does multi-channel digital marketing integration affect business performance?
4. How do elevated customer experiences and interactions enhance brand loyalty and customer satisfaction?

RESEARCH IMPLICATIONS

This study combines knowledge from multiple subject areas such as marketing, information technology, and data analytics to provide an example of interdisciplinary research that demonstrates how multidisciplinary knowledge can be applied to solve real-world problems in a complex business environment. Under the traditional management mode, the process of marketing is complicated and less effective enterprise economic efficiency is difficult to obtain improvement.

Based on the attributes of the Internet openness, big data and easy access to information, it creates conditions for the simplification of the enterprise marketing management process, and also increases the consumer's understanding of the product channels, effectively reduces the cost of enterprise investment, and the product circulation link has been optimized. By integrating the perspectives of Internet technology, big data analysis, digital marketing channel integration, and customer experience and interaction management, this study provides a new dimension and depth for integrated marketing theory. It enriches the academic literature in the field of marketing management and business management, especially in understanding the changes in corporate marketing strategies in the era of Internet and big data. Compared with

the traditional management mode, the sales price of the same product has decreased, and the relationship between product production and sales has become closer.

Overall, business management digitalization background, consumers and enterprises of the two main marketing body of the communication is closer, sales inventory backlog is less, the inventory of the sudden entry has been eased, corporate profits to achieve rapid growth. The results of this study will help business leaders and marketing professionals better understand the key elements of integrated marketing strategies in the digital era. At the same time, the importance of enhancing customer experience and interaction in an integrated marketing strategy is emphasized. This is essential for improving customer satisfaction and building long-term customer relationships, which in turn will help companies achieve sustainable growth.

LITERATURE REVIEW

Theory of Database Marketing

Database marketing refers to a marketing path gradually formed in the development of the Internet and databases to achieve one-to-one and personalized marketing relationships through comprehensive user data analysis (Saura, 2021). Database marketing has brought great influence to the traditional marketing mode from technology to concept, and enterprises can accurately identify customers' preferences and needs through comprehensive data analysis of customers, which helps enterprises quickly locate the daily target customer population, and at the same time, obtain more accurate customer needs. Enterprises can improve product power according to the needs, and ultimately improve customer satisfaction and promote the transaction. From the macro application point of view, enterprises can apply marketing data for market prediction and activity planning, activity design will be more effective in provoking customers to reflect, increase customer stickiness and product sales, mainly through the type of customers and customer behavior to develop accurate marketing activities, and optimize the later activities according to the effect of marketing activities. From the micro point of view of enterprise profit contribution, usually 20% of the customers bring 80% of the profit for the enterprise, a large number of marketing data to form the enterprise's marketing database (Grewal et al., 2020). Enterprises can optimize the classification of customers through the analysis of the marketing database, identify high-value customer groups, and provide differentiated services to improve the overall profitability.

Innovative Research on Business Management

Strategic innovation based on commercial management is dominated by online business innovation, such as online traffic diversion and the transition from B2C to B2B. Offline business innovation is also an important part of strategic innovation, such as channel sinking (Chen et al., 2020). At the same time, enterprises can also start from the supply chain, upgrade it, that is, innovative product structure, realize intelligent distribution. For example, in order to expand the sales channels of agricultural products, regional distribution centers can carry out the Division of the city distribution business, and Alibaba, postal or other platforms to reach a cooperation, part of the store can be transformed into a rural e-commerce convenience service

station, the station can provide consumers with online shopping flow charts, to solve the problem of the difficulty of express delivery into the village. Moreover, in the Internet continues to popularize now, DMA institutions become the main direction of marketing strategy development, consumers are not only concerned about the practicality and functionality of the product, but also pay more attention to its shopping experience (Payne & Frow, 2016). Therefore, enterprises can take experiential marketing as an entry point to enhance customer satisfaction through experiential marketing activities. Take an automobile brand as an example, based on the Internet + guidance thinking, can create a "life zone" regularly invite celebrities or influential figures to have close contact with customers, so as to collect the customer's shopping demand, through the phenomenal experience marketing activities to meet the customer's personalized needs. In the context of leveraging Internet + guidance thinking, taking an automobile brand as an example, the establishment of a "life zone" could involve regular interactions with celebrities or influential figures to directly engage with customers (Clark & Mayer, 2023).

Research on the impact of the Internet and big data on enterprise management

The advent of the data era promotes the traditional marketing towards precision marketing, big data era enterprises should strengthen the application of information technology, accelerate the construction of enterprise marketing database (Flyverbom et al., 2019), according to the results of data analysis to provide customers with more matching products and services.

Ma & Sun (2020) suggested that the integration of technology in business strategy has increased the complexity of marketing communications and the need for advanced marketing performance analytics. The complexity of marketing communications facilitates data-driven analytics data analytics improves the ability to serve customers in detail. Berger et al (2020) argued that big data helps enterprises to realize the transformation from traditional marketing to precision marketing, and becomes a powerful weapon for enterprises to compete in the complex and changing market and gain greater profits and advantages for them. Enterprises should keep pace with the times and use "big data" to promote the transformation from traditional marketing to precision marketing. Rust (2020) believed that traditional retail enterprises should be attracted to the new thinking of the Internet +, give full play to its advantages and play the innovative power of online and offline products for sub-soil management, traditional retail enterprises can also be further developed in the Internet + era.

In the background of the Internet + enterprises need to think about how to expand the traditional marketing advantages to online, for the existing marketing model into the Internet thinking to develop online marketing at the same time, with the help of setting up different product positioning and other means of differentiation between online and offline products. In the context of the Internet, with the expansion of the scale of development of the enterprise, the difficulty of the management will also be further upgraded, and only the perfect only a perfect talent team structure is enough to guarantee the better development of the enterprise. Recognizing the evolving landscape, organizations must adapt to the increasing complexities of Internet-driven operations. Hence, a strategic emphasis on cultivating and maintaining an agile and proficient talent team structure becomes imperative to successfully overcome management challenges and steer the enterprise toward continued success in this dynamic

environment (Kettunen & Laanti, 2017). And in the era of big data, enterprises should start from strengthening the awareness of marketing management innovation, constructing a perfect marketing management innovation system, strengthening the ability to apply big data, and constructing a specialized talent team to comprehensively strengthen the marketing management innovation ability of enterprises under the background of big data, and to promote the healthy and long-term development of enterprises.

Therefore, in the era of big data, enterprises need to adjust the internal organization, configure professional talents, and at the same time increase investment in big data and information technology to ensure the effective implementation of precision marketing. The implementation of precision marketing helps to quickly realize sales and help enterprises increase revenue.

Overview of domestic and international research

In the field of integrated marketing, the application of the Internet and big data has become a hotspot of attention in the global academic and practical circles. In recent years, the focus of international research has gradually shifted from traditional marketing strategies to how to utilize emerging technologies to enhance marketing effectiveness (Li et al., 2021). They also emphasized the importance of integrated marketing communications (IMC) in the digital environment in their classic book *Marketing Management*, pointing out that companies must adapt to the changes in digital media to effectively deliver brand messages. In addition, Line et al (2020) discussed digital marketing strategies and practices in detail in their book *Digital Marketing*, with a particular focus on the importance of data-driven marketing decisions.

In terms of the application of big data, the big data analytics can significantly improve the accuracy of market segmentation and targeting, thus helping companies customize their marketing strategies more effectively (Li et al., 2021). Domestic scholars have also conducted in-depth research in this area. For example, the big data has not only changed the way of enterprises' marketing, but also provided a new way to improve customer experience.

The study by Meire et al., (2019) revealed the application of big data in CRM strategies and its support for internationalization marketing strategies through a systematic literature review of articles published from 2013 to 2020. Based on a content and econometric analysis of the articles, this study presents a conceptual multilevel framework that demonstrates areas of specialization emerging from the literature. The findings provide important insights for the future development of the international marketing research agenda.

Despite the growing body of domestic and international research in this area, there is still a relative lack of in-depth research on how these techniques are integrated in practice and their specific impact on firm performance. This gap suggests the need for further research, especially in the changing global market environment.

METHODOLOGY

Research Methodology

Literature review methodology: Systematic literature review research as a systematic, transparent and reproducible method is the predominant method in literature review research. This research method can be used to identify and evaluate the interrelationships between relevant research texts, data and theories. It is based on existing textual evidence and can be effective in reducing the subjective bias of researchers, leading to reliable conclusions. This study provides a systematic review of existing literature in related fields to understand the current state of research and theoretical frameworks on the impact of the Internet and big data on marketing strategies.

Interview method: semi-structured interviews were implemented with experts in the field of marketing and business management, targeting industry experts, academic researchers, corporate executives and marketing practitioners. Their insights and experiences on the application of integrated marketing strategies and technologies are recorded and collected. These interviews can be used to help identify challenges and opportunities in practical applications.

Questionnaires: Design and implement questionnaires with the goal of collecting data from different companies and industries to evaluate the application of Internet and Big Data technologies in real marketing activities and their effectiveness. The questionnaire can include questions on strategy implementation, technology use, performance impact, etc.

Research Sample

In this study, representative regions with both emerging and traditional markets are selected for sample size selection, which can capture marketing strategies under different markets, with a particular focus on selecting regions with leading positions in digital marketing and big data applications, which can gain cutting-edge and innovative insights. After comprehensive consideration, the location of this study is selected in Shenzhen, China. The researchers, mainly industry experts and corporate executives, will conduct semi-structured interviews to ensure the professionalism and authority of the participants to ensure the depth and diversity of the study. It is expected to interview 30 industry experts and corporate executives. At the same time, the questionnaire is open to practitioners in a variety of industries such as retail, financial services, technology, consumer goods, etc. 300~500 valid questionnaires will be collected in order to obtain statistically significant data. In terms of gender and age, we aim to cover a wide range of employees of different age groups, from junior to senior positions, and in terms of gender, we ensure that the proportion of male and female respondents is equal, so that there will be no subjective bias due to gender imbalance.

Data Collection

Statistical methods (descriptive statistics, regression analysis) were applied to quantitatively analyze the questionnaire data, test hypotheses and identify relationships between variables.

The results of the literature review, semi-structured interviews and questionnaire survey were synthesized with a view to providing a comprehensive perspective on the evolution of integrated marketing in the age of the Internet and big data. The multi-methodological research design will provide an in-depth understanding and comprehensive perspective of the evolution of integrated marketing in the digital age, and the objective and authentic data will help to provide valuable insights and guidance for organizations to conduct strategic research on business management in the future.

Data analysis

Coefficients							
Model	Unstandardized Coefficients		Standardised Coefficients	t	Sig	95.0% Confidence Interval for B	
	B	Std. Error	Beta			Lower Bound	Upper Bound
Strategies and Practices for Effective Integration in Integrated Marketing Strategy	.746	.337	.641	.363	.040	1.486	.0344
Strategic shift from marketing management to business management	.158	.245	.483	.717	.090	.696	.376
Application of Internet and Big Data	.883	.347	.793	2.626	.032	.129	1.656
Impact of internet and big data applications on integrated marketing strategies	.772	.233	.617	3.139	.022	.216	1.331
Impact of integrated marketing strategies on the strategic shift from marketing management to business management	.369	.245	.826	1.653	.035	.135	.889

	.363	.261	.686	1.3	.04	.25	.882
Impact of the strategic shift from marketing management to business management on business performance				46	7		

Fig 3.1: Regression

As shown in table 3.1, effectiveness of Integrated Marketing Strategy (Beta = .641, $p = .040$) This indicates that an effective integrated marketing strategy significantly and positively influences marketing effectiveness with statistical significance. The higher Beta value indicates the importance of this strategy in integrated marketing. Strategic shift from marketing management to business management (Beta = .483, $p = .090$): although its influence is relatively small and close to the border of statistical significance, this implies that the shift from marketing management to business management has an impact on overall marketing strategy. The variable Internet and Big Data Application (Beta = .793, $p = .032$) has a significant positive impact on integrated marketing strategy, showing that the application of the Internet and Big Data is a key factor in the modern marketing environment. The effect of internet and big data applications on integrated marketing strategies (Beta = .617, $p = .022$) highlights the key role of internet and big data in forming and optimizing integrated marketing strategies. It suggests that these technologies are not only cornerstones of modern marketing strategies, but are also critical in developing effective integrated marketing strategies.

The impact of integrated marketing strategy on the shift from marketing management to business management. The high Beta (.826) and statistical significance ($p = .035$) in the study of this variable points to the central role of integrated marketing strategy in driving the strategic shift from traditional marketing management to total business management. This emphasizes that integrated marketing strategy is not only a tool for marketing activities, but also a catalyst for strategic transformation of business. The results of the impact of the shift from marketing management to business management on firm performance (Beta = .686, $p = .047$) indicate that the shift from marketing management to business management has a significant positive impact on improving overall firm performance. This implies that the strategic shift achieved by firms through integrated marketing strategies is not just a theoretical change but actually contributes directly to the long-term success and market competitiveness of the firm.

The data analysis reveals the central role of Internet and big data technologies in modern marketing strategies, especially in the context of integrated marketing. The Internet and Big Data not only directly impact the effectiveness of integrated marketing strategies, but further influence business performance by facilitating a shift from traditional marketing management to a broader business management perspective. This emphasizes the need for firms to incorporate advanced technologies into their marketing strategies in order to adapt to the changing market environment. At the same time, it points to the direction of future research to further explore how to efficiently integrate these technologies and quantify their specific impact on firm performance.

CONCLUSION

With the continuous advancement of informationization process, the Internet and big data analysis applications gradually become a new direction for the survival and development of enterprises. In order to realize the continuous improvement of the economic benefits of enterprises and the sustainable development of enterprises, it is necessary to make full use of the strategic management mode of business management and marketing, and to innovate the enterprise marketing management. This study provides an in-depth examination of how the Internet and big data affect integrated marketing strategies and how such strategies can facilitate the shift from traditional marketing management to business management and further enhance corporate performance. The results show that the application of technology and the integration of strategies are crucial for modern marketing. As far as enterprises are concerned, they need to correctly recognize the important role of the Internet and big data analysis on marketing management, face up to the problems existing in the traditional marketing management mode, such as the single marketing goal and the low information quality of the marketing team, etc., and explore the optimal path of digital marketing in the process of practice.

Marketing-related personnel and management of the old as an important main body of enterprise marketing, need to establish digital marketing thinking, and actively participate in the enterprise to provide professional and technical training, so as to provide a guarantee for the long-term development of enterprises to obtain benefits. At present, the domestic and international market competition is fierce, enterprises need to enhance their competitiveness in this market environment, expand their development advantages. Therefore, it is necessary to solve the problems existing in the past enterprise marketing management, summarize the challenges and opportunities faced by the enterprise marketing under the digital marketing mode, objectively assess the development trend of enterprise marketing management, innovate the marketing mode according to the development strategy of the enterprise, so as to summarize more practical experience in enterprise marketing and promote the formation of advanced marketing system. However, there are limitations to the study, including the geographical and industry-wide restrictions on sample selection, as well as the reliance on quantitative data that may overlook deeper qualitative insights.

Future research could expand to more regions and industries, explore the application of strategies in different cultures and market environments, and incorporate qualitative methods to deeply analyze the actual impact of technologies and strategies.

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