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Integration of Artificial Intelligence-Based Marketing Technologies into the Strategic Management System of a Company

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ABSTRACT

At the current stage of digital transformation, the strategic role of marketing in the management of trading companies is significantly increasing. The integration of artificial intelligence (AI)-based technologies – such as AI agents, synthetic respondents, AI-powered CRM systems, and predictive analytics – is transforming not only the functions but also the very nature of marketing management. In conditions of a highly turbulent external environment and sanctions-related constraints, the use of AI-based tools enables companies to develop flexible and adaptive strategies, make decisions in real time, and build personalized customer interactions. The **aim** of this study is to analyze the transformation of marketing management under the influence of AI technologies and to identify their contribution to the resilience of trading companies. The article examines the theoretical aspects of marketing management, the classification of its tools, as well as the risks and barriers associated with the application of artificial intelligence. The **result** of the research is the development of an authorial model for integrating AI-based marketing into the strategic management system of a trading company, as well as a classification of tools taking into account their strategic role and practical applications. The findings of the study may be useful for managers of trading companies, specialists in strategic development and digital transformation, as well as researchers in the field of management seeking to enhance business resilience and adaptability in conditions of external turbulence.

Keywords: marketing; strategic management; artificial intelligence; digital technologies; AI-agents; CRM; trading company; marketing analytics; automation; marketing technologies

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INTRODUCTION

Contemporary trading companies operate in an environment characterized by continuous and often unpredictable change. Against this backdrop, marketing is no longer confined to its traditional role as a tool for product promotion; rather, it has evolved into a core element of strategic management. In this context, technologies based on artificial intelligence (AI), machine learning, end-to-end analytics, and full-scale automation are becoming particularly significant. Marketing tools such as AI agents, synthetic respondents, intelligent CRM systems, and SEO platforms enable companies to make data-driven decisions based on large volumes of real-world data. They also facilitate real-time strategy adaptation and support the development of deeper, more personalized relationships with customers. Amid sanctions pressure, supply chain disruptions, and declining consumer activity, marketing technologies are emerging as a critical lever for ensuring business resilience and competitiveness. They not only complement traditional modes of operation but also enable the creation of new channels of interaction with target audiences.

The study addresses the following objectives: to examine the evolution of marketing within the framework of strategic management; to classify contemporary AI-based marketing tools and analyze their impact on managerial processes; and to identify the risks, barriers, and prospects associated with the adoption of AI technologies in trading companies.

RESEARCH METHODOLOGY

Despite the evident growth in the popularity of AI-based marketing technologies, the academic literature has yet to sufficiently address their impact on the strategic management systems of trading companies.

The theoretical foundation of the study is based on the works of Philip Kotler [1], Michael Porter [2], as well as other domestic and international scholars [3–5] relevant to the research topic, alongside studies examining the application of

artificial intelligence in business processes [6, 7]. In selecting sources, particular attention was paid to publications in peer-reviewed journals, monographs, and academic textbooks reflecting contemporary concepts of digital marketing and approaches to the development of intelligent management systems. The methodological framework is grounded in a systems approach, which considers AI-driven marketing as an integral component of strategic management. To achieve the research objectives, the study employs comparative and content analysis, as well as classification methods and expert evaluation techniques.

RESEARCH RESULTS

Theoretical Foundations of Marketing Integration into Strategic Management and Its Functions

Contemporary corporate management presupposes the integration of marketing into strategic planning and organizational development. A classical illustration of this approach is the 4P framework proposed by Philip Kotler [1]. More recently, particular attention has been given to customer-oriented digital models advanced by Jean-Jacques Lambin [8]. In the context of digitalization, the concept of dynamic capabilities developed by David Teece [9] becomes especially relevant, emphasizing a firm's ability to integrate new technologies as a foundation for long-term competitiveness. According to A. V. Titov [10] and Dave Chaffey [3], the digital transformation of marketing gives rise to a new managerial architecture in which artificial intelligence functions as an integrator of analytical, predictive, and communicative capabilities. Within the framework of strategic management, marketing transcends its traditionally operational role and evolves into a mechanism that ensures market resilience, fosters competitive advantage, and supports the achievement of long-term business objectives. These objectives include the following key tasks:

- analysis of the external environment (PEST analysis, Porter's Five Forces, competitive intelligence);

- assessment of internal marketing potential (marketing audit, brand analysis, product portfolio analysis, etc.);
- strategy development (product positioning, target audience segmentation, product lifecycle management);
- market entry (implementation of marketing campaigns, promotion, logistics, pricing);
- monitoring and adjustment (end-to-end analytics, ROI, ROAS).

Within an integrated corporate management system, marketing acts as a linking mechanism between internal resources and external opportunities, thereby ensuring sustainable development and the realization of the company's mission through market-based mechanisms. The key objective of marketing management is to secure a product's long-term competitive advantage through effective engagement with targeted customer segments. Within the broader strategic framework, this approach underpins the formation of a customer-centric orientation. Marketing tools are applied in business planning alongside financial, operational, and IT instruments, thereby enabling sustainable product differentiation in the marketplace.

Contemporary trading companies increasingly conceptualize marketing within the broader management architecture as a platform through which market interaction logic, digital processes, and adaptive growth strategies are constructed. In the context of digitalization and volatile market conditions, traditional marketing technologies are gradually being supplanted by more advanced solutions capable of processing large volumes of data to forecast demand and customer behavior, automate routine tasks, and enhance decision-making capabilities. Under these conditions, marketing technologies are becoming an integral component of strategic management, enabling organizational transformation and rapid adaptation to changes in the external environment through digital solutions, including those based on artificial intelligence (AI). This is particularly significant for trading organizations, where decision-

making is influenced by intense competition, complex supply chains, and high sensitivity to consumer behavior. The flexibility and proactivity required by companies are increasingly ensured through the deployment of AI-driven tools.

Key Challenges of the Digital Environment

Contemporary marketing technologies and approaches are becoming increasingly obsolete due to the emerging challenges of the digital environment, which can be categorized into technological, behavioral, regulatory, and competitive dimensions.

From a *technological perspective*, the most significant challenge is the rapid growth in both the volume and velocity of data (Big Data overload). Marketing platforms generate vast amounts of information; however, traditional tools are no longer capable of processing these data in real time. As a result, conventional BI reporting and segmentation based on historical data are losing their relevance, while predictive and streaming analytics powered by artificial intelligence (AI) are gaining importance. A similar shift is observed in pricing strategies. Whereas pricing could previously be planned on a quarterly basis, competitors now adjust prices dynamically, rendering traditional fixed pricing models increasingly uncompetitive. Moreover, continuous changes in search algorithms and advertising systems across platforms such as Google, Yandex, and Meta Platforms reduce the effectiveness of long-term SEO strategies and media planning.

Behavioral challenges include:

- shifts in content consumption patterns: users increasingly prefer short-form content (Reels, Shorts, TikTok), while traditional formats (long-form video or banner advertising) are becoming less effective;
- rising expectations for personalized content: consumers no longer respond to mass, standardized offers, and marketing without data-driven personalization is losing effectiveness;
- fragmentation of communication channels: whereas audiences could previously be reached

through two or three primary channels, they are now dispersed across dozens of platforms and formats.

Regulatory challenges primarily involve the tightening of personal data protection requirements (e.g., GDPR, Russia's Federal Law No. 152-FZ, and China's PIPL¹). Targeting methods based on cookies and user tracking are becoming obsolete, forcing businesses to transition toward cookie-less marketing models. In recent years, sanctions and import substitution policies have also significantly affected business operations: certain foreign platforms have become unavailable, while domestic alternatives do not always offer comparable functionality.

Competitive challenges must also be considered. These include the shortening lifecycle of competitive advantages, as even highly innovative features are rapidly replicated by competitors, often within weeks. Furthermore, the adoption of tools such as chatbots and automated CRM systems has become an industry standard and no longer constitutes a source of differentiation.

Thus, the primary reason for the declining relevance of traditional marketing technologies lies in the accelerating pace of change in the digital environment, coupled with rising audience expectations. Legacy approaches based on historical data, mass advertising, and infrequent strategic adjustments are being replaced by flexible, AI-driven predictive models operating in real time.

The Role of Artificial Intelligence in Corporate Management

Within the framework of strategic management, as noted above, artificial intelligence (AI) performs a formative function, evolving from a tool of tactical analysis into a comprehensive

¹ GDPR (General Data Protection Regulation) – Personal Information Protection Law, PIPL. Federal Law of the Russian Federation “On Personal Data” No. 152-FZ dated July 27, 2006 (as amended). Available at: [https://www.consultant.ru/document/cons_doc_LAW_61801/](https://www.consultant.ru/document/cons_doc_LAW_61801/); Personal Information Protection Law (PIPL) of the People's Republic of China.

mechanism for planning, modeling, and decision-making. First and foremost, AI enables the development of complex predictive models that allow companies to forecast market conditions and consumer demand while accounting for a wide range of influencing factors, including macroeconomic indicators, industry trends, and early signals of emerging shifts in consumer behavior. This makes it possible to proactively adjust strategic priorities, identify promising areas of development, and formulate investment plans ahead of competitors' actions. Equally important is AI's capacity for scenario modeling, which allows organizations to assess the impact of various combinations of internal and external factors on key performance indicators. As a result, strategic management is augmented by tools for risk assessment and opportunity identification at the planning stage, significantly reducing the likelihood of erroneous decisions and enhancing overall business resilience.

In addition, AI plays a critical role in optimizing key resources by enabling the reallocation of marketing budgets and production capacities in line with projected demand scenarios and profitability levels. This allows companies to minimize costs while maintaining or strengthening their market positions.

In the long term, AI-driven marketing is expected to generate sustainable competitive advantages through the accumulation of unique customer insights, the development of personalized value propositions, and the creation of market niches that remain inaccessible to competitors lacking comparable levels of digital maturity.

Classification of AI-Based Marketing Tools

The diversity of artificial intelligence (AI)-based marketing tools necessitates their systematic classification. In this study, five primary groups are identified based on their functional purpose and their degree of influence on key managerial processes.

1. **Analytics and forecasting tools** provide comprehensive data collection, processing, and

interpretation related to markets, consumers, and the competitive environment [4, 5]. These data form the foundation for:

- predictive analytics systems that enable demand forecasting and trend identification;
- big data analytical platforms integrating heterogeneous data sources;
- sentiment analysis systems that capture consumer emotional responses and enable early-stage management of reputational risks.

2. Personalization and customer experience management tools are aimed at creating tailored offerings and interactions with consumers, which constitute a key driver of long-term customer loyalty. This category includes AI-powered Customer Relationship Management (CRM) systems [11], which adapt marketing communication to individual customer needs. Unlike traditional CRM systems focused primarily on recording interactions, AI-powered CRM systems are capable of identifying latent behavioral patterns, forecasting customer needs, and generating personalized offers automatically. For example, when purchasing a vacuum cleaner, such systems may recommend complementary products (filters, accessories) based on replacement cycles and purchasing behavior. These tools can also predict customer churn by analyzing purchase history, online activity, and service interactions; identify customers at risk of defection; initiate targeted loyalty programs; optimize cross-channel communication; identify the most effective communication channels; adjust media plans; and evaluate campaign performance.

In addition to AI-powered CRM systems, personalization tools include recommendation platforms that offer relevant products or services in real time, as well as automated content platforms that generate personalized texts, images, and video materials.

3. Marketing campaign optimization tools enable the redistribution of resources across channels and the adjustment of strategic initiatives based on real-time performance analysis. These include AI-driven programmatic platforms that

dynamically manage ad placement, dynamic pricing algorithms that ensure pricing flexibility, and A/B testing systems that facilitate the rapid identification of optimal communication strategies.

4. Communication automation tools ensure continuous, coordinated, and targeted interaction with customers within an omnichannel strategy. These include chatbots and voice assistants capable of conducting dialogues and processing requests, omnichannel AI agents that synchronize messaging across digital channels, and trigger-based marketing systems that automatically initiate communication in response to specific events in the customer lifecycle.

5. Testing and simulation tools for market strategies create conditions for forecasting the outcomes of introducing new products, services, and marketing initiatives without the need for costly and risky real-market experiments. These include synthetic respondents that simulate the behavior of target segments, digital twins of target markets [12] that enable the testing of complex strategies, and simulation platforms that assess the long-term consequences of managerial decisions.

The *table* below summarizes the key AI-based marketing tools, outlines their role in corporate management, and provides examples of their application in marketing and retail.

According to the data presented in the *table*, AI-based marketing technologies are purposefully embedded within the company's strategic management system. They contribute to more precise prioritization of digital investments, the development of a coherent logic for integrating AI into existing business processes, and the enhancement of the effectiveness of long-term development strategies.

Risks and Barriers to AI Adoption

However, a number of risks and barriers must be taken into account in the design and implementation of digital transformation initiatives.

One of the key risks is dependence on the quality of input data. Machine learning algorithms

Table

Classification of Marketing Tools Based on AI

Type of AI Marketing Tool	Tool Name	Functional Description	Solutions	Strategic Role in the Management of a Trading Company	Examples of Usage in Marketing and Retail
Analytics and Forecasting	Predictive Analytics Systems	Forecast demand, identify trends, and estimate purchase probability using machine learning	IBM Watson Analytics; SAS Forecasting; Google Cloud Forecasting	Enable proactive assortment planning, inventory optimization, and market forecasting	Determining procurement volumes before seasonal sales; forecasting demand for new smartphone models
	Big Data Analytics Platforms	Integrate and process large volumes of structured and unstructured data from multiple sources	Microsoft Power BI AI; Tableau AI; Qlik Sense	Provide a comprehensive market view, enabling strategy adjustments based on integrated data	Analysis of customer behavior in retail and e-commerce to identify promising product categories
	Sentiment Analysis Systems	Analyze audience emotional responses to brands and products	Brandwatch; MonkeyLearn; Sprout Social AI	Support reputation management and communication strategies	Monitoring reviews of household appliances on social media and identifying causes of negative feedback
Personalization and Customer Experience	AI-powered CRM Systems	Segment customers, predict behavior, and generate personalized offers	Salesforce Einstein; Microsoft Dynamics 365 AI; SAP Sales Cloud	Increase customer lifetime value (LTV), improve conversion rates, and reduce churn	Offering complementary accessories for a recently purchased vacuum cleaner via email or push notifications
	Recommendation Systems	Recommend products based on purchase history and user behavior	Amazon Personalize; Dynamic Yield; Algolia Recommend	Increase average order value and stimulate repeat purchases	Personalized "You may also like" sections on an online electronics store
	AI Content Generation Platforms	Generate texts, images, and videos tailored to audience segments	Jasper AI; WriteSonic; Adobe Sensei	Improve content relevance and customer engagement	Automated generation of product descriptions for catalogs or advertising banners

Table (continued)

Type of AI Marketing Tool	Tool Name	Functional Description	Solutions	Strategic Role in the Management of a Trading Company	Examples of Usage in Marketing and Retail
Campaign Optimization	Programmatic Advertising Platforms with AI	Automate media buying and ad placement based on predicted performance	Google DV360; The Trade Desk; Adobe Advertising Cloud	Reduce customer acquisition cost (CAC), increase ROI, and optimize budget allocation	Automatic reallocation of budget toward higher-performing advertising channels during promotional campaigns
	Dynamic Pricing Algorithms	Adjust prices based on demand, inventory levels, and competitor actions	PROS Smart Price Optimization; Prisync; Intelligence Node	Maximize margins and maintain competitiveness	Real-time price adjustments for household appliances during peak demand periods
	A/B Testing Platforms	Identify optimal creatives, offers, or channels	Optimizely; VWO Testing; Adobe Target	Enable rapid testing of strategies and creative options	Testing two landing page versions with different promotional offers to identify higher conversion rates
Communication Automation	Chatbots and Voice Assistants	Provide 24/7 interaction, recommendations, and order processing	Intercom AI; Drift; Google Dialogflow	Reduce operational costs and increase customer satisfaction	Chatbot in a messaging app assists with product selection and order placement
	Omnichannel AI Agents	Synchronize marketing communications across channels	Zendesk Sunshine Conversations; Freshworks Freddy AI	Support omnichannel strategy and deliver a seamless customer experience	Unified personalized messaging across email, push notifications, and messengers based on customer history
	Trigger Marketing Systems	Automatically initiate communication based on customer lifecycle events	Klaviyo; Customer.io; MoEngage AI	Increase relevance and timeliness of offers	Sending a discount coupon two days after an abandoned cart in an online store

Table (continued)

Type of AI Marketing Tool	Tool Name	Functional Description	Solutions	Strategic Role in the Management of a Trading Company	Examples of Usage in Marketing and Retail
Testing and Strategy Simulation	Synthetic Respondents	Simulate target segment behavior without conducting real surveys	Gretel AI; CognitiveScale	Reduce research costs and accelerate testing	Testing target audience reactions to new packaging design before product launch
	Digital Twins of Markets	Virtual replicas of markets simulating competitive environments	Siemens Digital Industries; AnyLogic	Enable risk-free strategy testing	Forecasting the impact of price wars on regional electronics sales
	Simulation Modeling Platforms	Model the outcomes of strategic decisions	AnyLogic AI; Arena Simulation	Reduce decision-making errors and improve forecast accuracy	Modeling the impact of assortment changes on profitability and inventory turnover

Source: developed by the author.

and AI analytical modules rely on historical and real-time data, the distortion or incompleteness of which may lead to inaccurate forecasts and flawed managerial decisions. Another significant risk is technological dependence on AI solution providers [12]. The use of cloud services and licensed platforms increases firms' exposure to changes in pricing policies, access restrictions, or sanctions-related limitations.

A distinct category of risk relates to data leakage or the misuse of information, particularly in the context of increasingly stringent data protection regulations. Non-compliance with frameworks such as GDPR or Russia's Federal Law No. 152-FZ may result in substantial financial penalties or reputational damage [13]. Ethical and social risks should also be considered, including those associated with process automation and potential workforce reductions, as well as negative customer reactions to excessive or intrusive personalization and the use of personal data.

In addition to risks, several barriers to the implementation of AI in internal business processes should be noted. First, the high cost of integration [10, 12] requires significant investment in infrastructure, software, and the alignment of AI systems with existing organizational processes and staff training. Second, there is a shortage of qualified personnel [5] possessing expertise in both AI/data analytics and marketing management; without such competencies, AI initiatives may remain fragmented and fail to deliver synergistic effects. Third, organizational inertia constitutes a substantial barrier – namely, resistance to change within the company [3]. The adoption of AI often necessitates a comprehensive redesign of business processes, redistribution of functions, and transformation of corporate culture, which may be met with resistance from both employees and management.

Nevertheless, despite the risks and barriers outlined above, the conditions for implementing AI in trading companies remain favorable. In the long term, it can be expected that AI development will lead to the formation of an integrated

management ecosystem encompassing marketing, logistics, sales, and service functions.

CONCLUSION

The analysis of marketing technologies demonstrates that the integration of artificial intelligence (AI) into the strategic management of trading companies represents not merely a technological modernization of individual business processes, but their fundamental transformation [10, 5, 6]. AI is no longer a supporting tool; rather, it has become a core instrument enabling the transition from reactive to predictive management, as evidenced in the works of Thomas H. Davenport [5] and Roland T. Rust & Ming-Hui Huang [6].

The proposed classification of AI-based marketing tools and the examples of their application in trading companies demonstrate that these technologies exert a comprehensive impact across all levels of management — from tactical customer communication to long-term planning of product assortment, pricing strategies, and the development of unique market niches. Particular importance is attributed to the use of AI-powered CRM systems,

synthetic respondents, and digital market twins, which enhance forecasting accuracy, reduce costs, and minimize risks associated with testing new strategies and marketing concepts.

At the same time, the implementation of AI technologies is associated with a number of risks and barriers, including dependence on data quality, high implementation costs, shortages of qualified personnel, and organizational resistance to change. Nevertheless, the adoption of such innovations opens up significant opportunities for establishing sustainable competitive advantages and increasing business adaptability in a rapidly evolving external environment.

Thus, the strategic significance of AI-driven marketing lies in its capacity to integrate analytical, predictive, and communicative functions into a unified management system, ensuring not only short-term performance gains but also long-term market sustainability. Organizations that actively adopt AI-based marketing technologies today are able to shape the rules of the game rather than merely follow them, which constitutes a critical success factor in the current economic environment.

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