**THE VISIBILITY OF ARTIFICIAL INTELLIGENCE STUDIES IN DIGITAL MARKETING ON WOS**

Esma Ebru Şentürk[[1]](#footnote-1)

Cihat Kartal[[2]](#footnote-2)

Rabia Vildan İşcan[[3]](#footnote-3)

Until recently, it was a matter of preference for businesses to benefit from digital marketing strategies while maintaining marketing practices. Due to factors such as pandemic, wars, economic crises experienced in the past decade, coupled with technological developments that are progressing by leaps and bounds, it has become mandatory for businesses to use digital marketing strategies today. For this reason, many businesses have understood the necessity of existing both physically and digitally. Digital marketing facilitates the process for businesses to interact and communicate with the customer more intimately and faster. In addition, the ability of consumers to access unlimited information about products and services in the digital environment; the ability to compare products, prices, brands, consumer experiences within seconds also provides various advantages for the consumer. However, situations that are an advantage for customers are sometimes disadvantage from the point of view of businesses. This situation has made it difficult to retain the consumer. This difficulty is being overcome through artificial intelligence applications from the point of view of many businesses. Artificial intelligence assistants, which can quickly learn consumer preferences and evaluate these preferences, provide a great advantage in directing customer preferences to match customer preferences by analyzing their past experiences and profiles.

While the industry is trying to take advantage of the advantages of artificial intelligence, researchers are also conducting research and experiments in many areas, including marketing related to artificial intelligence, all over the world. While academic studies are being carried out by researchers, artificial intelligence is also developing every day and it is difficult to keep up with the pace of development. For this reason, determining the axis on which academic studies related to artificial intelligence are conducted and what the main theme is is important for researchers to identify shortcomings and direct their studies. In this direction, the published studies related to artificial intelligence in the December 2022 – 2023 date range were scanned on the Web of Science (WOS), where scientific studies in the academic field are included and their visibility is ensured on the world. The ones of these studies that have artificial intelligence, AI, ChatGPT, marketing and digital marketing keywords have been quantitatively examined in various fields such as publication type, origin, number of authors, research method, research subject. As a result of the examination, it was observed that the visibility of the studies of researchers, especially those of Turkish origin, in the WOS was not sufficient.

**Keywords:** Artificial Intelligence, AI, Marketing, Digital Marketing.

1. Lecturer, Dr., Hitit University, ebrucesurr@gmail.com, 0000-0002-4528-1518 [↑](#footnote-ref-1)
2. Assoc. Prof., Kırıkkale University, dr\_cihat\_kartal@yahoo.com, 0000-0003-2390-8268 [↑](#footnote-ref-2)
3. Lecturer, Kırıkkale University, vildanakdemirr@gmail.com, 0000-0003-0011-6479 [↑](#footnote-ref-3)