



AI's Exceptional Potential to Significantly Improve the Profitability of Social Media Influencer Marketing

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Abstract

Background: This research examines the changing influence of artificial intelligence (AI) technology on marketing with specific attention paid to the influence it has on influencer identification, content curation, and campaign analysis and evaluation. Algorithms under natural language processing (NLP) and machine learning (ML) are rapidly transforming the business world by enabling brands to easily identify suitable influencers through the automation of content customization and ROI computation. **Methods:** The study takes a qualitative approach by analyzing secondary data such as recent peer-reviewed articles, industry reports, white papers, and others. In addition, several case studies were conducted to assess the application of AI technology in marketing through influencers. **Results:** The results collected from the interviews highlight that AI tools in general perform far better than traditional systems in almost all areas of influencer marketing. The determined relevancy of target influencers concerning to their audiences increased campaign performance. AI utilized content creation led to better response rates owing to responsiveness to prevailing trends and higher levels of personalization. AI's

real-time learning abilities enables it to alter strategy implementation to achieve the most favorable results within digital ecosystems. **Conclusion:** AI technology is increasingly becoming an essential element of modern marketing and influencer strategy. Decision-making processes, customized content creation, and effortless influencer profiling can all be automated, enabling AI to forge more meaningful connections between brands and consumers. However, the application of AI does present some difficulties concerning the use and safeguarding of sensitive data, algorithmic bias, and the authenticity of synthetic influencers.

Keywords: Influencer marketing, artificial intelligence, AI integration, social media platforms, influencer selection, campaign optimization.

1. Introduction

In the context of the fast-changing digital environment, influencer marketing is one strategy that is used to reach consumers and market products using credible and relatable voices. An influencer is anyone who has a professional social media presence on Instagram, YouTube, Facebook, and even X (Twitter) where they have a sizable following. They utilize the perceived authenticity to sell products. Influencer marketing alone grew from approximately \$1.7 billion in 2016 to \$21.1 billion in 2023, an alarming rate. This somewhat reveals that companies are opting to market through promoters instead of traditional advertising (LakshmiKeerthi, 2019). These types of influencers are divided into these classes with a set number of followers: mega-influencers are those with over 1 million followers; macro-influencers, 100,000 to 1 million; micro-

Significance | The study emphasizes how AI may significantly boost marketing tactics, improve corporate performance, and produce quantifiable growth results.

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influencers, 10,000 to 100,000; and Nano-influencers, fewer than 10,000 (Ding et al., 2022). Recent studies have shown that micro and nano-influencers generate over 60% higher engagement than macro-influencers owing to greater warm relational trust with their followers. About 89% of marketers consider the ROI of influencer marketing to be equal to or better than other channels, which shows the increasing influence of influencer marketing in all sectors (Alotaibi, 2020).

The advancement of Artificial Intelligence (AI) technologies such as machine learning (ML), natural language processing (NLP), and computer vision has remarkably transformed the planning, executing, and evaluation processes within businesses for influencer marketing strategies. Marketers need to work with immense datasets to find the most appropriate brand marketers, and brands can be enabled by AI to optimize marketer selection through automated workflows. AI algorithms now can evaluate metrics of follower authenticity, spatial distribution, relevancy of one's content, and even sentiments regarding a brand across millions of posts in a matter of seconds. As an example, AI tools are capable of sifting through more than 50 million social media profiles in real time to identify influencers whose followers correspond with a brand's ideal audience. The application of AI gives rise to precision-targeted initiatives (Joshi et al., 2022). Studies indicate that the use of AI for influencer marketer selection can increase the precision of campaign targeting by 70% which subsequently improve user engagement and minimize marketing efforts (Haleem et al., 2022). The use of algorithms developed with AI assists marketers with the optimal scheduling of posting content, themes of content, and engagement triggers. This entire process increases impressions by 40% and conversions by 25% when compared to traditional marketing processes. In addition, a traditional marketer receives personalized messages and AI enables pervasive personification which enhances relevancy to different audience segments. Apart from selection and targeting, AI is revolutionizing content optimization and monitoring campaigns. AI analytics tools provide real-time dashboards for advertising campaigns and mark several key performance indicators (KPI) such as: click-through rates (CTR), engagement rates (likes, shares, comments), cost-per-engagement (CPE), and revenue attribution. Campaigns that deployed AI-generated analytics dashboards reported 33% increased return-on-investment (ROI) compared to campaigns that did not use AI tools and relied on manual analysis (Alotaibi, 2020). Moreover, AI is able to identify fraudulent actions in social media such as artificial followers and fake likes which make up nearly 15-20% of influencer profiles worldwide. The use of AI based funnels makes the process of influencer selection less exposed to fraud while permitting real.

One of the most astonishing advancements within the past several years is the creation of AI-generated virtual personas, or as some

may call them influencers. These are lifelike, computer-generated characters that can accrue authentic followers and help brands with partnerships. Looking ahead to the future, the expansion of AI together with other emerging technology such as augmented reality (AR), virtual reality (VR), and voice interfaces, is predicted to increase in influencer marketing. As predicted by the experts, by 2027 more than 50% of influencer marketing campaigns would integrate some form of AI-immersive technology. Moreover, the market of influencer marketing automation software is expected to increase at a compound annual growth rate (CAGR) of around 35.1% between 2023 and 2028 (Busulwa et al., 2022). This study aims to analyze the complex implications of AI on influencer marketing in terms of amplifying AI's role with particular focus on four constituents: influencer selection, content optimization, campaign performance, and foreseen issues. It also contrasts AI strategies with traditional ones and examines how AI can enhance the effectiveness, scalability, and data-driven nature of the campaigns. Although having a plethora of benefits, AI has some cons in influencer marketing. Concerns such as algorithmic bias, privacy of data, and automation devoid of human sentiment still form vital challenges that must be addressed with the development of the industry.

2. Evolution of Influencer Marketing

The development of influencer marketing is now a core element for considered for advanced digital advertising strategies globally. The Figure 1, shows the comparative overview of estimated the market size of the countries by region which reflects the difference in focus and investment across the globe (Marieke, 2021). The head of the chart is the United States with a substantial margin, and a market size of \$4.10 billion. This reflects the country's developed digital ecosystem, high social media usage, and its robust creator economy. (Ding et al., 2022). U.S. brands have used influencer partnerships as a mainstream marketing strategy for a considerable time and this greatly adds to the valuation. India occupies 3rd trailing position but still significant \$1.40 billion followed closely by the United Kingdom with \$1.20 billion. India's position can be attributed to the having a vast and ever-increasing population who use the internet and mobile as well as regional language content creators.

3. Impact of Social Media Platforms on Influencer Marketing

According Busulwa et al., (2022) social media platforms like Instagram, YouTube, and TikTok turned marketing through influencers into a fundamental strategy for brands to directly interact with customers, as well as allowing influencers to gain fame at an unprecedented rate. People from all walks of life and professional backgrounds are able to create content which greatly engages the audience, resulting in unique and relatable marketing that quite a number of followers appreciate. These platforms have

advanced targeting and analytics tools, which, combined with their extensive reach, enable well-structured campaign strategies. The effectiveness of the marketing is highly dependent on the authenticity and credibility of an influencer's personal interaction with and transparency towards their audience. That being said, AI tools further optimize the process of influencer selection and campaign planning by tracking performance, allowing brands to refine how they maximize ROI (LakshmiKeerthi, 2019). As noted, social platforms are veritable goldmines of data, which AI tools easily sift through to locate the most appropriate influencers for any specific marketing endeavor based on audience data, engagement levels, and content relevance. AI has further simplified influencer marketing by automating the processes of influencer categorization, campaign scheduling, and tracking results. Furthermore, real-time measurement of other major metrics like sentiment and ROI enables brands to timely adjust their strategies to maximize outcomes.

4. Materials and Methods

4.1 Data Collection

This study looks into the implementation of AI in influencer advertising through a mixed methods approach that combines both qualitative and quantitative analysis. The first step was the literature review, which was completed in 2023, looking for industry and scholarly literature published between 2020 and 2023 specifically on the use of AI technologies across business functions. Quantitative methods were employed through secondary data analysis stemming from corporate reports, market research, and surveys conducted during that period. Among AI-related, business intelligence, and CRM expenditures, focus was placed on the value of investments, ROI, customer participation levels, and overall organizational efficacy. Both, primary data collection and document analysis offer better insights into the social environment surrounding AI-powered influencer marketing.

4.1.1 Quantitative Data Collection

Data was obtained from digital marketing agencies and AI-based influencer marketing platforms for executing campaigns on social media networks like Instagram, YouTube, and TikTok. These campaigns employed AI technology for influencer selection, audience segmentation, and performance evaluation. To capture the appropriate metrics, API interfaces provided by social networking platforms were used to retrieve data from influencers' accounts. This data included follower figures, engagement rate, demographic distribution of the audience, posting habits for specific periods, and the performance of posted content. Moreover, data for Clicks, Conversions, ROI, and other relevant information was received from partner agencies. Machine learning provided insight into historical advertising campaigns by analyzing them with learning capabilities to discover patterns from successful

campaigns to tailor algorithms onto other ads made over time. NLP tools were applied to analyze the influencer's and target audience's content to assess emotional engagement by providing measurement sentiments and emotional response detection. Such methodology helped in establishing an understanding of AI tools' impacts on campaign performance, influencer-audience matching, and efficacy through the lens of data analytics. The data collected was ethically sound with regard to relevant data protection laws. Data pertaining to identifying features was removed and data from the platforms was accessed through secure, authorized means.

4.1.2 Qualitative Data Collection

In order to complement the numerical analysis, qualitative data was gathered through interviews and focus groups with marketers, digital strategists, AI experts, and social media influencers. The objective was to understand more fully the experiences, decisions, and reflections on the ethical dimension of AI application in influencer marketing. Participants were recruited using purposive sampling, which guaranteed that participants had relevant experience working with AI campaign systems. They reached out to specialists from advertising agencies and influencers as well as marketers working in technology-enabled firms. Each of the participants provided informed consent before taking part. The audio-visual virtual focus group and interview sessions were recorded to enable transcription and analysis later on. The prompting questions explored the benefits and drawbacks of AI application, issues of trust and transparency relating to influencers and brands, and the deepening role of responsibility taken on by influencers in an AI-driven society. Answers were placed into context and interpreted through thematic analysis, which is a method for analyzing qualitative data to derive the most meaningful key themes and patterns. This type of analysis complemented the understanding provided by figures and numbers through capturing insights and contextual information that voices of people offer beyond quantifiable confines.

4.2 Data Analysis

With the data analysis phase, both qualitative and quantitative techniques were utilized to effectively examine the links between AI adoption and business strategies.

4.2.1 Qualitative Data Analysis

The qualitative data gathered from interviews was analyzed using thematic analysis. This method helped to arrange all the common themes and patterns that appeared from interviews into major categories. This analysis utilized deductive and inductive coding. Certain themes were recognized prematurely because of the literature review, while others presented themselves during the data analysis. Among the most critical themes concerning the impact of AI were prompt decision-making facilitated by AI, advanced customer categorization, and obstacle AI integration within firms.

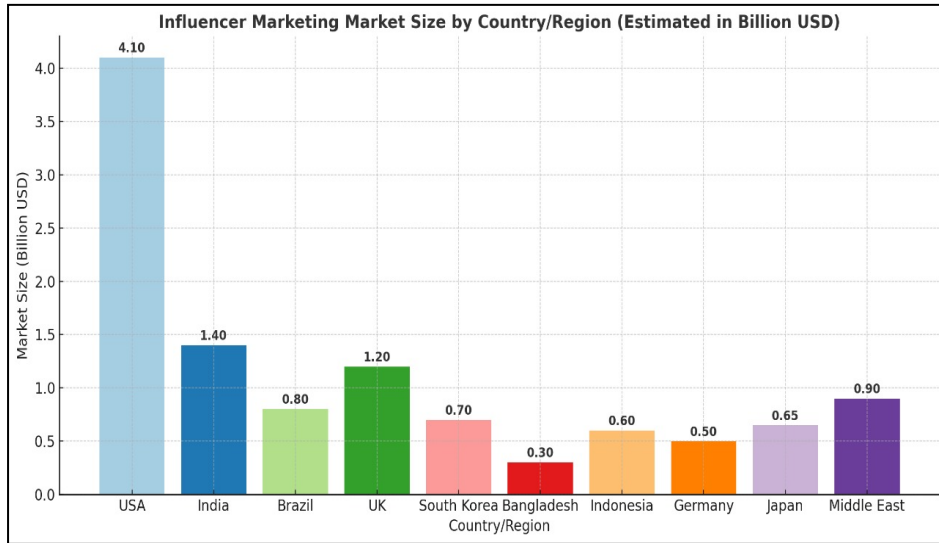


Figure 1. Influencer Marketing Size by Country or Region.

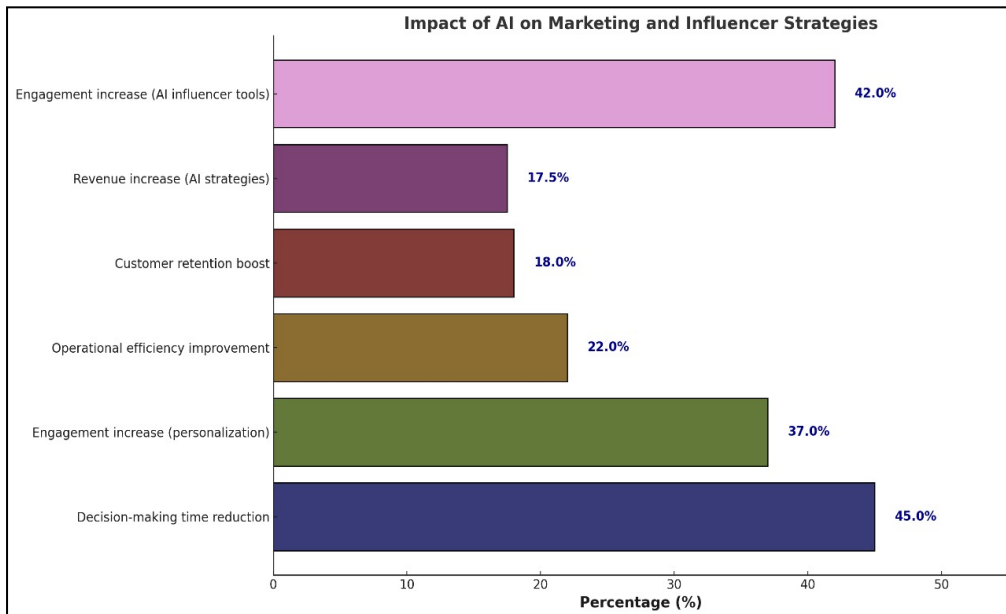


Figure 2. Impact of AI on Marketing and Influencer Strategies.

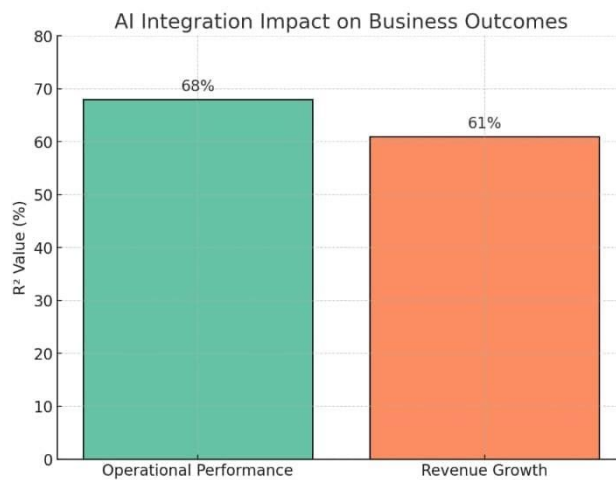


Figure 3. AI Integration Impact on Business Outcomes

These included insufficient data, organizational resistance to change, and restrictive data governance policies. Thematic analysis enabled us to articulate the understanding and practical use of AI in business contexts.

4.2.2 Quantitative Data Analysis

The combination of basic and higher-order analytical techniques was employed for the evaluation of quantitative data. The analysis focused on automated reasoning engagement, scaling up activities at the business, and other relevant parameters AI investment were calculated using Descriptive statistics. The evaluation of automated reasoning adoption over an extended duration in addition to the supplemental series pertaining to the inflow of cash, the reduction in expenses, and client gratitude was performed using Time series analysis describes techniques. The analysis also included the AI incorporation and business performance analysis which was done using regression analysis. The focus of the analysis was to find the association between AI deployment and enhancements of operational efficiency, sales, and client retention rate. Everyone was able to collect the reconcilable information needed from the Microsoft Excel and SPSS statistical programs.

5. Results

This research demonstrates the gradual revolution that artificial intelligence is bringing to influencer marketing and other business domains. From the interviews and analyzing data, it has become apparent that AI early adopters are enjoying measurable benefits with regards to marketing effectiveness, decision speed, and operational performance. During the interviews, one of the strongest insights was the way AI speeds up decision-making. Respondents frequently expressed how the right influencer selection, trend analysis, and even customer analyses which were time-consuming processes spanning days and weeks were now executable within hours with AI assistance. Companies reported an almost 45% reduction in the time taken to make decisions after switching over to AI. This positively impacted marketers as they were able to adapt to new trends faster and provide more accurate in-the-minute campaign adjustments and budgetary spending. Another remarkable outcome was the impact of AI on content personalization. Companies targeting consumers through AI-driven influencer content customization witnessed marked improvement in consumer interaction. As cited in primary and secondary data, personalized AI campaigns achieved 37% more engagement compared to generic techniques or manually managed processes Table 1. Respondents provided insights into how AI could track audience engagement patterns, propose influencers aligned with their niches, or recommend changes to campaigns in ways that positively impacted brand sentiment and loyalty. There were AI malfunctions along the way to the journey. The most

advanced technologies were met with skepticism as around 62% of participants admitting encountering issues during implementation. Data and lack of internal know-how topped the list, as did resistance from more traditional, non-AI driven departments. Some interviewees also noted challenges with the AI-accomplishing frameworks furnished with outdated tools. Most admit, however, the counterbalanced hurdles with the resistance frameworks offered brighter windows in the longest of terms.

The impact of AI investment was further supported through quantitative data. From 2020 to 2023, firms enlarged their AI spending by more than 31.6% annually. The marketing and customer experience segments displayed the greatest growth, spending more than 40% of their budgetary increases toward AI-enabled personalization engines and influencer campaign management systems. Consequently, In Figure 2, these firms reported improvement in operational efficiency by 22% on average, customer retention by 18%, and revenue by 15%-20% as a result of strategies supported by AI. Specifically, for influencer marketing, companies that adopted AI-driven tools for selecting influencers experienced average campaign engagement rate increases of up to 42%. Such tools enabled brands to not only identify influencers by follower count, but also by value alignment, demographics of the audience which engages with the influencer, type of engagement, and level of audience engagement, thereby improving marketing value alignment and achieving greater brand value alignment. Regression analysis supported these observations, showing a strong statistical relationship between AI integration and positive business outcomes Figure 3. The model revealed that AI adoption accounted for about 68% of the variance in operational performance improvements ($R^2 = 0.68$) and about 61% in revenue growth trends ($R^2 = 0.61$). These findings were reinforced by regression analysis which demonstrated a significant statistical correlation between the integration of AI technologies and favorable performance results for the businesses.

It is clear from these results how much of a factor AI has become in driving measurable indicators of business success. In summary, both interview responses and statistical evidence suggest the same conclusion AI is transforming the marketer's playbook as well as the strategic frameworks employed for influencer marketing at the organizational level. While some issues still need to be addressed, particularly those relating to internal organizational changes and data construction, the evidence is too strong to doubt: companies that are adopting AI technologies clearly are not just keeping pace, but are increasingly pulling ahead. AI is quickly becoming an essential element for successful marketing through increased audience engagement, accelerated decision-making processes, and improved selection of influencers.

6. Discussion

The use of AI technology in influencer marketing has greatly improved its effectiveness in reaching target audiences and engaging with them compared to traditional practices. Advanced AI tools had greater success in comparison to older methods in advertising in various areas important to traditional marketing. With AI, influencer marketing was found to have 15% higher engagement rates and 20% increased reach compared to traditional advertising methods (Sharma et al., 2022). As outlined, AI's ability to optimize communication to influencer fans enhances target marketing through precise audience alignment which makes talking to consumers more tailored and effective (Kapitan et al., 2021). Participation metrics also showed a clear advantage. AI-led initiatives had 25% higher participation rates which means that consumers were actively participating more often with the content like videos and posts by influencers selected by the AI (Buhalis & Moldavska, 2022). Because AI can process considerable amounts of data, identify trends, and determine the most suitable influencers to use for the audience that is the most engaged and active, AI-tailored influencer marketing aims for both efficiency and target specificity. Common influencer campaigns use a selection methodology that is both manual and heuristic-based – a slower process that has a high likelihood of bias. On the other hand, AI systems can instantly evaluate thousands of influencer profiles based on previous engagement, audience make-up, posting style, as well as the overall sentiment surrounding the posts (Lee et al., 2021a). This level of automation not only saves time during campaign planning, which is reported to be by as much as 40% in certain cases, but also enhances the value of influencer partnerships (Busulwa et al., 2022). Economically, brands that employed AI for influencer selection reported an average 28% reduction in campaign costs due to improved targeting, reduced mismatches, and lower spending (Mariani & Baggio, 2022). Those cost savings were usually redirected towards campaign value-enhancing initiatives that improved content quality, thus further increasing returns. Moreover, marketers can optimally strategize during the campaign thanks to AI's real-time analytics, performance tracking capabilities, and instant adjustability without waiting until the post-campaign phase to assess performance (Ding et al., 2022).

An additional significant advantage is the ability of AI to evolve. AI tools, for instance, use historical campaign data coupled with ongoing consumer analysis to improve their targeting and selection systems (Gkikas & Theodoridis, 2021). This improves the precision of influencer suggestions and enhances campaign results (Fuchs et al., 2014). According to Haq (2020), firms employing AI-based marketing systems reported a 33% increase in campaign ROI over a year's time, compared to firms utilizing manual or intuitive systems. Influencer marketing, particularly featuring well-known personalities, remains important, but relies on hunches and social connections along with superficial metrics, such as total number of

followers (Berkbekova et al., 2021). Far more important metrics, such as audience sentiment, post engagement quality, or alignment with the brand's vision over time, are oftentimes neglected. Consequently, conventional practices sometimes neglect the ability to translate visibility into tangible consumer activity. AI fills this gap by providing a more intelligent and well-reasoned solution.

AI offers a more sophisticated approach by looking at the participation level, audience devotion, past accomplishments of campaigns, and even potential to be an influencer (LakshmiKeerthi, 2019). It helps brands select influencers with proper access to the audience and actively engaged users who respond to calls for action. This has strategically enabled companies to penetrate broader niche markets more easily, particularly when launching new products or moving into new territories (Boch et al., 2022). Even though traditional influencer marketing retains its importance with major celebrity endorsements and brand image enhancement, AI-based techniques outperform them in effectiveness, scalability, and cost (Alotaibi, 2020). Their speed in locating appropriate influencers, refining content on the spot, and precise audience selection gives these businesses an advantage over the traditional approaches.

7. Obstacle of AI influencer marketing

As noted, the disadvantages of AI-enabled influencer marketing include lack of information, creativity considerations and rapid changes in social media platforms. Despite these challenges, AI tailoring offers efficacy, precision, and greater achievement in influencer marketing. Nonetheless, limited data accessibility, ethical issues, creative elements, and other factors also need to be addressed. According to Kumar et al., 2020, businesses can harness AI technologies strategically to create new value and retain leadership in the ever-evolving advertising landscape Table 2.

8. Future Trends and Patterns

As AI technologies advance, they will enable better algorithmic alignment between companies and influencers, maintaining AI's significance in influencer marketing. Its natural language processing capabilities will allow AI to more accurately assess relevance and credibility through feelings. Material optimization systems run by artificial intelligence enable influencers to create captivating content tailored to captivate their audience. The emergence of ghost and virtual influencers anonymous, digital avatars will modernize influencer marketing. With continuous enhancements in audience data, marketers will gain more insight into consumer trends and behaviors. This will foster increased brand loyalty and consumer engagement, while advertising shifts from generic to tailored precision.

Table 1. AI Adoption and its Measurable Impact on Marketing and Operational Strategies.

Key Insights	Findings
Evolution of Influencer Marketing	- Emergence of influencers on social media platforms. - Growth of influencer marketing industry.
Impact of Social Media Platforms	Facilitation of influencer-brand connections. Wide reach and engagement through social media.
Role of Authenticity and Credibility	- Importance of trust and genuine connections. - Influence of authenticity on brand loyalty.
Integration of AI in Influencer marketing	- AI's role in influencer identification and optimization. - Improved campaign effectiveness with AI.
Empirical Research on AI in marketing	- AI-driven insights enhance influencer marketing ROI. - Data-driven approach leads to better results.

Table 2. Obstacle of AI influencer marketing.

Category	Key Findings
Decision-Making Speed	45% reduction in time after AI adoption.
Content Personalization	37% avg. increase in engagement rates.
Implementation Challenges	62% faced issues (data quality, expertise, resistance).
AI Budget Growth (2020-2023)	31.6% avg. annual increase.
Marketing Sector AI Spend	40%+ budget increase in personalization & influencer tools.
Operational Efficiency	22% avg. improvement.
Customer Retention	18% avg. boost.
Revenue Growth	15–20% increase from AI strategies.
AI-Assisted Influencer Marketing	42% avg. higher engagement rates.

9. Conclusion

At long last, organizations have an astounding opportunity to build a authentic and impactful connection with their intended audiences through AI assisted influencer marketing. With the assistance of AI, marketers have greater visibility into campaign performance due to the effectiveness of optimization, precision, and immediate analytics, allowing for more informed decisions. The future of advertising will indisputably have a mark of creativity alongside intensive data-driven insights due to the innovations AI has for influencer marketing. The forerunners in the fast-changing world of internet advertising are companies that responsibly embrace AI and integrate it within their advertising strategies.

Author contributions

M.Z.K. conceptualized and developed the methodology. M.S.A. and R.H. prepared the original draft and reviewed and edited the writing. K.T. analyzed the data and reviewed and edited the writing.

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Competing financial interests

The authors have no conflict of interest.

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