

Секция «Стратегическая коммуникация (подсекция на английском языке)»

AI in corporative communications

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The relevance of this work is due to the active implementation of artificial intelligence in the life and work of every person. Research and integration of artificial intelligence into human life began long time ago, but the introduction of smart systems into the life of companies and advertising agencies recently began.

A review of the literature on the topic has only proved that this topic is actively researched. I appeal to the articles and studies listed below:

1. НЕЙРОТЕХНОЛОГИИ для создания эффективной социальной рекламы <https://docplayer.ru/75171492-Neyrotehnologii-dlya-sozdaniya-effektivnoy-socialnoy-reklamy.html>
2. The Impact of AI on the Advertising Process: The Chinese Experience <http://www.comm.ecnu.edu.cn/file/pdf/2f51c948-7008-43e1-80b2-a3f71fbc2221.pdf>(To cite this article: Xuebing Qin & Zhibin Jiang (2019) The Impact of AI on the Advertising Process: The Chinese Experience, Journal of Advertising, 48:4, 338-346, DOI: 10.1080/00913367.2019.1652122 To link to this article: <https://doi.org/10.1080/00913367.2019.1652122>)
3. USING AI TO PERSONALISE EMOTIONALLY APPEALING ADVERTISEMENT https://www.researchgate.net/publication/337197234_Using_AI_to_Personalise_Emotionally_Appealing_Advertisement (DOI: https://www.researchgate.net/deref/http%3A%2F%2Fdx.doi.org%2F10.1007%2F978-3-030-24374-6_10)
4. ОРГАНИЗАЦИЯ И ПРОВЕДЕНИЕ КОММУНИКАЦИОННЫХ КАМПАНИЙ http://www.academia-moscow.ru/ftp_share/_books/fragments/fragment_23582.pdf

The scientific research problem can be posed as follows: Using artificial intelligence to improve the efficiency of corporate communications.

In the study, the author used the following methods: analysis of domestic and foreign literature on the topic “AI”, “Corporate communications”, “Advertising” comparison, systematization, generalization, analysis of company cases.

The problem can be solved through tight integration of smart systems into the work of specialists and raising awareness of existing technologies to optimize the work of professionals.