

## THE SYNERGY OF HUMAN AND AI CREATIVITY: AN EXPERIMENT IN CO-CREATING EFFECTIVE MARKETING CONTENT

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### Abstract

This study explores the synergy between human and artificial intelligence (AI) creativity in the co-creation of effective marketing content. As generative AI tools become increasingly integrated into marketing practices, understanding how human and AI capabilities interact has become essential. Using an experimental approach, this research compares human-created, AI-generated, and co-created content across key dimensions, including creativity, authenticity, engagement, and overall effectiveness. The findings reveal that while human-created content excels in emotional depth and authenticity, and AI-generated content demonstrates strengths in efficiency and scalability, co-created content consistently achieves the most balanced and effective outcomes. Perceived creativity and authenticity emerge as critical mediating factors that influence consumer responses, shaping trust, engagement, and persuasive impact. The study also highlights the role of moderating factors such as consumer familiarity with AI and task complexity in determining the effectiveness of different content creation modes. A conceptual framework is proposed to explain the relationships between content creation mode, perceptual mediators, and marketing outcomes. This research contributes to the literature on hybrid creativity and provides practical insights for marketers seeking to optimize content strategies through human–AI collaboration.

**Keywords:** *human–AI collaboration; marketing creativity; generative AI; content effectiveness; perceived authenticity*

### INTRODUCTION

The rapid advancement of artificial intelligence has significantly transformed the landscape of marketing and content creation. In recent years, generative AI tools capable of producing text, images, videos, and other forms of creative output have become increasingly accessible and widely adopted. These technologies enable marketers to generate content at scale, reduce production time, and enhance personalization (Gujrati et al., 2025). As a result, organizations are integrating AI into various stages of the creative process, from ideation to execution. This shift reflects a broader trend toward automation and data-driven decision-making in marketing. Consequently, AI is no longer just a support tool but an active participant in creative production (Cillo & Rubera, 2024).

At the same time, the rise of AI has led to increasing collaboration between human creativity and machine intelligence. Rather than replacing human creators, AI is often used to augment and enhance human capabilities. Human–AI collaboration allows for the combination of human intuition, emotional understanding, and contextual awareness with AI's efficiency, scalability, and data-processing power (Anantrasirichai & Bull, 2021). This hybrid approach enables the development of more diverse and innovative content. It also allows marketers to experiment with new forms of storytelling and creative expression. As collaboration becomes more common, understanding the dynamics of this synergy becomes increasingly important. This evolving relationship between humans and AI is reshaping the concept of creativity itself (Garg, 2026). Despite these advancements, there remains significant uncertainty regarding the effectiveness and quality of AI-generated versus human-created content. While AI can produce content quickly and efficiently, questions persist about its originality, emotional depth, and authenticity. Consumers may perceive AI-generated content as less trustworthy or less engaging compared to content created by

humans. On the other hand, human-created content may be limited by time, cost, and scalability constraints (Smith & Hutson, 2024). The emergence of co-created content introduces an additional layer of complexity, as it blends elements of both human and AI input. These uncertainties create challenges for marketers in determining the most effective content creation strategies. As a result, there is a need for systematic investigation into the comparative and combined effects of human and AI creativity (Murár & Kubovics, 2023).

In response to these challenges, this article aims to examine how human–AI collaboration influences the effectiveness of marketing content. By adopting an experimental approach, the study seeks to compare human-created, AI-generated, and co-created content across key performance dimensions. It focuses on understanding how consumers perceive and respond to different types of content, particularly in terms of creativity, authenticity, engagement, and persuasion. The study also aims to identify the conditions under which human–AI collaboration produces superior outcomes. By integrating insights from marketing, creativity research, and artificial intelligence, the article contributes to both theory and practice. Ultimately, it provides guidance for organizations seeking to leverage AI while maintaining the value of human creativity in marketing.

## **LITERATURE REVIEW**

### **Evolution of Creativity in Marketing**

Creativity in marketing has traditionally been centered on human capabilities, relying on imagination, intuition, and cultural understanding to produce compelling messages. Marketers and creative professionals have historically played a central role in crafting campaigns that resonate emotionally with audiences (Pagani & Wind, 2024). This human-centered approach emphasizes originality, storytelling, and the ability to interpret social and cultural trends. Creative processes often involve brainstorming, collaboration, and iterative refinement, all driven by human insight and experience. While effective, this approach can be time-consuming and resource-intensive. Despite these limitations, human creativity has remained the foundation of impactful marketing communication. It continues to be valued for its authenticity and emotional richness (Sambakiu et al., 2025).

In recent years, the emergence of AI-assisted and AI-generated content has begun to reshape this traditional model. AI tools can now support or even automate parts of the creative process, from generating ideas to producing final outputs. These technologies enable faster content production and allow marketers to experiment with multiple variations at scale. AI-assisted creativity often involves humans guiding and refining machine-generated outputs, creating a collaborative workflow (Ooi et al., 2023). Fully AI-generated content, on the other hand, can operate with minimal human input, raising questions about authorship and originality. This shift represents a move toward hybrid creativity, where machines and humans contribute in different ways. As a result, the boundaries of creativity in marketing are becoming increasingly fluid (Ameen et al., 2022).

### **Artificial Intelligence in Content Creation**

Artificial intelligence has become a powerful tool in content creation, particularly through the development of generative AI technologies. These tools are capable of producing text, images, videos, and even audio content based on user inputs or prompts. For example, AI can generate advertising copy, design visuals, or create personalized marketing messages in real time (Gujrati et al., 2025). This capability allows organizations to scale content production and tailor messages to specific audiences more efficiently. AI-driven content creation also enables rapid testing and optimization, as multiple versions of content can be generated and evaluated quickly. As a result, AI is transforming the speed and scope of marketing communication. It is becoming an integral part of modern content strategies (Cillo & Rubera, 2024).

However, despite its capabilities, AI creativity has notable limitations that must be considered. AI systems rely on existing data and patterns, which can limit their ability to produce truly original or groundbreaking ideas. They may also struggle with context, nuance, and cultural sensitivity, leading to content that feels generic or disconnected. Emotional depth and authenticity are areas where AI often falls short compared to human creators (Anantrasirichai & Bull, 2021). Additionally, there are concerns about bias in training data, which can influence the quality and fairness of generated content. These limitations highlight the need for human oversight and intervention in the creative process. Understanding both the strengths and weaknesses of AI is essential for leveraging it effectively in marketing (Garg, 2026).

## **Human vs. AI Creativity**

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Human and AI creativity differ significantly in terms of originality, emotional depth, and efficiency. Human creativity is often characterized by its ability to generate novel ideas, draw from personal experiences, and create emotionally resonant content. Humans can interpret complex social cues and adapt their messaging to cultural contexts, making their output more authentic and relatable (Ara et al., 2025). In contrast, AI excels in efficiency, consistency, and scalability, allowing it to produce large volumes of content at low cost. However, AI-generated content may lack the depth and originality that come from human insight. These differences create a clear distinction between the two forms of creativity. Each has unique strengths and limitations that influence their effectiveness in marketing (Bakpayev et al., 2020).

Rather than viewing human and AI creativity as competing forces, they can be seen as complementary components of a hybrid creative process. Human intuition can guide the direction, tone, and meaning of content, while AI can enhance productivity and provide data-driven insights. This complementarity allows marketers to combine the best of both worlds, achieving both creativity and efficiency (Jasim & Awqati, 2025). For example, AI can generate initial drafts or variations, which humans can then refine and contextualize. This collaborative approach can lead to more innovative and effective outcomes. It also enables organizations to scale creativity without sacrificing quality. Ultimately, the synergy between human and AI creativity represents a new paradigm in marketing content creation (Koivisto & Grassini, 2023).

## **METHODOLOGY**

This study adopts an experimental research design to systematically compare the effectiveness of human-created, AI-generated, and co-created marketing content. The design allows for controlled manipulation of content creation conditions, enabling a clear assessment of differences across these three approaches. Marketing content is developed under each condition, ensuring consistency in topic, format, and context to allow for meaningful comparison. Data collection involves presenting these content variations to participants and gathering their evaluations through structured surveys. In addition to self-reported perceptions, behavioral metrics such as engagement intention or choice preference may also be incorporated. The sample consists of target consumers who represent the intended audience for the marketing content, ensuring relevance and applicability of the findings. This approach provides a robust framework for examining how different modes of content creation influence consumer responses.

To assess outcomes, the study employs multiple measures, including perceived creativity, engagement, trust, persuasiveness, and purchase intention. These constructs capture both cognitive and emotional responses to the content, offering a comprehensive evaluation of effectiveness. Analytical techniques such as analysis of variance (ANOVA) are used to compare differences across experimental conditions, while regression analysis helps identify relationships between key variables. Mediation and moderation analyses are conducted to explore underlying mechanisms and boundary conditions, such as the role of perceived authenticity or consumer attitudes toward AI. Despite its strengths, the study is subject to certain limitations, including its focus on specific tasks or content types, which may limit generalizability. Platform constraints and the controlled nature of the experiment may not fully reflect real-world marketing environments. Nonetheless, the methodology provides valuable insights into the comparative and combined effects of human and AI creativity in marketing.

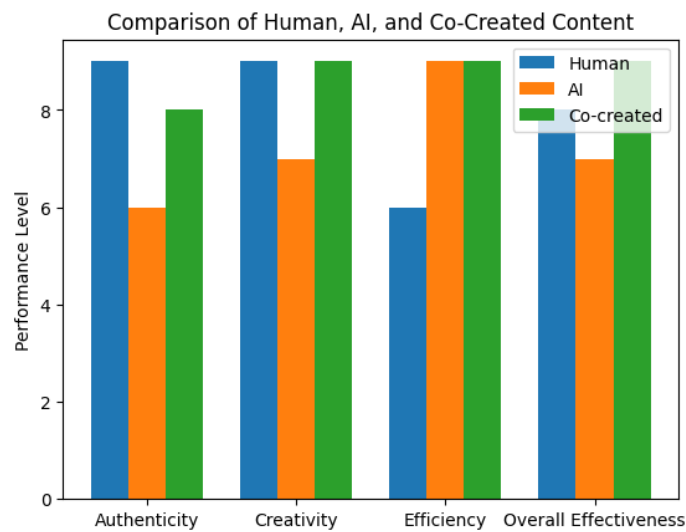
## **RESULTS AND DISCUSSION**

### **Comparison of Content Types**

The comparison of human-created, AI-generated, and co-created content reveals distinct differences in quality, creativity, and overall effectiveness. Human-created content is often perceived as more authentic, emotionally rich, and contextually nuanced, which contributes to higher levels of trust and relatability (Olaware et al., 2025). In contrast, AI-generated content tends to excel in consistency, structure, and efficiency, producing outputs that are clear but sometimes perceived as generic. Co-created content, which combines human input with AI assistance, often achieves a balance between these attributes. It benefits from the originality and emotional depth of human creativity while leveraging the efficiency and scalability of AI. As a result, co-created content frequently performs better across multiple evaluation dimensions. These findings suggest that no single approach is universally superior, but rather that each has unique strengths (Oleksiuk, 2025).

Further analysis indicates that co-created content often outperforms both human-only and AI-only content in terms of perceived effectiveness. Consumers tend to respond positively to content that appears both creative and polished, characteristics that are often enhanced through collaboration. AI-generated content, while efficient, may

lack the distinctiveness needed to stand out in competitive environments (Hutagalung et al., 2024). Human-created content, although rich in quality, may face limitations in scalability and consistency. The hybrid approach addresses these limitations by integrating the strengths of both sources. This highlights the importance of adopting flexible content strategies that leverage different modes of creation. Ultimately, the comparison underscores the value of combining human insight with AI capabilities (Saxena & Rishi, 2025).



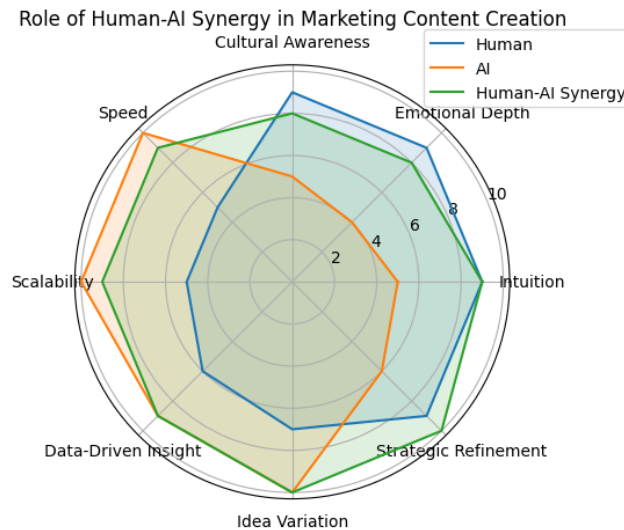
**Figure 1.** Grouped Bar Chart Comparing Human, AI, and Co-Created Marketing Content Across Key Performance Dimensions.

Figure 1 illustrates the comparative performance of human-created, AI-generated, and co-created content across key dimensions, including authenticity, creativity, efficiency, and overall effectiveness. The chart shows that human-created content excels in authenticity and creativity, reflecting its strength in emotional depth and originality (Gujrati et al., 2025). In contrast, AI-generated content performs highest in efficiency, highlighting its ability to produce content quickly and at scale, though it lags in authenticity. Notably, co-created content demonstrates consistently strong performance across all dimensions, achieving a balanced profile that combines the strengths of both human and AI approaches. This balanced performance is particularly evident in overall effectiveness, where co-created content outperforms the other two types. The figure suggests that neither human nor AI content alone is sufficient to maximize performance across all criteria. Instead, the integration of human insight with AI capabilities appears to produce the most effective marketing outcomes (Cillo & Rubera, 2024).

### Role of Human–AI Synergy

The synergy between human and AI creativity plays a critical role in enhancing the effectiveness of marketing content. Human creativity contributes intuition, emotional intelligence, and cultural awareness, which are essential for crafting meaningful and engaging messages. AI, on the other hand, provides speed, scalability, and data-driven insights that enable rapid content generation and optimization. When these capabilities are combined, they create a complementary system that enhances both efficiency and creativity (Anantrasirichai & Bull, 2021). This synergy allows marketers to explore a wider range of ideas and refine them more effectively. It also facilitates iterative improvement, where AI-generated outputs can be continuously enhanced by human input. As a result, human–AI collaboration represents a powerful approach to content creation (Garg, 2026).

The enhancement of content through collaboration is particularly evident in the ability to produce innovative and high-quality outputs. AI can generate multiple variations of content, providing a broad pool of ideas for human creators to evaluate and refine (Smith & Hutson, 2024). This process encourages experimentation and creativity, leading to more diverse and engaging content. Additionally, human oversight ensures that the final output aligns with brand identity and audience expectations. The collaborative process also reduces the cognitive load on human creators, allowing them to focus on higher-level strategic thinking. This leads to more efficient workflows and improved outcomes (Murár & Kubovics, 2023). Overall, the synergy between human and AI creativity demonstrates the potential for achieving superior results through collaboration.



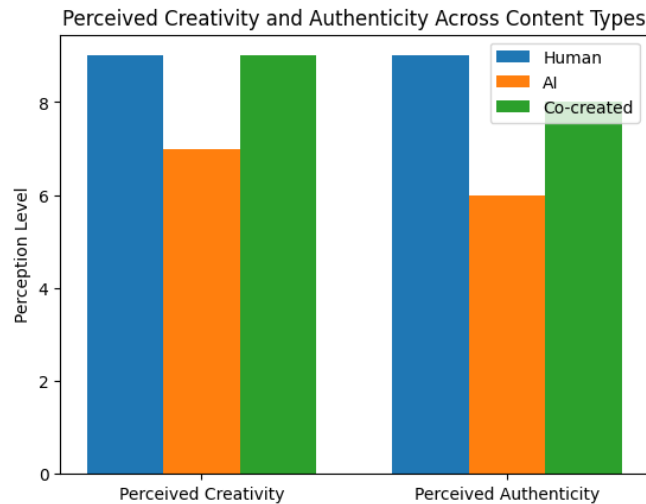
**Figure 2.** Radar Chart of Human, AI, and Human–AI Synergy Across Creative Dimensions in Marketing Content Creation

The radar chart as shown in Figure 2 illustrates the complementary strengths of human creativity, AI capabilities, and their combined synergy across multiple dimensions of marketing content creation. Human creativity dominates in areas such as intuition, emotional depth, cultural awareness, and strategic refinement, reflecting its strength in producing meaningful and contextually rich content. In contrast, AI excels in speed, scalability, data-driven insight, and idea variation, highlighting its efficiency and ability to generate content at scale (Pagani & Wind, 2024). The human–AI synergy profile shows consistently high performance across all dimensions, forming a more balanced and expanded shape compared to the individual profiles. This indicates that collaboration effectively integrates the strengths of both human and AI while minimizing their individual limitations. The chart visually demonstrates that neither human nor AI creativity alone is sufficient to optimize all aspects of content creation (Sambakiu et al., 2025). Overall, it reinforces the idea that the most effective marketing outcomes are achieved through a hybrid approach that leverages both human insight and AI capabilities.

### Perceived Creativity and Authenticity

Perceived creativity and authenticity are central factors influencing how consumers evaluate marketing content. Content that is perceived as creative is often associated with originality, novelty, and the ability to capture attention (Ooi et al., 2023). Human-created content typically scores highly on these dimensions due to its capacity for unique expression and storytelling. However, co-created content can also achieve high levels of perceived creativity by combining human insight with AI-generated variation. AI-generated content, while structured and efficient, may sometimes be perceived as less original. These differences highlight the importance of creativity as a key driver of consumer engagement. Understanding how creativity is perceived across different content types is essential for effective marketing (Ameen et al., 2022).

Authenticity, closely linked to creativity, plays a significant role in shaping trust and engagement. Consumers are more likely to trust content that appears genuine, transparent, and aligned with human values. Human-created content often benefits from higher perceived authenticity, while AI-generated content may face skepticism due to its artificial origin (Quach et al., 2022). However, co-created content can mitigate this issue by incorporating human elements that enhance authenticity. When authenticity is perceived positively, it strengthens trust and encourages deeper engagement with the content. This, in turn, increases the likelihood of favorable attitudes and behavioral intentions. The interplay between creativity and authenticity underscores their importance in driving effective marketing outcomes (Adeniran et al., 2024).



**Figure 3.** Grouped Bar Chart of Perceived Creativity and Authenticity Across Human, AI, and Co-Created Content

Figure 3 illustrates how perceived creativity and authenticity vary across human-created, AI-generated, and co-created content, highlighting important differences in consumer evaluation. Human-created content scores highest on both dimensions, reflecting its strength in originality, emotional depth, and genuine expression (Ara et al., 2025). In contrast, AI-generated content shows comparatively lower scores, particularly in authenticity, suggesting that consumers may perceive it as less genuine or emotionally engaging. Co-created content performs strongly across both dimensions, closely approaching human-created content in creativity while significantly improving authenticity compared to AI-only outputs (Bakpayev et al., 2020). This indicates that incorporating human input into AI-generated content can effectively mitigate concerns related to artificiality. The relatively balanced performance of co-created content suggests that it offers a compelling blend of innovation and credibility. Overall, the figure reinforces the importance of combining human and AI capabilities to enhance both creative appeal and authenticity in marketing content (Jasim & Awqati, 2025).

### Conceptual Framework (Proposed Model)

The proposed conceptual framework provides a structured approach to understanding how different modes of content creation influence marketing effectiveness. The model begins with content creation mode as the primary input, distinguishing between human-created, AI-generated, and hybrid (co-created) content (Koivisto & Grassini, 2023). Each mode shapes initial perceptions of the content, influencing how consumers evaluate its quality and relevance. These inputs are then processed through mediating variables, including perceived creativity and authenticity. These mediators explain how content characteristics translate into consumer responses. The framework highlights that the impact of content creation mode is not direct but operates through these perceptual mechanisms (Olawore et al., 2025). This structure allows for a more nuanced understanding of content effectiveness.

The framework also incorporates moderating factors such as consumer familiarity with AI and task complexity, which influence the strength of relationships within the model. For instance, consumers who are more familiar with AI may be less skeptical of AI-generated content, altering their perceptions of authenticity (Oleksiuk, 2025). Similarly, task complexity can determine whether human creativity or AI efficiency is more valuable. The outcomes of the model include key performance indicators such as engagement, persuasion, and overall effectiveness. These outcomes reflect both attitudinal and behavioral responses to marketing content. By integrating inputs, mediators, moderators, and outcomes, the framework offers a comprehensive view of human–AI creative collaboration. It also provides a foundation for future empirical research and practical application (Hutagalung et al., 2024).

**Table 1.** Conceptual Framework of Human–AI Content Creation and Marketing Effectiveness

| Component  | Elements                                     | Description  | Role in Framework   |
|------------|--|--|---|
| Input      | Human, AI, Co-created content                | Different modes of content creation influencing initial perceptions        | Determines how content is perceived and evaluated by consumers  |
| Mediators  | Perceived creativity, Perceived authenticity | Consumer perceptions that translate content characteristics into responses | Explain how inputs affect engagement and persuasion<br>Shape how consumers interpret and respond to different content types |
| Moderators | AI familiarity, Task complexity              | Factors influencing the strength and direction of relationships            |   |
| Outcomes   | Engagement, Persuasion, Effectiveness        | Behavioral and attitudinal responses to marketing content                  | Represent the final impact of content on marketing performance  |

The table as shown in Table 1 presents a structured overview of the conceptual framework, illustrating how different components interact to shape the effectiveness of marketing content created through human, AI, or hybrid approaches. It shows that content creation mode serves as the initial input, influencing consumer perceptions through key mediators such as perceived creativity and authenticity. These mediators play a critical role in translating content characteristics into meaningful consumer responses, highlighting that effectiveness is driven by perception rather than creation source alone. The inclusion of moderating factors, such as AI familiarity and task complexity, underscores that consumer responses are context-dependent and vary across individuals and situations (Saxena & Rishi, 2025). The outcomes—engagement, persuasion, and overall effectiveness—reflect the ultimate impact of these interactions on marketing performance. By integrating these elements, the table demonstrates a comprehensive and dynamic process rather than a linear relationship. Overall, it emphasizes the importance of considering both perceptual and contextual factors when evaluating human–AI collaboration in marketing content creation (Gujrati et al., 2025).

**CONCLUSION**

The findings of this study highlight the transformative potential of human–AI collaboration in marketing content creation. By comparing human-created, AI-generated, and co-created content, the results demonstrate that each approach offers distinct advantages, but the combination of human and AI capabilities often produces the most effective outcomes. Human creativity contributes emotional depth, originality, and authenticity, while AI enhances efficiency, scalability, and data-driven optimization. The synergy between these elements enables the development of content that is both engaging and strategically effective. Additionally, perceived creativity and authenticity emerge as key mediating factors that shape consumer responses, influencing trust, engagement, and persuasion. These insights underscore that content effectiveness is not solely determined by the source of creation but by how it is perceived by audiences. Overall, the study emphasizes the importance of integrating human insight with AI capabilities to achieve superior marketing performance.

From a theoretical perspective, this research contributes to the growing literature on hybrid creativity by proposing a conceptual framework that explains how human–AI collaboration influences marketing outcomes. Practically, it offers valuable guidance for organizations seeking to leverage AI tools while maintaining authenticity and creative quality. Marketers should adopt collaborative workflows that combine AI-generated outputs with human refinement to maximize both efficiency and impact. However, the study is subject to limitations, including its experimental context and potential lack of generalizability across different industries and platforms. Future research should explore longitudinal effects, cross-cultural differences, and the evolving role of AI in creative processes. Additionally, further studies could examine ethical considerations, such as transparency and authorship, in AI-assisted content creation. Ultimately, the future of marketing creativity lies in effectively balancing human ingenuity with the capabilities of artificial intelligence.

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