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ARTIFICIAL INTELLIGENCE IN MARKETING: A PROKNOW-C BIBLIOMETRIC REVIEW AND IMPLICATIONS FOR CRAFT BREWERIES

MARKETING E INTELIGÊNCIA ARTIFICIAL: UMA ANÁLISE BIBLIOMÉTRICA UTILIZANDO O PROKNOW-C E IMPLICAÇÕES PARA CERVEJARIAS ARTESANAIS

MARKETING Y INTELIGENCIA ARTIFICIAL – UN ANÁLISIS BIBLIOMÉTRICO CON PROKNOW-C Y IMPLICACIONES PARA CERVECERÍAS ARTESANALES

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Abstract

This study aims to propose and apply a process for selecting scientific articles on artificial intelligence (AI) in marketing, with potential implications for craft breweries, as well as to conduct a bibliometric and thematic analysis of the main authors, journals, keywords, articles, and references identified in the field. The research adopts an exploratory qualitative-quantitative approach, based on the ProKnow-C method, focusing on the stages of bibliographic portfolio construction and bibliometric analysis. In addition to the bibliometric analysis, the study develops a thematic synthesis of the portfolio and discusses managerial implications for craft breweries. The search was conducted in the Scopus database, using predefined keywords related to marketing and artificial intelligence, restricted to journal articles published within a ten-year period. After successive filtering stages, the final Bibliographic Portfolio comprised 30 articles, whose references totaled 2,127 works. The results indicate that the most recurrent journals in the portfolio include Journal of the Academy of Marketing Science, International Journal of Research in Marketing, Journal of Retailing and Consumer Services, Journal of Business Research, and Foods. The most frequent keywords were “artificial intelligence,” “machine learning,” “marketing,” and “social media.” The most prominent articles

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Pages: 1-40

identified were A Framework for Collaborative Artificial Intelligence in Marketing, by Huang and Rust (2022), and Transforming the Customer Experience Through New Technologies, by Hoyer et al. (2020). The study contributes to organizing the literature on AI and marketing and offers insights for researchers and managers of craft breweries. Its main limitations are the use of a single database, the defined time frame, and the descriptive nature of the bibliometric analysis. Future studies are encouraged to conduct systemic analyses and explore specific issues related to AI-driven marketing in the craft beer sector.

Keywords: Artificial intelligence; Marketing; Craft breweries; ProKnow-C; Bibliometrics.

Resumo

Este estudo tem como objetivo propor e aplicar um processo de seleção de artigos científicos sobre inteligência artificial (IA) em marketing, com potenciais implicações para cervejarias artesanais, bem como realizar uma análise bibliométrica e temática dos principais autores, periódicos, palavras-chave, artigos e referências identificados no campo. A pesquisa adota uma abordagem exploratória quali-quantitativa, baseada no método ProKnow-C, concentrando-se nas etapas de construção do portfólio bibliográfico e análise bibliométrica. Além da análise bibliométrica, o estudo desenvolve uma síntese temática do portfólio e discute implicações gerenciais para cervejarias artesanais. A busca foi realizada na base Scopus, utilizando palavras-chave previamente definidas relacionadas a marketing e inteligência artificial, com recorte de artigos publicados em periódicos no período de dez anos. Após sucessivas etapas de filtragem, o Portfólio Bibliográfico final foi composto por 30 artigos, cujas referências totalizaram 2.127 trabalhos. Os resultados indicam que os periódicos mais recorrentes no portfólio incluem *Journal of the Academy of Marketing Science*, *International Journal of Research in Marketing*, *Journal of Retailing and Consumer Services*, *Journal of Business Research* e *Foods*. As palavras-chave mais frequentes foram “artificial intelligence”, “machine learning”, “marketing” e “social media”. Os artigos de maior destaque identificados foram *A Framework for Collaborative Artificial Intelligence in Marketing*, de Huang e Rust (2022), e *Transforming the Customer Experience Through New Technologies*, de Hoyer et al. (2020). O estudo contribui para a organização da literatura sobre IA e marketing e oferece subsídios para pesquisadores e gestores de cervejarias artesanais. Suas principais limitações são o uso de uma única base de dados, o recorte temporal definido e a natureza descritiva da análise bibliométrica. Sugere-se, para pesquisas futuras, a realização de análises sistêmicas e a investigação de temas específicos relacionados ao marketing orientado por IA no setor cervejeiro artesanal.

Palavras-chave: Inteligência artificial; Marketing; Cervejarias artesanais; ProKnow-C; Bibliometria.

Resumen

Este estudio tiene como objetivo proponer y aplicar un proceso de selección de artículos científicos sobre inteligencia artificial (IA) en marketing, con potenciales implicaciones para cervecerías artesanales, así como realizar un análisis bibliométrico y temático de los principales autores, revistas, palabras clave, artículos y referencias identificados en el campo. La investigación adopta un enfoque exploratorio cuali-cuantitativo, basado en el método ProKnow-C, centrándose en las etapas de construcción del portafolio bibliográfico y análisis bibliométrico. Además del análisis bibliométrico, el estudio desarrolla una síntesis temática del portafolio y discute implicaciones gerenciales para cervecerías artesanales. La búsqueda se realizó en la base de datos Scopus, utilizando palabras clave previamente definidas relacionadas con marketing e inteligencia artificial, restringidas a artículos publicados en revistas durante un período de diez años. Después de sucesivas etapas de filtrado, el Portafolio Bibliográfico final quedó compuesto por 30 artículos, cuyas referencias totalizaron 2.127 trabajos. Los resultados indican que las revistas más recurrentes en el portafolio incluyen *Journal of the Academy of Marketing Science*, *International Journal of Research in Marketing*, *Journal of Retailing and Consumer Services*, *Journal of Business Research* y *Foods*. Las palabras clave más frecuentes fueron “artificial intelligence”, “machine learning”, “marketing” y “social media”. Los artículos más destacados identificados fueron *A Framework for Collaborative*

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Artificial Intelligence in Marketing, de Huang y Rust (2022), y *Transforming the Customer Experience Through New Technologies*, de Hoyer et al. (2020). El estudio contribuye a la organización de la literatura sobre IA y marketing y ofrece aportes para investigadores y gestores de cervecerías artesanales. Sus principales limitaciones son el uso de una única base de datos, el recorte temporal definido y la naturaleza descriptiva del análisis bibliométrico. Para futuras investigaciones, se sugiere realizar análisis sistémicos y explorar temas específicos relacionados con el marketing impulsado por IA en el sector cervecero artesanal.

Palabras clave: Inteligencia artificial; Marketing; Cervecerías artesanales; ProKnow-C; Bibliometría.

1 INTRODUCTION

The impact of artificial intelligence on business is profound. Chui et al. (2023) state that “generative AI is poised to transform roles and boost performance across functions such as sales and marketing, customer operations, and software development.” Every day, new technologies emerge to support content development. Generative AI tools such as ChatGPT and Google Gemini can help small marketing teams create relevant social content; platforms like Adobe Sensei, Meta Advantage+, and Google Performance Max can optimize limited advertising budgets by targeting audiences with a level of precision previously out of reach for small businesses; tools like Canva, Midjourney, and DALL·E 2 can be used to produce images for campaigns; and IMAI, Frase.io, and Anyword can support social-media analytics and campaign optimization – these are just a few examples of AI’s applicability.

Before the AI era, marketing evolved through successive waves of conventional and digital tools. As Rust (2020) notes, questions about how to position and fit one’s marketing strategy have accompanied the introduction of the computer, new media such as cable TV, and the rise of mathematical models to explain marketing phenomena, among others. However, AI tools represent a paradigm shift: they are changing virtually everything, from firms’ structures to how campaigns are designed and executed (Hyman and Lukosius, 2024).

The beverages segment is no exception. In a market increasingly shaped by digital presence, firms in this sector need to communicate with consumers, monitor preferences, and compete through more precise and efficient marketing strategies (Dwivedi and Pawsey, 2023). This challenge is particularly relevant for craft breweries, here understood as breweries producing up to approximately 66,000

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gallons per month, or around 800,000 gallons annually (Santa Catarina, 2009). Although production scale provides an operational definition, craft breweries are not characterized only by size. They also compete through local identity, product differentiation, sensory experience, storytelling, community relationships, and a strong association with authenticity.

These characteristics make marketing decisions especially sensitive. While large beverage corporations usually rely on substantial budgets and specialized marketing teams, craft breweries often operate as small and medium-sized enterprises (SMEs), with limited financial and human resources (Waehning et al., 2023). Therefore, they need marketing strategies that are efficient, measurable, and consistent with the symbolic and relational attributes of craft beer brands. In this context, AI may support content creation, consumer understanding, personalization, channel selection, campaign monitoring, and return on investment (ROI) analysis. However, its use should strengthen, rather than dilute, the authenticity, local identity, and community ties that distinguish craft breweries from mass-market beverage companies (Abrokwah-Larbi and Awuku-Larbi, 2024).

Despite growing research on AI's applications in marketing – evidenced by systematic reviews such as Verma et al. (2021) and Mustak et al. (2021) – there remains a paucity of studies examining the intersection between AI and the specific needs and context of SMEs in the beverages sector, particularly craft breweries. This article addresses that gap. It is also important to note that the development of small businesses aligns with Sustainable Development Goal (SDG) 8, which emphasizes "… sustained, inclusive economic growth, productive employment, and decent work for all" (United Nations, 2015).

Therefore, the objectives of this study are twofold: (i) to propose and apply a process for selecting journal articles on artificial intelligence in marketing, with potential implications for craft breweries; and (ii) to conduct bibliometric and thematic analyses of the main authors, journals, articles, keywords, and references identified in the review.

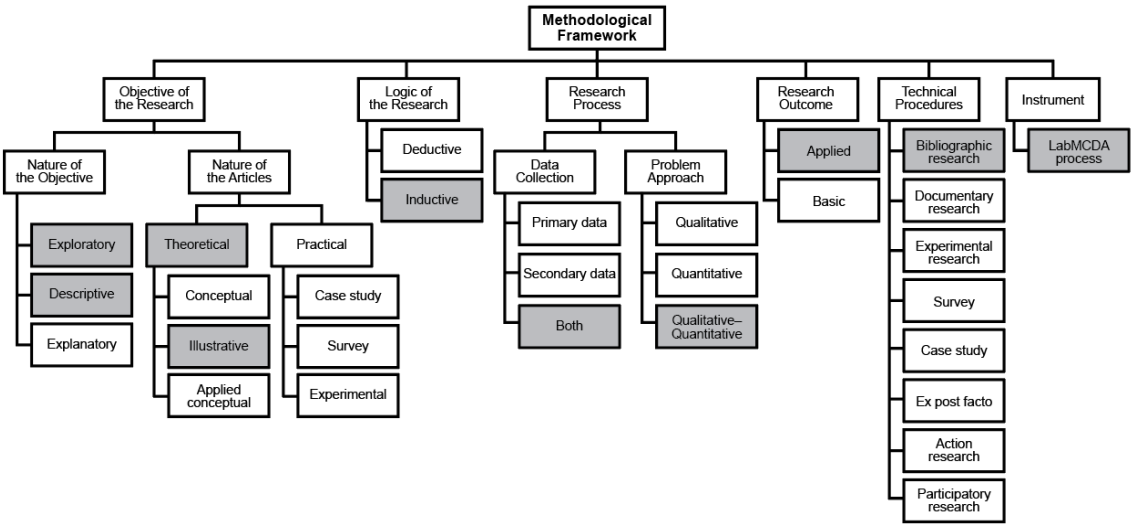
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2 METHOD

This research consists of an exploratory systematic literature review with a qualitative–quantitative approach, as shown in Figure 1. Following a careful selection of studies, and in line with the ProKnow-C method (Lacerda et al., 2012), we sought to collect, organize, and interpret the main evidence currently available on the topic, with the goal of providing a clear and grounded overview of the scientific production in the field.

Figure 1. ProKnow-C methodological framework.



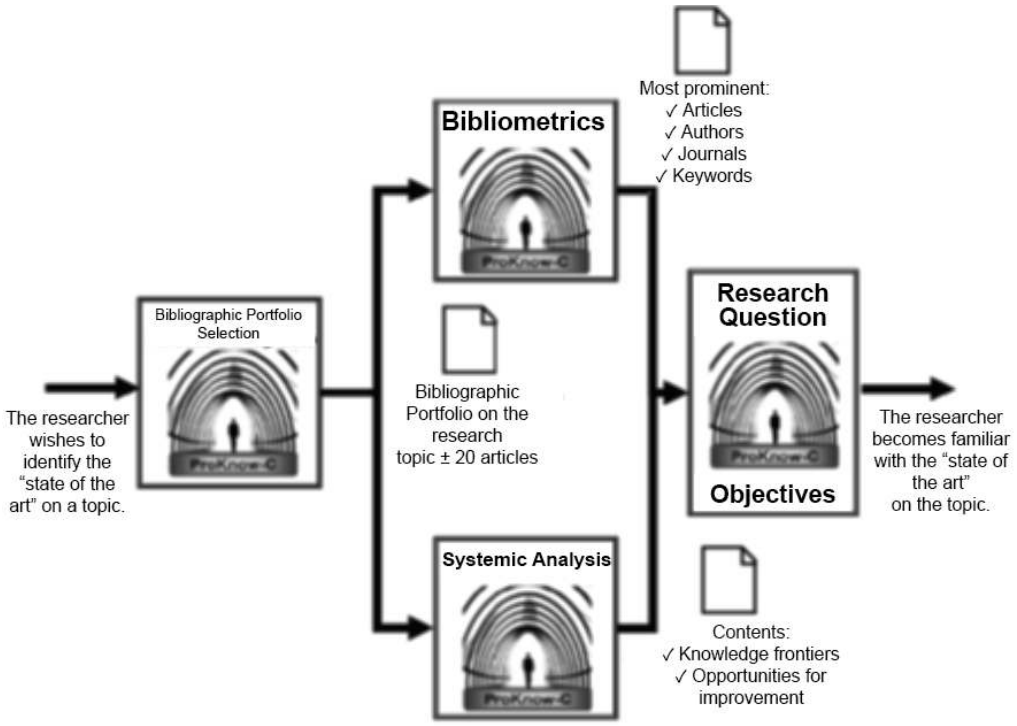
Adapted from Lacerda et al. (2012).

The method is structured around four main stages: (i) selection of the Bibliographic Portfolio (BP), (ii) bibliometric analysis, (iii) systemic analysis, and (iv) definition of the research question (Figure 2).

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Figure 2. Stages of the ProKnow-C method



Adapted from Lacerda et al. (2012).

For the purposes of this study, as defined in its objectives, only the first two stages were applied. This decision is justified by the nature of the present article, which is designed as a descriptive bibliometric review, focused on identifying, organizing, and characterizing the scientific production related to artificial intelligence and marketing, with potential implications for craft breweries. The third stage of ProKnow-C, systemic analysis, requires an in-depth qualitative examination of the theoretical, methodological, and empirical content of each selected article, which goes beyond the objectives of a bibliometric study and would demand a broader analytical structure. Likewise, the definition of a new research question, as proposed in the final stage of ProKnow-C, is more appropriate after a systemic review aimed at theory development or research agenda formulation. Therefore, the partial application of ProKnow-C is consistent with the exploratory and bibliometric nature of this article, while the remaining stages are acknowledged as opportunities for future research.

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3 SEARCH PROCESS AND DATABASE SELECTION

In this study, we chose to use exclusively the Scopus database, as it reliably gathers the main scientific studies in the field of Management. In addition to providing broad coverage of relevant journals in the area, Scopus offers a well-structured dataset, which facilitates both the organization and the analysis of publications. Another important aspect is that the platform applies rigorous indexing criteria, ensuring the quality of the selected articles. This helps prevent the inclusion of materials of lower relevance or that have not undergone peer review – an issue common in more open databases (Baas et al., 2020).

At the outset of the research, the ProKnow-C method (Lacerda et al., 2012) guided the definition of the main research axes. Accordingly, this study defined Axis 1 as “marketing” and Axis 2 as “artificial intelligence.” Based on these axes, the search strategy combined the term “marketing” with the keywords “artificial intelligence,” “generative artificial intelligence,” and “machine learning.”

A preliminary sensitivity test was also conducted to evaluate the inclusion of a third axis related to craft breweries, beverages, SMEs, and food. However, the addition of this sector-specific axis substantially reduced the number of retrieved studies directly associated with the craft beer context. The search returned only one article for “craft beer,” no articles for “craft brewery,” two articles for “brewery,” seven articles for “beer,” and twenty-one articles for “beverage.” Broader terms such as “SME,” “small business,” and “food” returned more results, with 63, 150, and 157 articles, respectively, but these records were highly heterogeneous and did not necessarily ensure direct adherence to the craft brewery context.

Therefore, the decision not to include a third mandatory sectoral axis was adopted to preserve the exploratory and bibliometric scope of the study. A narrower search strategy would have produced a limited corpus and could have excluded relevant studies from adjacent areas of AI-driven marketing, such as personalization, customer experience, social media analytics, generative content, recommender systems, consumer engagement, and predictive modeling. Thus, the search strategy was designed to map the broader literature on artificial intelligence in marketing and subsequently analyze its potential applicability to the craft brewery

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sector, rather than to restrict the corpus only to studies explicitly indexed with craft beer or beverage-related descriptors.

Only journal articles were included, with a 10-year publication window, which covers the half-life of management articles – approximately 6.8 years, according to Knudsen and Lien (2023). The keyword combinations had to appear in the title, abstract, or keywords of the papers. The retrieved studies were filtered under the following Scopus subject areas: Management and Accounting, Social Sciences, Decision Sciences, and Multidisciplinary. The search was conducted on May 4, 2026.

As shown in Table 1, the keyword combinations and journal articles were retrieved from Scopus.

Table 1. Keyword combinations and journal articles retrieved from Scopus

Axis 1	Operator	Axis 2	No. of articles
marketing	AND	“artificial intelligence”	1,806
marketing	AND	“generative artificial intelligence”	129
marketing	AND	“machine learning”	1,113
TOTAL			3,048

Source: Primary data.

The initial search retrieved 3,048 records. After checking for duplicate entries, 416 records were removed, resulting in a dataset of 2,632 unique articles. Records were considered duplicates when they referred to the same publication, as verified through matching bibliographic metadata: (i) same title and author list; (ii) same publication year; and (iii) same journal and, when available, the same volume, issue, and DOI.

The remaining records were screened based on title reading. At this stage, inclusion and exclusion criteria were defined to reduce subjectivity and ensure consistency in the selection process. Articles were included when their titles indicated at least one of the following elements: (i) application of artificial intelligence, machine learning, or generative AI to marketing activities; (ii) focus on

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Pages: 1-40

B2C marketing, consumer behavior, customer experience, personalization, social media, digital advertising, recommender systems, or consumer engagement; (iii) discussion of marketing strategies applicable to SMEs, niche markets, consumer goods, or experience-based consumption contexts.

Articles were excluded when their titles indicated: (i) purely technical or computational applications of AI without a marketing or managerial dimension; (ii) clinical, medical, financial, engineering, or operational applications unrelated to marketing; (iii) studies focused exclusively on internal organizational processes without consumer, brand, communication, or market implications; or (iv) sector-specific studies whose marketing mechanisms were not transferable to the craft brewery context.

To avoid arbitrary exclusion of studies from adjacent sectors, sector-specific articles were not excluded solely on the basis of their industry. Instead, they were assessed according to a sectoral transferability matrix (Supplementary table 1). This step considered whether the article addressed AI-driven marketing mechanisms applicable to craft breweries, including consumer experience, digital communication channels, brand authenticity, community engagement, personalization, predictive analytics, recommender systems, social media analytics, and applicability to SMEs or niche consumer markets. Thus, studies from sectors such as food, beverages, hospitality, fashion, tourism, or digital platforms could be retained when their marketing mechanisms were considered transferable to the craft brewery context.

Based on this screening protocol, 877 articles were retained and 1,755 articles were excluded.

With the corpus of 877 articles, we then classified them based on their citation counts retrieved from Google Scholar. Google Scholar was used as the source of citation counts because of its broader citation coverage when compared with more selective databases such as Scopus and Web of Science. While Scopus was adopted as the database for retrieving and defining the initial corpus of journal articles, Google Scholar was used only as a complementary source for assessing scientific recognition through citation counts. This decision is justified by the interdisciplinary nature of the topic, which combines artificial intelligence, marketing,

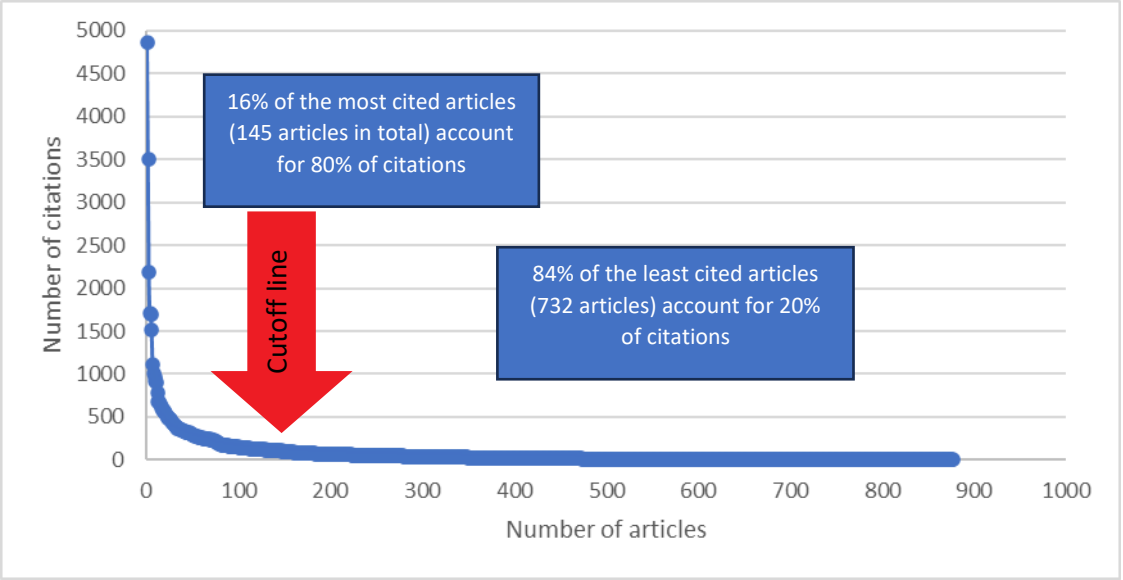
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Pages: 1-40

and beverage contexts. In such fields, relevant citations may originate not only from indexed journals but also from conference papers, books, book chapters, theses, dissertations, preprints, institutional repositories, and other scholarly documents. However, Google Scholar also presents known limitations, including heterogeneous source coverage, possible duplicate records, automatically estimated citation counts, and variation over time. For this reason, citation data were collected on a single date (Google Scholar, 2026).

Using these data, we selected the articles that account for 80% of citations (Pareto principle), yielding a 145 articles with confirmed academic recognition (Figure 3). This search was conducted on May 25, 2026.

Figure 3. Selection of articles with academic relevance.



Source: Primary data.

Based on this selection, the titles and abstracts of the articles were read to identify those most relevant to this study. As a result, 33 papers were selected.

For a more accurate selection, the ProKnow-C method recommends that within the set of articles without confirmed recognition, the same screening process be conducted to identify relevant papers that have not yet achieved scientific recognition – a total of 732 articles in this case. Articles were selected according to the following criteria:

- Articles published within the last two years (334 papers selected);

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Pages: 1-40

- Reading of titles and abstracts to identify relevant but not yet scientifically recognized studies.

Following this procedure, five additional papers were included for the next stage. Altogether, 38 articles were selected.

These 38 papers were then read in full to identify the most relevant works. As a result, 30 articles were selected to compose the Bibliographic Portfolio (BP). The selected articles are listed in the following table.

Table 2. Articles selected for the Bibliographic Portfolio.

Author (year)	Title	Journal
Huang and Rust (2022)	A Framework for Collaborative Artificial Intelligence in Marketing	Journal of Retailing
Martínez et al. (2020)	A machine learning framework for customer purchase prediction in the non-contractual setting	European Journal of Operational Research
Ju (2024)	A social media competitive intelligence framework for brand topic identification and customer engagement prediction	PLOS ONE
Huang and Rust (2021)	A strategic framework for artificial intelligence in marketing	Journal of the Academy of Marketing Science
Chinchanachokchai et al. (2021)	A tale of two recommender systems: The moderating role of consumer expertise on artificial intelligence based product recommendations	Journal of Retailing and Consumer Services
Liu-Thompkins et al. (2022)	Artificial empathy in marketing interactions: Bridging the human-AI gap in affective and social customer experience	Journal of the Academy of Marketing Science
Gao and Liu (2023)	Artificial intelligence-enabled personalization in interactive marketing: a customer journey perspective	Journal of Research in Interactive Marketing
Garvey et al. (2023)	Bad News? Send an AI. Good News? Send a Human	Journal of Marketing
Cheng and Jiang (2022)	Customer–brand relationship in the era of artificial intelligence: understanding the role of chatbot marketing efforts	Journal of Product & Brand Management
Lee and Cho (2020)	Digital advertising: present and future prospects	International Journal of Advertising
Brüns and Meißner (2024)	Do you create your content yourself? Using generative artificial intelligence for social media content creation diminishes perceived brand authenticity	Journal of Retailing and Consumer Services
Campbell et al. (2020)	From data to action: How marketers can leverage AI	Business Horizons
Wamba-Taguimdje et al. (2020)	Influence of artificial intelligence (AI) on firm performance: the business value of AI-based transformation projects	Business Process Management Journal
Kumar, Ramachandran and Kumar (2021)	Influence of new-age technologies on marketing: A research agenda	Journal of Business Research
Hermann (2022)	Leveraging Artificial Intelligence in Marketing for Social Good—An Ethical Perspective	Journal of Business Ethics

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Author (year)	Title	Journal
Estevez et al. (2025)	Market research and knowledge using Generative AI: the power of Large Language Models	Journal of Innovation & Knowledge
Hartmann et al. (2023)	More than a Feeling: Accuracy and Application of Sentiment Analysis	International Journal of Research in Marketing
Tong et al. (2020)	Personalized mobile marketing strategies	Journal of the Academy of Marketing Science
Philp et al. (2022)	Predicting social media engagement with computer vision: An examination of food marketing on Instagram	Journal of Business Research
Wu and Monfort (2023)	Role of artificial intelligence in marketing strategies and performance	Psychology & Marketing
Kühl et al. (2020)	Supporting customer-oriented marketing with artificial intelligence: automatically quantifying customer needs from social media	Electronic Markets
Abrokwah-Larbi and Awuku-Larbi (2024)	The impact of artificial intelligence in marketing on the performance of business organizations: evidence from SMEs in an emerging economy	Journal of Entrepreneurship in Emerging Economies
Matz et al. (2024)	The potential of generative AI for personalized persuasion at scale	Scientific Reports
Hartmann et al. (2025)	The power of generative marketing: Can generative AI create superhuman visual marketing content?	International Journal of Research in Marketing
Reisenbichler and Reutterer (2019)	Topic modeling in marketing: recent advances and research opportunities	Journal of Business Economics
Hoyer et al. (2020)	Transforming the Customer Experience Through New Technologies	Journal of Interactive Marketing
Tiwari et al. (2022)	Understanding Quality of Pinot Noir Wine: Can Modelling and Machine Learning Pave the Way?	Foods
Kumar et al. (2019)	Understanding the role of artificial intelligence in personalized engagement marketing	California Management Review
Sands et al. (2022)	Unreal influence: leveraging AI in influencer marketing	European Journal of Marketing
Xie et al. (2025)	Unveiling Disparities in Beer Consumer Behavior and Key Drivers Across Regions in China	Foods

Source: Primary data.

These articles were then analyzed in the bibliometric analysis.

4 BIBLIOMETRIC ANALYSIS

The bibliometric analysis in this study aims to present, in a didactic and structured manner, the main findings regarding authors, keywords, articles, and journals.

According to the ProKnow-C method, these findings were cataloged both within the BP – comprising 30 articles – and within the References of the Bibliographic Portfolio (RBP), a total of 2,127 papers.

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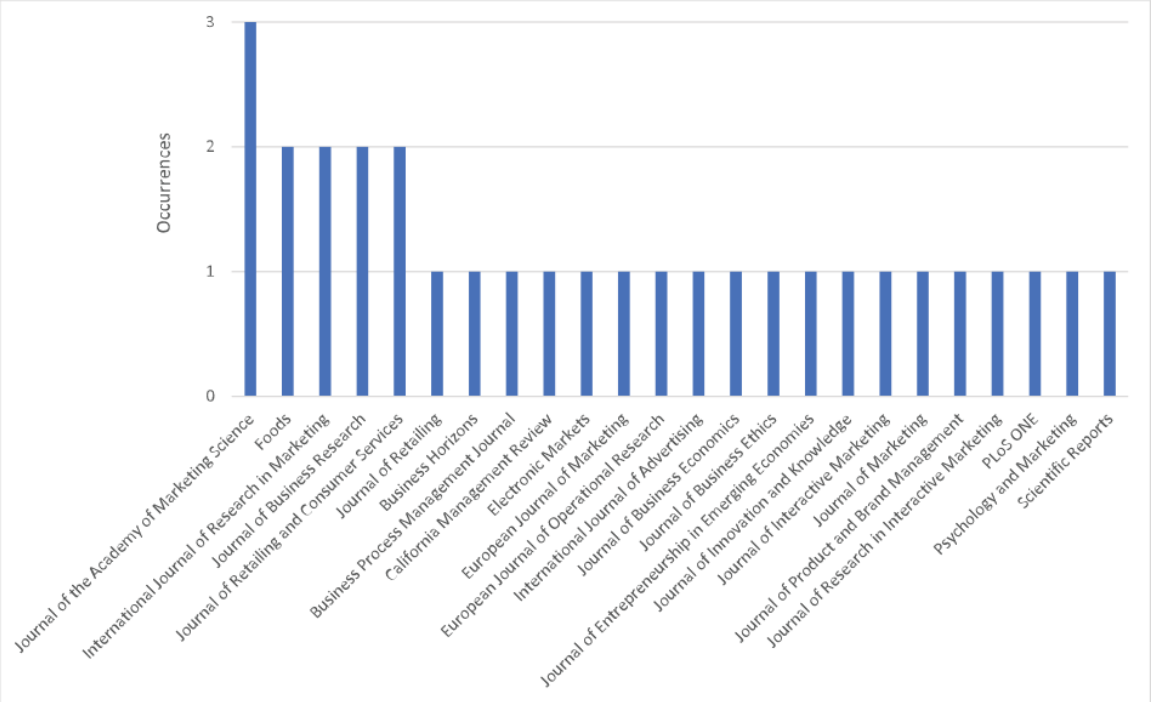
It should be noted that the bibliometric analysis conducted in this study is descriptive. Therefore, it focuses on the identification and interpretation of journals, articles, authors, keywords, and references, without applying network-based techniques such as co-citation analysis, bibliographic coupling, co-authorship networks, or keyword co-occurrence mapping.

4.1 Journals in the Bibliographic Portfolio

Based on the data collected from the BP, it was possible to identify the most relevant journals within the sample.

The chart below shows that the Journal of the Academy of Marketing Science registered three occurrences, and five other journals registered two (Figure 4).

Figure 4. Most recurrent journals in the Bibliographic Portfolio



Source: Primary data.

The selected journals represent a considerable set of publication outlets, mostly concentrated in high-impact business, marketing, consumer research, and food science domains. According to Journal Citation Reports indicators, especially

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the Journal Impact Factor (JIF) and SCImago Journal Rank (SJR) indicators (Clarivate, 2026; SCImago, 2026):

- Journal of the Academy of Marketing Science shows strong standing, with a JIF of 8.8 and a particularly high 5-year JIF of 18.4, and a SJR of 6.426;
- Foods, although outside the marketing and business field, is also a highly ranked outlet, with an Impact Factor of 6.0 and a SJR of 1.061 in Food Science and Technology;
- International Journal of Research in Marketing presents a JIF of 8.7 and a SJR of 3.734;
- Journal of Business Research has a JIF of 11.1 and SJR of 3.498;
- Journal of Retailing and Consumer Services has the highest JIF among the listed journals with 13.7, and a SJR of 3.913.

All journals are reported as Q1 venues in their respective SCImago categories. Overall, the list is composed of reputable and highly visible journals, with the marketing and consumer research titles especially concentrated in top-tier Business/Marketing rankings, and *Foods* representing a strong Q1 outlet in the food science field.

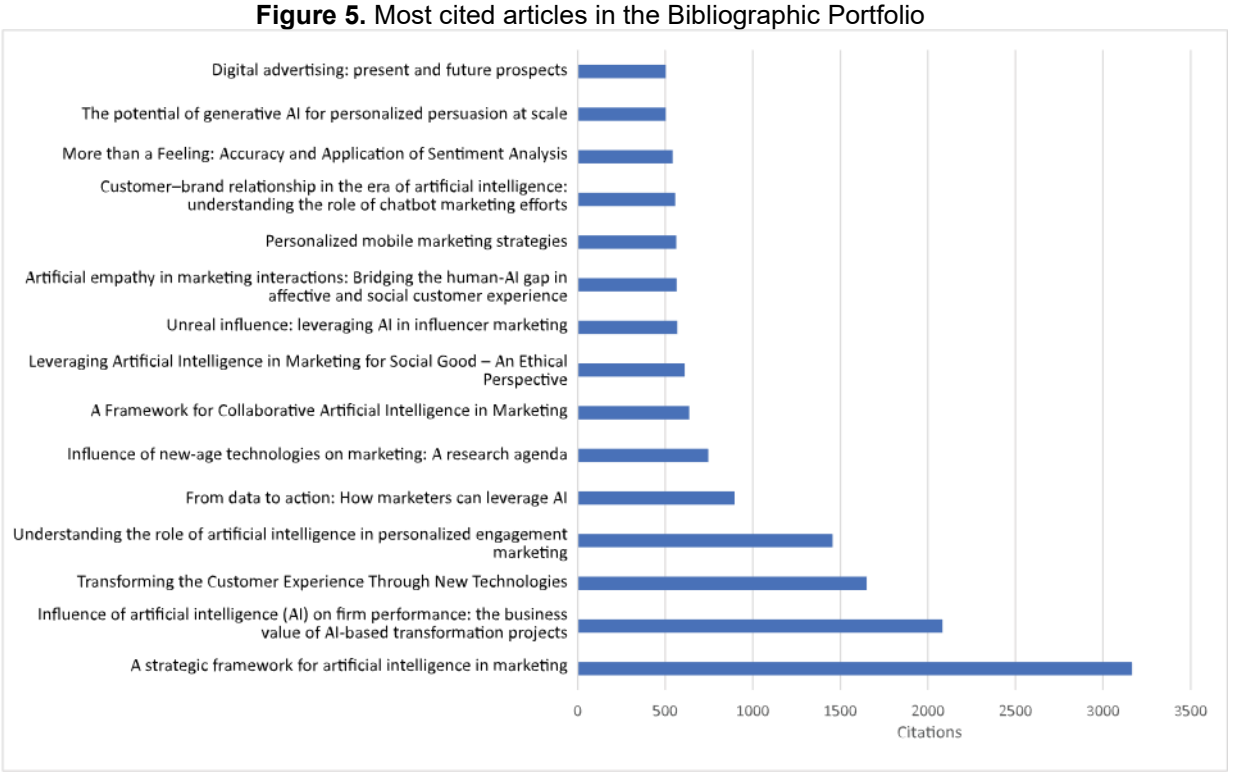
4.2 Articles in the Bibliographic Portfolio

Based on the data collected, the most cited article in the BP is **A strategic framework for artificial intelligence in marketing**, by Huang and Rust (2021), with 3,166 citations, followed by **Influence of artificial intelligence (AI) on firm performance: the business value of AI-based transformation projects**, by Wamba-Taguimdje et al. (2020), with 2,082 citations. The chart below shows the 15 most cited BP articles and their respective citation counts (Figure 5).

REMUNOM
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Pages: 1-40

Figure 5. Most cited articles in the Bibliographic Portfolio



Source: Primary data.

In the first article, Huang and Rust (2021) contextualize the state of the art dividing AI into mechanical, analytical, and empathetic dimensions, providing a conceptual framework ranging from inventory control to affective customer service.

In the second article, Wamba-Taguimdje et al. (2020) provide evidence for assessing the business value of AI-based transformation projects. Based on IT capabilities theory and an archival analysis of 500 case studies from AI solution providers such as IBM, AWS, Cloudera, Nvidia, Conversica, and Universal Robots, the study presents AI not as a single technology, but as a set of technological capabilities that optimize processes, automate activities, improve decision-making, detect patterns, predict outcomes, and support human interaction.

4.3 Authors in the Bibliographic Portfolio

Most authors appear with one publication in the BP, as shown in the table below (Table 3).

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Vol: 13.16
DOI: 10.66104/63tyr625
Pages: 1-40

Table 3. Authors of the articles in the Bibliographic Portfolio

Author	No. of occurrences
Hartmann J.	2
Huang M.-H.	2
Kumar V.	2
Abrokwah-Larbi K.	1
Brüns J.D.	1
Campbell C.	1
Cheng Y.	1
Chinchanachokchai S.	1
Estevez M.	1
Gao Y.	1
Garvey A.M.	1
Hermann E.	1
Hoyer W.D.	1
Ju X.	1
Kühl N.	1
Lee H.	1
Liu-Thompkins Y.	1
Martínez A	1
Matz S.C.	1
Philp M.	1
Reisenbichler M.	1
Sands S.	1
Tiwari P.	1
Tong S.	1
Wamba-Taguimdje S.-L.	1
Wu C.-W.	1
Xie J.	1

Source: Primary data.

The recurrence of Jochen Hartmann, Ming-Hui Huang, and V. Kumar reflects three central streams in the BP: machine learning and unstructured data analysis in marketing, strategic AI and service systems, and technology-enabled customer engagement. Rather than indicating only author productivity, their presence suggests that the portfolio is anchored in discussions on AI capabilities, digital marketing analytics, personalization, and customer-oriented value creation.

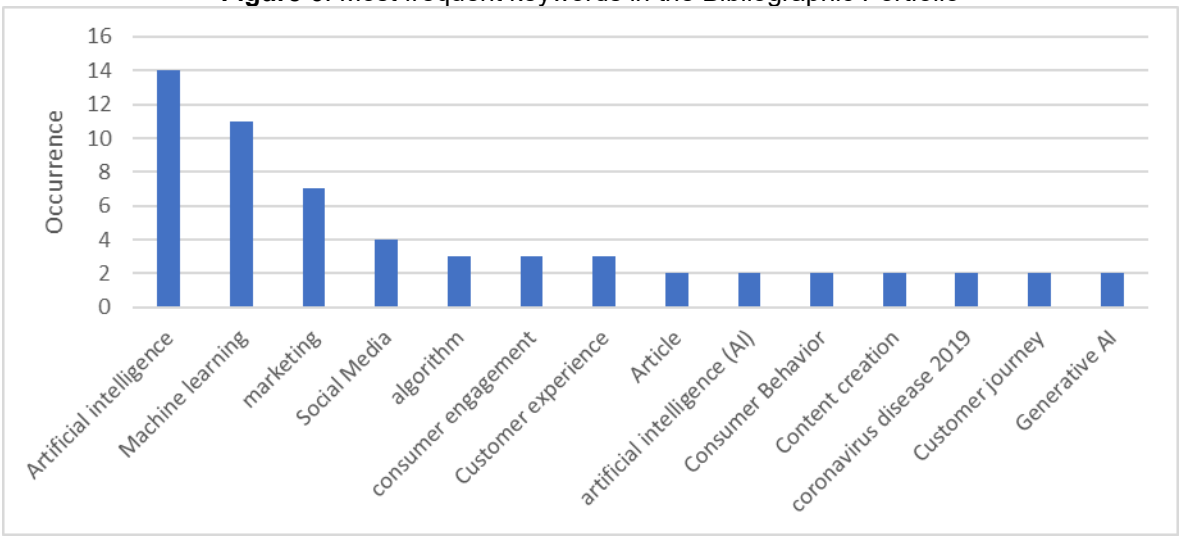
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Vol: 13.16
DOI: 10.66104/63tyr625
Pages: 1-40

4.4 Keywords in the Bibliographic Portfolio

The most frequently used keywords in the BP articles were artificial intelligence, machine learning, marketing, and social media, with 14, 11, 7, and 4 occurrences, respectively. The following chart shows the main keywords and their frequencies in the BP (Figure 6).

Figure 6. Most frequent keywords in the Bibliographic Portfolio



Source: Primary data.

It is possible to observe that the main keywords are consistent with those used in the initial search phase of the method.

Next, the bibliographic analysis will be focused into the RBP.

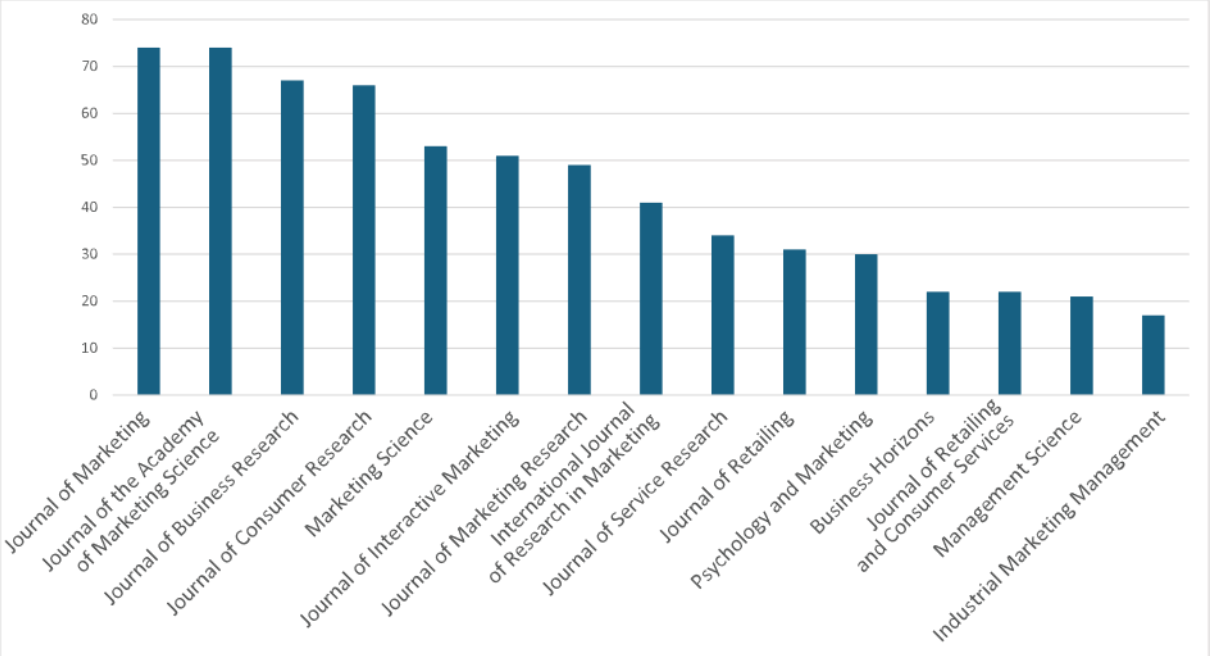
4.5 Journals in the References of the Bibliographic Portfolio

As shown in the chart below, the most relevant journals cited in the RBP were the Journal of Marketing and Journal of the Academy of Marketing Science, with 74 occurrences each. Figure 7 highlights the 15 most recurrent journals among the 684 journals identified in the RBP.

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DOI: 10.66104/63tyr625
Pages: 1-40

Figure 7. Most recurrent journals in the References of the Bibliographic Portfolio



Source: Primary data.

4.6 Articles in the References of the Bibliographic Portfolio

The most frequently referenced article in the RBP is **Bert: Pre-training of deep bidirectional transformers for language understanding**, which has 173,284 citations on Google Scholar, followed by **Cutoff criteria for fit indexes in covariance structure analysis: Conventional criteria versus new alternatives** with 149,675 citations, and **Scikit-learn: Machine learning in Python**, with 136,151 citations. Table 4 presents the 15 most cited articles in the RBP.

Table 4. Most cited articles in the References of the Bibliographic Portfolio.

Article	Author	Citations
Bert: Pre-training of deep bidirectional transformers for language understanding	Devlin et al. (2018)	173,284
Cutoff criteria for fit indexes in covariance structure analysis: Conventional criteria versus new alternatives	Hu and Bentler (1999)	149,675
Scikit-learn: Machine learning in Python	Pedregosa et al. (2011)	136,151
Firm Resources and Sustained Competitive Advantage	Barney (1991)	129,988
Perceived usefulness, perceived ease of use, and user acceptance of information technology	Davis (1989)	123,417
Deep learning	LeCun et al. (2015)	115,851
Common Method Biases in Behavioral Research: A Critical Review of the Literature and Recommended Remedies	Podsakoff et al. (2003)	104,693

REMUNOM
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Vol: 13.16
DOI: 10.66104/63tyr625
Pages: 1-40

Article	Author	Citations
Prospect theory: An analysis of decision under risk	Kahneman and Tversky (1979)	101,733
Coefficient alpha and the internal structure of tests	Cronbach (1951)	77,177
Regression Shrinkage and Selection Via the Lasso	Tibshirani (1996)	73,401
Latent Dirichlet allocation	Blei et al. (2003)	63,057
The ecological approach to visual perception: Classic edition	Gibson (2014)	62,356
Absorptive Capacity: A New Perspective on Learning and Innovation,	Cohen and Levinthal (1990)	60,908
Efficient estimation of word representations in vector space	Mikolov et al. (2013)	54,008
A resource-based view of the firm	Wernerfelt (1984)	51,956

Source: Primary data.

The results presented in Table 4 indicate that the RBP are strongly supported by highly influential methodological, theoretical, and technological studies. The most cited works include foundational contributions to natural language processing, machine learning, statistical validation, strategic management, technology acceptance, and behavioral decision theory. This pattern suggests that the portfolio is grounded not only in marketing literature but also in interdisciplinary foundations that support the analysis of artificial intelligence applications, especially in relation to data processing, predictive modeling, consumer behavior, and organizational capabilities.

4.7 Authors in the References of the Bibliographic Portfolio

The main authors identified in the RBP were Grewal, D., with 40 occurrences; Rust, R T., with 36 occurrences; Kumar, V., with 34 occurrences; Huang, M.-H.., with 27 occurrences; and Matz, S C, with 18 occurrences.

For better visualization, the 15 most recurrent authors are presented in Table 5.

Table 5. Most recurrent authors in the References of the Bibliographic Portfolio.

Authors	No. of occurrences
Grewal, D.	40
Rust, R. T	36
Kumar, V.	34
Huang, M.-H.	27

REMUNOM
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Vol: 13.16
DOI: 10.66104/63tyr625
Pages: 1-40

Authors	No. of occurrences
Matz, S. C.	18
Shankar, V.	17
Floridi, L.	15
Luo, X.	15
Haenlein, M.	14
Kosinski, M.	14
Guha, A.	13
Hauser, J. R.	13
Kaplan, A.	12
Wirtz, J.	11
Gray, K.	11

Source: Primary data.

Table 5 shows that the most recurrent authors in the RBP are strongly associated with marketing, service research, consumer behavior, artificial intelligence, and digital technologies. The prominence of authors such as Grewal, Rust, Kumar, Huang, and Matz indicates the centrality of discussions on AI-enabled marketing, customer experience, personalization, service systems, and consumer responses to technological innovation. These results reinforce the interdisciplinary nature of the field, combining strategic marketing perspectives with technological, behavioral, and managerial approaches.

4.8 Keywords in the References of the Bibliographic Portfolio

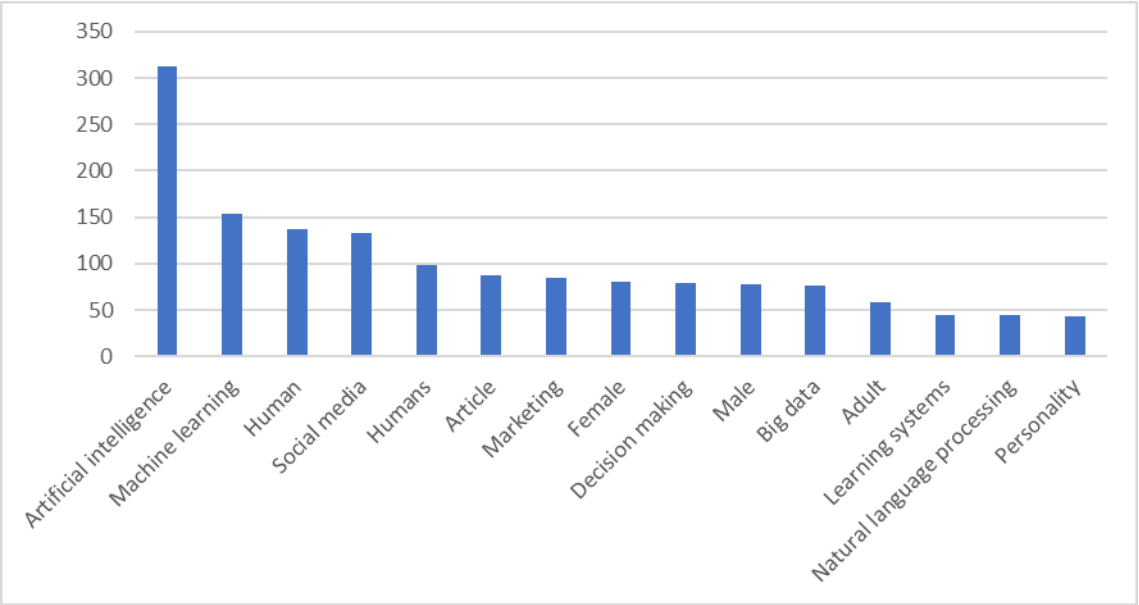
The main keywords found in the RBP were “Artificial intelligence”, “Machine learning”, “Human” and “Social media”, with 313, 154, 137, and 133 occurrences, respectively.

Figure 8 presents the 15 most frequent keywords.

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Pages: 1-40

Figure 8. Most frequent keywords in the references of the Bibliographic Portfolio



Source: Primary data.

Figure 8 shows that the most frequent keywords in the RBP are directly aligned with the scope of this study, especially the terms *artificial intelligence*, *machine learning*, *social media*, *marketing*, and *natural language processing*. The presence of terms such as *human*, *humans*, *decision making*, and *personality* also suggests that the literature does not approach AI only as a technological phenomenon, but also as a subject connected to consumer behavior, human interaction, and decision processes. Therefore, the keyword distribution reinforces the relevance of the selected portfolio for understanding how AI-based tools may influence marketing practices and customer-oriented strategies.

5 CLASSIFICATION OF THE ARTICLES IN THE BIBLIOGRAPHIC PORTFOLIO ACCORDING TO ACADEMIC RELEVANCE

To determine the academic relevance of the articles, Figure 9 was developed based on two citation-based variables: the number of citations of each article in the BP and the number of citations of the author's most cited article in Google Scholar. The vertical cutoff line was defined by the midpoint between zero and the highest citation count observed for the author's most cited article. Similarly, the horizontal

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Vol: 13.16
DOI: 10.66104/63tyr625
Pages: 1-40

cutoff line was defined by the midpoint between zero and the highest citation count observed among the BP articles. This midpoint criterion was adopted to provide an exploratory visual classification of the portfolio, allowing the articles to be distributed into four comparative quadrants according to article-level recognition and author-level prominence:

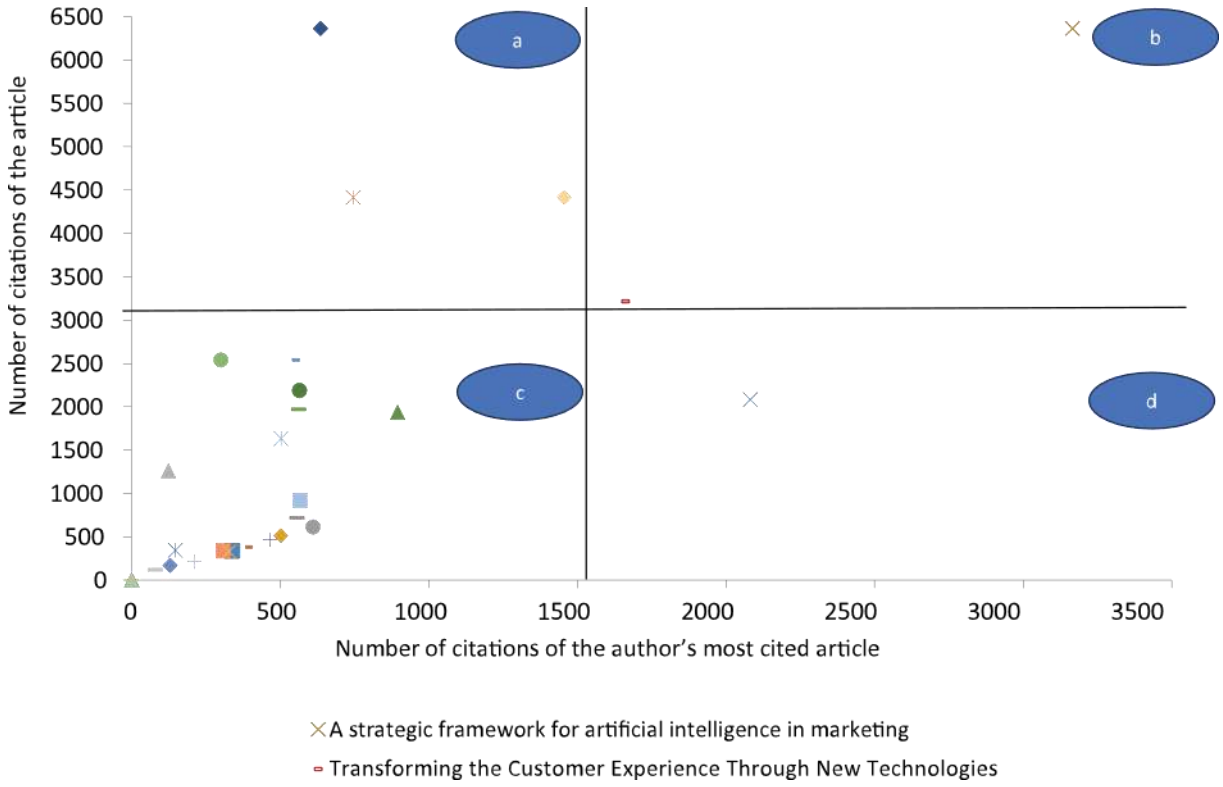
a. Article-level prominence;
b. prominent articles written by prominent authors;
c. articles relevant to the research topic; and
d. articles relevant in terms of both topics and authors.

Quadrant **a** includes highly cited articles written by authors whose most cited work is below the defined author-level threshold. These articles indicate strong article-specific recognition within the topic. Quadrant **b** includes highly cited articles written by authors with strong overall academic recognition. Articles located in this quadrant are considered the most prominent in the portfolio, since they combine both article-level impact and author-level prominence. Quadrant **c** includes articles with lower citation counts and authors whose most cited article is also below the defined threshold. These studies may still be relevant to the research topic, especially when they address emerging themes, but they present lower citation-based recognition. Finally, Quadrant **d** includes articles with lower citation counts written by highly cited authors. These articles may represent recent, specialized, or topic-specific contributions from authors with consolidated academic influence.

REMUNOM
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Vol: 13.16
DOI: 10.66104/63tyr625
Pages: 1-40

Figure 9. Main articles in the Bibliographic Portfolio (BP) according to academic relevance.



Source: Primary data.

Based on this interpretation, the articles located in Quadrant **b** were considered the most relevant from a bibliometric perspective, as they combine high recognition of the article itself with the academic prominence of their authors. However, articles in the other quadrants were not disregarded, since citation counts alone do not fully capture thematic adherence, methodological contribution, or relevance to emerging topics such as generative AI and AI-driven marketing in small business contexts.

Thus, it is possible to state that the articles **A Framework for Collaborative Artificial Intelligence in Marketing** (Huang and Rust, 2022) and **Transforming the Customer Experience Through New Technologies** (Hoyer et al., 2020) are the most relevant works identified in this study.

Huang and Rust (2022) develop a conceptual framework for collaborative artificial intelligence in marketing, focusing on how AI and human intelligence can

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Vol: 13.16
DOI: 10.66104/63tyr625
Pages: 1-40

work together rather than treating AI only as a replacement for human work. Based on the multiple-intelligences perspective, the authors argue that AI advances from mechanical to thinking and feeling intelligence, while humans remain stronger in contextual, intuitive, and emotional tasks. The article proposes three main principles: AI and human intelligence have complementary strengths; lower-level AI can augment higher-level human intelligence; and, over time, AI tends first to augment and later replace human intelligence at each intelligence level. In turn, Hoyer et al. (2020) examines how AI-powered technologies such as IoT, AR/VR/MR, virtual assistants, chatbots, and robots are reshaping customer experience across the customer journey. The authors propose that these technologies create and reconfigure touchpoints in the pre-transaction, transaction, and post-transaction stages, influencing how consumers search for information, evaluate alternatives, make purchases, consume products, and interact with firms.

6 DISCUSSION

6.1 Thematic classification of the Bibliographic Portfolio

To deepen the bibliometric results, the 30 articles in the BP were grouped according to their main contribution to AI-driven marketing. The classification was based on the dominant application addressed in each article, considering its objective, theoretical focus, methodological approach, and managerial implications. This procedure should be understood as a complementary thematic synthesis rather than as a full systemic analysis in the ProKnow-C sense, since the purpose is to organize the main application areas emerging from the portfolio.

The thematic categories were derived from a qualitative reading of the articles included in the Bibliographic Portfolio. Initially, the core objectives, investigated technologies — such as machine learning, natural language processing, recommender systems, chatbots, computer vision, and generative AI — and the marketing applications addressed in each paper were reviewed. Based on recurring patterns and thematic intersections, the articles were then organized into seven macro-axes that represent the main areas of application of artificial intelligence in marketing within the selected portfolio.

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DOI: 10.66104/63tyr625
Pages: 1-40

Table 6. Thematic classification of BP articles

Thematic axis	Main articles
Strategic AI in marketing and firm performance	Huang and Rust (2021); Huang and Rust (2022); Campbell et al. (2020); Wamba-Taguimdje et al. (2020); Kumar, Ramachandran and Kumar (2021); Abrokwah-Larbi and Awuku-Larbi (2024); Wu and Monfort (2023)
Personalization and customer journey	Kumar et al. (2019); Tong et al. (2020); Hoyer et al. (2020); Gao and Liu (2023); Martínez et al. (2020); Lee and Cho (2020)
Social media analytics and consumer engagement	Ju (2024); Hartmann et al. (2023); Philp et al. (2022); Kühl et al. (2020); Reisenbichler and Reutterer (2019)
Generative AI and content creation	Brüns and Meißner (2024); Estevez et al. (2025); Matz et al. (2024); Hartmann et al. (2025)
Human-AI interaction, chatbots and recommender systems	Liu-Thompkins et al. (2022); Cheng and Jiang (2022); Garvey et al. (2023); Chinchanachokchai et al. (2021); Sands et al. (2022)
Experiential consumption	Tiwari et al. (2022); Xie et al. (2025); Philp et al. (2022); Chinchanachokchai et al. (2021)
Ethics, trust and authenticity	Hermann (2022); Brüns and Meißner (2024); Garvey et al. (2023); Liu-Thompkins et al. (2022); Sands et al. (2022)

Source: Primary data.

It is important to note that the thematic classification adopted in this study is not mutually exclusive. Although each article was assigned to a primary thematic axis according to its dominant contribution, some studies address more than one relevant dimension of AI-driven marketing and were therefore included in more than one axis. This is the case of Brüns and Meißner (2024), Chinchanachokchai et al. (2021), Garvey et al. (2023), Liu-Thompkins et al. (2022), Philp et al. (2022), and Sands et al. (2022). These articles combine different analytical perspectives, such as generative AI and brand authenticity, recommender systems and personalization, human-AI interaction and customer experience, social media analytics and food marketing, or virtual influencers and trust. Thus, their repeated presence across thematic axes does not indicate duplication in the portfolio, but rather reflects the multidimensional nature of these studies and their relevance to different applications of artificial intelligence in marketing.

REMUNOM
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Received: 07/07/2026 - **Accepted:** 07/17/2026
Vol: 13.16
DOI: 10.66104/63tyr625
Pages: 1-40

6.2 Thematic synthesis of the Bibliographic Portfolio

a) Strategic Artificial Intelligence in Marketing

The first thematic axis includes studies that approach artificial intelligence as a strategic resource for marketing and organizational performance. Huang and Rust (2021, 2022) offer conceptual frameworks that distinguish different levels of AI capability, such as mechanical, thinking, and feeling intelligence, and discuss how these capabilities may support marketing tasks, decision-making, and customer relationships. Campbell et al. (2020) also contribute to this strategic perspective by discussing how marketers can move from data collection to actionable decisions through AI-based tools. In addition, Wamba-Taguimdje et al. (2020), Kumar, Ramachandran and Kumar (2021), Abrokwah-Larbi and Awuku-Larbi (2024), and Wu and Monfort (2023) suggest that AI adoption may be associated with improvements in organizational performance, marketing capabilities, and managerial decision-making. Taken together, these articles indicate that AI should not be understood only as an operational tool, but also as a resource that may support broader marketing strategy.

b) Personalization and the Customer Journey

The second axis brings together studies focused on personalization, predictive modeling, and customer experience across the consumer journey. Hoyer et al. (2020) discuss how new technologies can reshape customer experience by creating or modifying touchpoints before, during, and after purchase. Gao and Liu (2023), Kumar et al. (2019), and Tong et al. (2020) examine how AI-enabled personalization may support more tailored interactions with consumers, especially through digital and mobile channels. Martínez et al. (2020) contribute to this axis by showing how machine learning can support customer purchase prediction, while Lee and Cho (2020) situate these transformations within the broader evolution of digital advertising. This group of articles suggests that AI may help firms move from generic communication toward more contextualized and data-informed interactions with consumers.

REMUNOM
ISSN 2178-6925

Received: 07/07/2026 - **Accepted:** 07/17/2026
Vol: 13.16
DOI: 10.66104/63tyr625
Pages: 1-40

c) Social Media Analytics and Engagement

The third axis focuses on the use of AI to analyze digital traces, social media content, and consumer engagement. Ju (2024), Hartmann et al. (2023), and Kühl et al. (2020) show how natural language processing, sentiment analysis, topic identification, and supervised machine learning can support the interpretation of consumer opinions, customer needs, and brand-related conversations in digital environments. Philp et al. (2022) add a visual dimension to this discussion by examining how computer vision can be used to analyze food marketing content on Instagram and its relationship with engagement. Reisenbichler and Reutterer (2019), in turn, contribute by discussing topic modeling as a relevant method for marketing research. Overall, this axis indicates that AI-based methods can help marketers interpret large volumes of unstructured data and identify patterns that would be difficult to capture through manual analysis alone.

d) Generative AI and Content Creation

The fourth axis includes studies related to generative AI, automated content production, and persuasive communication. Hartmann et al. (2025) and Matz et al. (2024) suggest that generative AI may support the creation of visual and persuasive marketing content, potentially increasing the scale and speed of campaign development. Estevez et al. (2025) discuss the use of large language models in market research and knowledge generation, indicating that these tools may complement traditional research practices. However, Brüns and Meißner (2024) introduce an important caution by showing that the use of generative AI in social media content creation may reduce perceived brand authenticity under certain conditions. Thus, this axis highlights both the potential efficiency gains of generative AI and the need to consider consumer perceptions when creative processes are automated.

e) Chatbots, Recommenders, and Human-AI Interaction

The fifth axis addresses the relationship between consumers and AI-mediated interactions. Liu-Thompkins et al. (2022) discuss artificial empathy and the challenges of bridging the human-AI gap in marketing interactions. Cheng and Jiang (2022) examine chatbot marketing efforts and their role in customer-brand

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Vol: 13.16
DOI: 10.66104/63tyr625
Pages: 1-40

relationships, while Garvey et al. (2023) show that consumer responses to AI and human agents may vary according to the type of message delivered. Chinchanachokchai et al. (2021) contribute to this discussion by examining recommender systems and the moderating role of consumer expertise in product recommendations. Sands et al. (2022) expand the axis by analyzing AI virtual influencers and their implications for influence, trust, and social distance. These studies suggest that AI-mediated interaction can support marketing relationships, but its effectiveness depends on context, task, perceived competence, and consumer expectations.

f) Experiential Consumption

The sixth axis includes articles that are more directly connected to food, beverage, sensory preferences, and experiential consumption. Tiwari et al. (2022) examine the use of modeling and machine learning to understand wine quality, while Xie et al. (2025) analyze differences in beer consumer behavior and the drivers of regional preferences in China. Philp et al. (2022) contribute through the analysis of food marketing on Instagram, and Chinchanachokchai et al. (2021) provide insights into recommender systems for preference-based products. Although not all of these studies focus specifically on craft breweries, they offer transferable insights for sectors in which sensory attributes, product experience, consumer expertise, and visual communication play an important role.

g) Ethics, Trust, and Authenticity

The seventh axis concerns the ethical and relational implications of AI in marketing. Hermann (2022) emphasizes the need to consider ethical principles in AI-enabled marketing, especially regarding social good, consumer protection, and responsible use of data. Brüns and Meißner (2024) show that the use of generative AI may affect perceived brand authenticity, which is particularly relevant for brands whose value depends on originality, identity, and symbolic connection with consumers. Garvey et al. (2023), Liu-Thompkins et al. (2022), and Sands et al. (2022) also contribute to this axis by discussing consumer responses to AI agents, artificial empathy, virtual influencers, trust, and social distance. This group of studies suggests that AI adoption in marketing should be accompanied by attention to

REMUNOM
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Vol: 13.16
DOI: 10.66104/63tyr625
Pages: 1-40

transparency, fairness, authenticity, and the preservation of meaningful consumer relationships.

6.3 Managerial implications for craft breweries

Since the Bibliographic Portfolio is primarily composed of studies on AI in marketing rather than studies directly focused on craft breweries, the implications discussed in this section should be interpreted as transferable insights. They indicate potential applications of AI-driven marketing tools to the craft brewery context, rather than direct empirical evidence from this specific sector.

Craft breweries operate in a competitive and experience-oriented market in which brand authenticity, local identity, community engagement, and sensory differentiation are central elements of value creation. At the same time, many craft breweries operate as small or medium-sized enterprises, with limited financial and human resources for marketing. In this context, AI may offer opportunities to support marketing planning, content production, consumer understanding, and campaign monitoring. However, its use requires caution, since excessive automation may conflict with the artisanal identity and relational character that often distinguish craft beer brands.

a) Content creation and social media management

Generative AI may support craft breweries in the development of social media posts, seasonal campaigns, event promotion, taproom communication, and preliminary visual or textual ideas for labels and promotional materials. These tools may be especially useful for small teams that need to maintain frequent digital communication with limited resources. However, the findings of Brüns and Meißner (2024) suggest that fully automated creative content may reduce perceived authenticity in some contexts. Therefore, for craft breweries, generative AI may be more appropriate as an assistant in the creative process than as a substitute for the brand's own voice, local identity, and human storytelling. In addition, insights from Philp et al. (2022) suggest that visual elements in food and beverage-related social media content may influence engagement, indicating that AI-based image analysis can support, but not replace, aesthetic and brand-sensitive decisions.

REMUNOM
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Received: 07/07/2026 - **Accepted:** 07/17/2026
Vol: 13.16
DOI: 10.66104/63tyr625
Pages: 1-40

b) Personalization and customer relationships

AI-based personalization may support craft breweries in adapting communication to different consumer profiles, such as occasional consumers, enthusiasts, tourists, local customers, or beer connoisseurs. Recommender systems may be applied to e-commerce platforms, loyalty programs, digital menus, or taproom experiences, helping consumers discover products according to style preferences, previous purchases, sensory attributes, or consumption occasions. However, these applications should be implemented carefully. Personalization can improve relevance, but excessive or opaque use of consumer data may be perceived as intrusive. In this sense, AI-driven personalization in craft breweries should prioritize transparency, consent, and clear benefits for the consumer.

c) Social listening, engagement, and market intelligence

Natural language processing, sentiment analysis, and topic modeling may help breweries monitor consumer conversations, identify emerging preferences, evaluate reactions to new releases, and understand local or regional trends. These tools may be useful for tracking social media comments, reviews, event feedback, and discussions around specific beer styles, flavors, or brand experiences. For small breweries, this may represent a lower-cost way to complement traditional market research and support decisions about communication, product launches, seasonal campaigns, and customer engagement. Nevertheless, social listening results should be interpreted with caution, since automated models may not fully capture irony, local expressions, niche vocabulary, or the cultural meanings associated with craft beer communities.

d) Demand forecasting, product planning, and ROI monitoring

AI tools may also support managerial decisions related to demand forecasting, promotional planning, and campaign performance. Predictive models can help estimate demand for seasonal or limited-edition beers, identify patterns in consumer response, and monitor the return on investment of digital campaigns. For craft breweries, these applications may contribute to better allocation of scarce resources, especially when decisions involve small production batches, events, taproom sales, or digital advertising budgets. However, the quality of these

REMUNOM
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Vol: 13.16
DOI: 10.66104/63tyr625
Pages: 1-40

predictions depends on the availability and reliability of data. Small breweries may face limitations related to fragmented records, low data volume, or lack of technical expertise.

e) Ethical limits and preservation of authenticity

The adoption of AI in craft breweries should also consider ethical and symbolic risks. Craft beer brands often rely on authenticity, proximity, local identity, and community relationships. Therefore, excessive reliance on AI-generated content, virtual influencers, automated interactions, or hyper-personalized persuasion may weaken the human and artisanal elements that support brand differentiation. Ethical concerns also include data privacy, transparency in AI use, and the possibility of manipulative communication. In this sense, AI should be used to support human decision-making and improve customer understanding, rather than to standardize communication or replace the relational dimension of craft beer marketing.

Overall, the portfolio suggests that AI can support craft breweries in several marketing activities, including content creation, social media analysis, personalization, recommender systems, demand forecasting, and campaign evaluation. However, these applications should be adapted to the specific characteristics of the craft beer sector. The central managerial challenge is not simply to adopt AI, but to integrate it in a way that preserves authenticity, strengthens community relationships, improves decision-making, and respects ethical boundaries.

7 CONCLUSION

This study aimed to propose and apply a process for selecting articles on artificial intelligence in marketing, with potential implications for craft breweries, using the ProKnow-C method to identify the main authors, journals, articles, keywords, and references in the field.

The selected BP comprised 30 articles. The main keywords found were artificial intelligence, machine learning, marketing, and social media; the main journals identified were the Journal of Retailing and Consumer Services, Journal of

REMUNOM
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Received: 07/07/2026 - **Accepted:** 07/17/2026
Vol: 13.16
DOI: 10.66104/63tyr625
Pages: 1-40

Business Research, Journal of the Academy of Marketing Science, International Journal of Research in Marketing and Foods.

The most prominent articles identified through the analysis were **A Framework for Collaborative Artificial Intelligence in Marketing** by Huang and Rust (2022) and **Transforming the Customer Experience Through New Technologies** by Hoyer et al. (2020).

The thematic synthesis organized the portfolio into seven axes: strategic AI in marketing, personalization and customer journey, social media analytics, generative AI and content creation, human-AI interaction, experiential consumption, and ethics, trust, and authenticity. These axes indicate that AI may support craft breweries in content creation, social listening, personalization, demand forecasting, ROI monitoring, and customer relationship management, provided that its use preserves brand authenticity, local identity, community engagement, and ethical boundaries.

The main limitations of this research include the use of a single database, the defined time frame, the descriptive nature of the bibliometric analysis, and the fact that the corpus was constructed from broader AI-in-marketing descriptors rather than from a search restricted to craft breweries. Therefore, the implications for craft breweries should be interpreted as transferable insights rather than direct empirical evidence from this sector.

The main contributions of this study lie in the organization of the literature on AI and marketing, identifying relevant studies and potential research gaps. For managers of craft breweries, this study provides an overview of the main themes and approaches to AI-based marketing discussed in the academic literature, potentially supporting investment decisions and strategic planning.

For future studies, it is suggested to conduct a systemic analysis following the ProKnow-C model, and explore sector-specific issues related to craft breweries – such as brand positioning focused on digital marketing, ROI of AI-driven marketing campaigns in the craft beer sector, or ethical issues in the use of AI in marketing for craft breweries.

REMUNOM
ISSN 2178-6925

Received: 07/07/2026 - **Accepted:** 07/17/2026
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Pages: 1-40

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Vol: 13.16
DOI: 10.66104/63tyr625
Pages: 1-40

SUPPLEMENTARY MATERIAL

Supplementary table 1: Sectoral transferability criteria

Criterion	Guiding question
AI-driven marketing mechanism	Does the article address AI applied to marketing decisions, tools, or strategies?
Consumer orientation	Does the article involve B2C marketing, customer experience, engagement, or consumer behavior?
Digital channel applicability	Does the article address social media, digital advertising, CRM, e-commerce, chatbots, or recommender systems?
SME or niche-market relevance	Can the mechanism be applied to small firms, niche brands, or resource-constrained organizations?
Brand and community relevance	Does the article discuss branding, authenticity, trust, engagement, or community relationships?
Experiential or sensory consumption	Is the context related to food, beverages, hospitality, lifestyle, or experience-based consumption?