Handelshøyskolen BI

GRA 19703 Master Thesis

Thesis Master of Science 100% - W

Predefinert informasjon

Startdato:	09-01-2023 09:00 CET	**Termin:**	202310
Sluttdato:	03-07-2023 12:00 CEST	**Vurderingsform:**	Norsk 6-trinns skala (A-F)
Eksamensform:	T		
Flowkode:	202310||11184||IN00||W||T		
Intern sensor:	(Anonymisert)		

Deltaker

Navn:	Jens Christian Bekkestad og Christian Solvang

Informasjon fra deltaker

Tittel *:	"With great power comes great responsibility": A meta-narrative review of ethical considerations and implications in the crossroads of AI and Marketing
Navn på veileder *:	Anders Gustavsson

Inneholder besvarelsen konfidensielt materiale?:	Nei	Kan besvarelsen offentliggjøres?:	Ja

Gruppe

Gruppenavn:	(Anonymisert)
Gruppenummer:	239
Andre medlemmer i gruppen:	

Jens Christian Bekkestad
Christian Solvang

Master Thesis

"With great power comes great responsibility": A meta-narrative review of ethical considerations and implications in the crossroads of AI and Marketing

Hand-in date:
03.07.2023

Campus:
BI Oslo

Supervisor:
Anders Gustavsson

Examination code and name:
GRA 19703 Master Thesis

Programme:
Master of Science in Strategic Marketing Management

Content

Acknowledgements

First and foremost, we would like to thank our supervisor, Anders Gustavsson, for his valuable guidance and expertise throughout the research process. His insightful feedback, precise guidelines, and provision of relevant papers have truly enriched the quality of the thesis.

In addition, we would like to extend our sincere appreciation and gratitude to the library professionals at BI Norwegian Business School, Campus Oslo, for their invaluable assistance. They have played a pivotal role in shaping the direction of this thesis through their insightful dialogue and advice on conducting the meta-narrative review and utilizing research tools and software.

We also want to express our appreciation to each and every professor and lecturer in the MSc Strategic Marketing Management program for a fantastic educational experience and truly remarkable insights. Their expertise played a crucial role in defining our area of interest within marketing and strategy, thereby indirectly assisting us in formulating our research question and research areas.

Last but not least, we would like to thank our close friends and family members for their support and understanding during this period of time. Their encouragement, patience, and confidence in our abilities have provided us with strength and inspiration.

Abstract

This meta-narrative review examines the ethical implications of using artificial intelligence (AI) in marketing and explores how companies can mitigate the associated risks. To address these concerns, a comprehensive analysis of the existing literature is conducted, using the RAMESES publication standards for meta-narrative review. With the rapid adoption of AI in marketing ethical issues have emerged and raised concerns within privacy and data protection, algorithmic bias, consumer manipulation and corporate social responsibility. Our findings highlight the need for informed consent, transparency in data usage, and consumer control over data collections to mitigate privacy concerns. Addressing biases in algorithms, promoting consumer autonomy, and integrating ethical frameworks in decision-making processes are key focal points highlighted in the review. These recommendations are designed to provide guidance to marketers, policymakers, and researchers, assisting them in navigating the ethical challenges that arise from AI in marketing. The ultimate goal is to foster responsible and sustainable practices within the field, ensuring that ethical considerations remain at the forefront.

'

1. Introduction

1.1. Introduction

It is impossible to overstate the impact of artificial intelligence (AI) in reshaping the modern business environment, as it provides organizations with a potent instrument to optimize their operational frameworks and decision-making processes. Particularly in the field of marketing, the rapid adoption of AI has increased the collection and analysis of consumer data in order to personalize marketing messages and increase customer engagement to unprecedented levels (Deveau et al., 2023). As AI becomes more prevalent in marketing strategies, however, ethical concerns have arisen, necessitating a comprehensive examination of its implications. This urgent investigation was prompted by concerns about privacy violations, discriminatory practices, and the potential manipulation of consumer behavior. To ensure businesses operate in a responsible and sustainable manner, it is of the utmost importance to conduct research on the ethical implications of utilizing AI for marketing purposes. Thus, the following meta-narrative review will explore the literature on the focal topic of the intersection between AI, marketing and ethics.

1.2. Background

Artificial intelligence has in many ways transformed marketing by enabling the collection, analysis, and utilization of consumer data for more targeted marketing campaigns and increased customer engagement. However, the use of AI in marketing sheds a light on a vast number of ethical and moral concerns. The potential violation of people's privacy rights as a result of AI systems collecting vast quantities of personal data without explicit consent is one of the significant concerns raised. Among other concerns, there is also the case of biased algorithms which can exacerbate social differences and sustain discrimination. There is also the case of AI-driven targeted advertising and the way it potentially can harm consumer autonomy and consent. In order for marketers, policymakers and researchers to strike a balance between utilizing AI's benefits and mitigating the

specific harms and risks, it is in our belief that they have to recognize and address these ethical concerns. Due to its current and potentially strong influence on both marketing and society, it is in our belief that the intersection of these research fields will be of great importance in both todays and the future society.

1.3. Research problem and question

The ethical implications of using AI in marketing have received significant attention from scholars, policymakers, and industry practitioners. However, there is a lack of systematic and comprehensive analysis of the existing literature on this topic. Therefore, the research problem of this meta-narrative review is to synthesize the empirical evidence on the ethical implications of using AI in marketing. The research question is: What are the ethical implications of using AI in marketing, and how can companies mitigate the risks associated with these implications?

1.4. Objective

This meta-narrative review seeks to conduct a comprehensive and methodical review of the existing literature on the ethical implications of the use of artificial intelligence (AI) in marketing practices. To ensure strict standards and methodological consistency, the analysis will employ the RAMESES framework for publication standards, which provides a set of guidelines commonly used in meta-narrative review within the social and health sciences (Wong et al., 2013). Using this framework, the review attempts to identify and critically evaluate the major ethical issues associated with the use of AI in marketing, contributing to our understanding of this developing field.

The primary objective of this meta-narrative review is to evaluate and synthesize empirical data on the identified ethical issues in order to conduct a comprehensive assessment of their prevalence, effects, and potential mitigation strategies. The meta-narrative review will conduct a thorough review and evaluation of the empirical studies addressing the identified ethical concerns, drawing on a wide range of scholarly sources, such as articles peer-reviewed by experts, business

reports and journals and drawing inspiration from conference talks. Through a meticulous analysis of the collective findings, this research endeavor aims to provide businesses, organizations, and researchers with useful recommendations and insights to successfully navigate and mitigate the risks associated with the ethical implications of AI adoption in marketing practices.

2. Method

2.1 Changes in the Review Process

In the course of conducting our meta-narrative review, certain adjustments were made to the initial plan. This section outlines and justifies the changes that occurred during the review process. It became evident that modifications were necessary as the review progressed, primarily due to two key factors: the limited availability of literature meeting our predefined criteria and the recognition of valuable insights beyond the confines of the initial scope.

In the case of our review, the use of electronic databases as the sole method for literature search was initially planned. However, upon closer examination, it became apparent that the evidence meeting our specific criteria was limited in many areas and that our searches resulted in a large portion of literature not relevant for our research question. Consequently, we opted to employ a snowballing technique based on a selection of seminal papers instead (Contandriopoulos et al. 2010). This modification enabled us to focus our search on articles that made significant contributions to the existing literature on the topic, thereby yielding a higher number of relevant and precise matches for our research question. By prioritizing seminal papers, we ensured that our review encompassed the most influential and pertinent literature available. Consequently, this approach enhanced its comprehensiveness by capturing valuable insights that might have been overlooked otherwise by solely using electronic database searches.

Furthermore, we acknowledged the potential value in exploring insights beyond the traditional boundaries of the marketing sector. Recognizing that critical

perspectives and knowledge could be gleaned from literature outside the originally defined scope, we expanded our criteria to include pertinent overview articles and influential empirical studies from various fields. This extension enabled us to gain a more holistic understanding of the ethical implications of AI in marketing by incorporating diverse perspectives and drawing from studies within information technology, engineering, psychology, big data, and robot ethics. Later in the search process, we made the deliberate decision to incorporate grey literature alongside academic journals. This choice stemmed from our recognition of the field's dynamic nature and the significant insights that emerging reports could offer, which were directly relevant and valuable to our research questions.

By documenting and justifying the changes made to our review process, we aim to uphold transparency and rigor in our methodology. The adaptability inherent in meta-narrative reviews allows for an iterative approach that maximizes the quality and relevance of the findings. Ultimately, these modifications contribute to the generation of a comprehensive and insightful analysis of the ethical implications of AI in marketing (Wong et al., 2013).

2.2 Rationale for using meta-narrative review

In this chapter, we provide a rationale for employing a meta-narrative review methodology to examine the ethical implications of using AI in marketing. The meta-narrative approach offers a comprehensive and multidimensional understanding of the complex topic by integrating multiple narratives and perspectives. We outline the phases of the review process and highlight the suitability of this methodology for exploring tensions, paradoxes, and conflicting findings within different research traditions. By adopting this approach, we aim to shed light on the diverse conceptualizations and empirical insights regarding AI, ethics, and marketing. To ensure the rigor and quality of the review, the RAMESES publication standard for meta-narrative reviews were followed (Wong et al., 2013).

Introduction

The ethical implications of employing AI in marketing present a multifaceted and intricate domain that requires a holistic examination. To address the intricacies and ensure a comprehensive understanding, a meta-narrative review methodology was chosen. This approach integrates various narratives and perspectives, allowing us to delve into the complex intersection between AI, ethics, and marketing. By employing the meta-narrative review method, we aim to gain insights into the ethical implications while considering the potential benefits of AI in marketing.

Planning Phase

In the planning phase, we identified the major domains relevant to the ethical implications of AI in marketing. The review team comprising Jens Christian Bekkestad and Christian Solvang conducted preliminary searches to refine the research focus and scope.

Search Phase

To ensure a comprehensive literature review, we conducted searches using Google Scholar to identify seminal and other significant theoretical and empirical studies in the field. We also employed forward and backward snowballing techniques to capture relevant literature based on the seminal papers in the starting set.

Appraisal Phase

During the appraisal phase, eligible documents were rigorously evaluated for their validity and relevance to the review. We utilized the tool Rayaan, recommended from the library professionals at BI Norwegian Business School, in this phase. This critical appraisal ensured that only high-quality and pertinent sources were included in the analysis.

Mapping Phase

In the mapping phase, we identified key elements related to the ethical implications of AI in marketing. These elements encompassed areas such as privacy, data protection, bias, fairness, consumer manipulation, and corporate social responsibility (CSR). By mapping these key elements and extracting them from the collected sources, we aimed to gain a comprehensive understanding of

the various ethical dimensions associated with AI in marketing.We utilized the tool Voyant, recommended from the library professionals at BI Norwegian Business School, in this phase.

Synthesis Phase

The synthesis phase involved integrating the findings from the included documents into a coherent narrative. By critically examining the ethical implications of AI in marketing, we aimed to develop a comprehensive understanding of the subject matter. The synthesis process allowed for the exploration of key findings in our selected articles enhancing our insights into the ethical complexities of AI in marketing.

Recommendations Phase

Based on the critical appraisal of the findings, we formulated recommendations for potential practice, policy, and research. These recommendations aimed to address the ethical concerns associated with the use of AI in marketing and how companies can mitigate these risks while promoting its potential benefits. By providing actionable recommendations, we sought to guide the responsible utilization of AI in marketing and foster ethical considerations within the field.

Suitability of Meta-narrative Review

The adaptation of meta-narrative review, based on Kuhn's (1962) notion of the scientific paradigm, is particularly well-suited to studying topics that have been differently conceptualized and explored by various research traditions (Greenhalgh et al., 2005). The rationale for employing a meta-narrative review methodology in our study on the ethical implications of using AI in marketing lies in its ability to integrate multiple narratives and perspectives, explore tensions within different research traditions, and develop a comprehensive understanding of the complex subject matter (Wong et al., 2013). Where appropriate we have shown how the guiding principles (pragmatism, pluralism, historicity, contestation, reflexivity, and peer review) have been followed.

2.3 Scoping the literature

During the preliminary phase of the literature review, we conducted a "territory mapping" exercise in which each researcher explored a distinct area of potentially relevant research using informal and unstructured methods. This methodology allowed us to collect a wide range of perspectives and insights regarding the ethical implications of utilizing AI in marketing.

We utilized a variety of techniques to identify potential sources to initiate this procedure. These methods included consulting with peers and experts in our networks, contacting our guidance counselor, perusing libraries and databases, conducting internet searches, and utilizing our prior knowledge. We intended to cast a wide net and collect a variety of relevant literature for our analysis using these methods.

One researcher, for example, began by reviewing Mariani et al., (2022) systematic literature review on AI in marketing, consumer research, and psychology. This preliminary investigation led to a broad comprehension of the central topic and served as the basis for our research in the preliminary and exploratory section of our thesis. By analyzing keyword occurrence and co-occurrence, Mariani et al., (2022) determined that AI, big data, and machine learning are closely related. Other topics, such as neural networks, were found to be more distinct and associated with learning memory and decision making, market segmentation, and customer relationship management.

Following the tracks and themes of Mariani et al's analysis unexpectedly led to the discovery of a meta-narrative review of physical robots, chatbots, and other artificial intelligence (Blut et al., 2021). This diversification allowed us to identify additional perspectives pertinent to the ethical considerations of AI implementation in marketing.

Our network directed another researcher to investigate the paradox of AI in consumer markets (Du & Xie., 2021). The research of Du and Xie identifies key ethical issues in artificial intelligence, including biases, ethical design, privacy, cybersecurity, autonomy and wellbeing. One of their conclusions was that

corporations must engage in corporate social responsibility (CSR) in order to develop ethical AI. Using stakeholder and institutional theories, they developed a conceptual framework to comprehend AI-related CSR factors that influence firms' actions and their economic and social outcomes. The paper concludes with a future research agenda for AI ethics and corporate social responsibility in the field of AI and marketing. This investigation provided novel insights into the potential ethical implications of AI adoption in marketing in the context of corporate social responsibility (CSR).

In her published work, Snyder (2019) provides a comprehensive guide for conducting literature reviews and emphasizes their importance to research endeavors. Snyder explains that literature reviews serve as a catalyst for the development of knowledge by providing a framework for policy and practice guidelines, providing evidence of causal relationships, and, when conducted meticulously, fostering novel ideas and directions within a particular field. Therefore, literature reviews serve as the basis for future research and the development of theories (Snyder, 2019).

Nonetheless, the execution of a literature review and the evaluation of its quality present substantial challenges, necessitating the development of enhanced and more stringent methodologies. To address this issue, the present study provides a concise set of guidelines for enhancing the efficacy of literature reviews and, by extension, the overall quality of research. By ensuring research accuracy, researchers can easily identify genuine research gaps as opposed to conducting redundant investigations, formulate more refined hypotheses and research questions, and ultimately raise the collective research standard within the scholarly community. Utilizing Snyder's guidelines made determining the research design and conducting the literature review considerably easier. Incorporating the insights gained from Snyder's work and the RAMESES publication standards for meta-narrative review facilitated the identification of an appropriate methodology for this study.

By pursuing these avenues and considering additional sources, we obtained a comprehensive overview of the literature and laid the groundwork for our subsequent meta-narrative review. This preliminary investigation helped us

acquire a nuanced understanding of the existing research landscape and enabled the identification of potential research gaps and themes requiring further investigation in the context of the ethical implications of using AI in marketing.

2.4 Searching processes

In a systematic meta-narrative review a significant challenge lies in obtaining the most representative sample of articles on the field. Therefore, the search strategy employed plays a crucial role in establishing a strong foundation for study identification and ultimately shaping the study's outcomes. It is essential to recognize that the efficacy of a database search is heavily reliant on the chosen search string and crafting effective search strings poses a considerable difficulty due to the lack of standardized terminology, often leading to the retrieval of numerous irrelevant papers when broad search terms are utilized. Consequently, this issue engenders a substantial amount of manual effort, which is prone to errors (Kitchenham et al., 2009).

Hence, we opted to utilize the snowballing technique for our search methodology, leveraging seminal articles as a starting point. Snowballing offers the benefit that it starts with relevant papers and subsequently utilizes them to drive the progression of our study (Wohlin, 2014). We started this process with the aim of identifying seminal articles that made significant contributions to the literature on the ethical implications of AI in marketing. Drawing inspiration from the work of Greenhalgh et al. (2005) and Contandriopoulos et al. (2010), seminal articles were defined as those belonging to recognized research traditions, providing original scholarly insights, and receiving substantial citations. To supplement our search and ensure a comprehensive review, we employed backward and forward snowballing techniques in accordance with guidelines for snowballing in systematic literature studies (Wohlin, 2014). We organized a folder structure in the reference management tool Zootero giving us traceability for the iteration of backward and forward snowballing.

An essential aspect of the searching process was the construction of a robust start set comprising seminal papers. To meet this objective, we considered the following characteristics of a good start set from Wohlin (2014).

Representation of Multiple Communities

In order to address a topic that cuts across multiple communities, it is essential to include papers that represent diverse perspectives (Wohlin, 2014). Given that our research covers AI, marketing, and ethics, it was crucial for us to incorporate papers that encompass a wide range of viewpoints within these fields. This approach aligns with the *"principle of contestation",* which emphasizes the examination of data from different research traditions to generate higher-order insights (Greenhalgh et al., 2005).

Adequate Size

To ensure an optimal start set, it is crucial to strike a balance between its size, avoiding both too small or too large size (Wohlin, 2014). Given the breadth and scope of our research area encompassing AI, marketing, and ethics, we collectively determined that identifying no fewer than 10 seminal papers would be appropriate. This decision reflects the need for a more extensive set, considering the diverse and expansive nature of our subject matter.

Ensuring Diversity

To ensure diversity in our sources and perspectives, the initial set of publications should encompass works from multiple publishers, spanning across several years, and involving contributions from various authors (Wohlin, 2014). In order to avoid any potential publisher bias, we made a conscious decision to conduct our search on Google Scholar, rather than relying solely on a single publisher's database. Our comprehensive search, covering the period from 2010 to 2023, enables us to capture a broad range of years, with our primary emphasis centered on the most recent developments and advancements in the field. This aspect of our review aligns with the *"pluralism principle"* for a meta-narrative review, as identified by Greenhalgh et al., (2005).

Inclusion of Keywords and Synonyms

The start set should be formulated using keywords from the research question, while also considering synonyms (Wohlin, 2014). In our specific case, the research question served as the foundation for our start set where we employed the string of words: "Ethical implications AI marketing" ensuring relevance to our research question. When searching through the results we were vigilant to look for papers that used synonyms to our research question to avoid capturing only papers that employ specific terminology and potentially missing relevant papers that use slightly different terminology.

From employing the characteristics of a good start above in our search we identified 15 potential candidates to include as our seminal papers. To ensure the rigor and credibility of our review we focused on academic journals that undergo a peer-review process as well as articles in the English language. This led us to excluding two non-peer-reviewed candidates. After careful examination of each identified candidate we further eliminated 1 paper that fell outside the scope of our review. This resulted in 12 seminal papers that we chose to include.

These twelve papers formed the starting set for our snowballing process. By examining the references cited within these papers and those that cited them, we embarked on an iterative journey to identify additional relevant literature and comprehensively explore the various findings related to the ethical implications of AI in marketing. By carefully conducting the searching process as outlined above, we aimed to capture seminal contributions and adhere to rigorous inclusion and exclusion criteria. This approach enabled us to identify key papers and research traditions, forming a solid foundation for our meta-narrative review.

Snowballing Process

To expand upon the initial start set of twelve papers, we employed both backward and forward snowballing techniques. We used the Guidelines for Snowballing in Systematic Literature Studies from Claes Wohlin (2014).

In the backward snowballing phase, we examined the references cited within the twelve included seminal papers to identify additional papers for potential inclusion in our study. We limited our consideration to references published

within the same time frame as our study. The evaluation of references was conducted individually for each of the twelve papers and we used the title and abstract of each reference to determine if the article was relevant or not.

The seminal articles in total had 1321 references. By applying the backward snowballing technique to the seminal articles, we successfully identified a total of 196 articles that were deemed relevant, but after a more thorough selection and appraisal phase 90 of these were included in the final study. In the forward snowballing process we identified new papers based on those papers citing the twelve seminal papers from the start set. The citations to the paper being examined were studied using Google Scholar. By applying forward snowballing technique, we successfully identified a total of 27 papers that were deemed relevant, but also here some were excluded after a more thorough selection and appraisal phase with 24 of these being included in the final study.

Throughout our search process, we gained an awareness of the dynamic nature within our field. While our initial plan revolved around relying solely on academic articles as the foundation of our research, we soon realized the immense value that grey literature, such as reports and practical findings, could offer in terms of valuable insights. This realization prompted us to identify 7 sources from grey literature, augmenting the depth and breadth of our investigation were all of these were included in the final study.

Through the combined implementation of seminal articles, backward and forward snowballing techniques, and the inclusion of grey literature, we successfully identified a total of 230 articles that were deemed relevant where 121 of these were included in our final study after the selection and appraisal phase. This comprehensive approach ensured a thorough exploration of the research landscape, resulting in a robust collection of relevant sources. The next chapter provides an explanation of our selection and appraisal phase, and how we carefully evaluated each article to determine its suitability for inclusion in the final study.

2.5 Selection and appraisal of documents

In this chapter, we provide an overview of our selection and appraisal criteria, the tools utilized, and the rationale behind our decisions.

To ensure the inclusion of relevant literature, we established specific inclusion and exclusion criteria. Firstly, we limited the publication date range of the studies included in our review to cover the period from 2010 to 2023. This temporal scope allowed us to focus on recent developments and advancements in the field. Additionally, we restricted our analysis to studies published in the English language to ensure accessibility and comprehensibility.
Considering the importance of scholarly rigor and the significance of peer-reviewed research, we opted to exclude non-peer-reviewed literature from our review. However, recognizing the dynamic nature of the field and the potential contributions from emerging reports, we made the decision to include selected grey literature that was deemed relevant and valuable to our research question.

To facilitate the selection and appraisal process, we utilized the tool Rayaan, recommended by the library professionals at BI Norwegian Business School. Rayaan provided us with a systematic approach to managing and evaluating the articles in our review. Our document selection was based on the relevancy and significance of the articles to our research topic. We established inclusion criteria that focused on empirical or theoretical studies that specifically could contribute to addressing the ethical implications of AI in marketing. By narrowing our focus to these criteria, we ensured a coherent and targeted examination of the literature.

We applied an initial screening to determine the alignment of each article with our research objectives. This screening involved assessing the titles and abstracts to ascertain their relevance. Articles that met the inclusion criteria proceeded to the next stage, while those deemed irrelevant were excluded. The selection process aimed to capture studies that provided valuable insights and contributed to the understanding of our research question. Upon further analysis and evaluation, Rayaan was useful in order to conduct a more thorough appraisal of the articles. This appraisal process involved a detailed examination of the content, methodology, and contribution of each article to our research topic.

It enabled us to critically assess the quality and relevance of the selected documents.

From the identification of 230 sources, 109 of these were excluded after not meeting our inclusion criteria giving us a final of 121 articles that were included in the final study.

Throughout the selection and appraisal process, we remained cognizant of the need to maintain transparency and rigor. Our inclusion and exclusion criteria, as well as the utilization of the Rayaan tool, contributed to minimize the possibility of overlooking important data or inadvertently excluding literature that could significantly impact our findings. By adhering to our systematic selection and appraisal approach, we strived to ensure that our review included high-quality, relevant literature. The process allowed us to identify and incorporate articles that contributed to our understanding of the ethical implications of AI in marketing, thereby establishing a robust foundation for our narratives. In a meta-narrative review, determining what to include is not straightforward and cannot be resolved through a checklist or predefined standards (Greenhalgh et al., 2005). We aimed to fulfill the *"principle of pragmatism"* (Greenhalgh et al., 2005) by making judgments based on the needs and perspectives of the audience during the selection and appraisal phase of the project.

2.6 Data extraction

In this chapter, we describe our data extraction process and the rationale behind the selected data elements. This is a crucial step in conducting a meta-narrative review, as it involves systematically retrieving relevant information from the included studies to construct a comprehensive understanding of the research landscape (Wong et al,. 2013).

To facilitate our data extraction, we utilized the tool Voyant which was recommended from the library professionals at BI Norwegian Business School. From the reference management tool Zotero we had compiled and organized our library of included studies. We then imported the Zotero library into the tool

Voyant to further analyze and explore the content of the articles in relation to our research question.

The data extraction process encompassed the following key data elements inspired from the RAMESES publication standard (Wong et al., 2013):

Aim of the study
We extracted information regarding the primary objective of each article, understanding the specific research focus and intentions of the authors.

Theoretical underpinnings
We identified and documented the theoretical foundations or conceptual frameworks that guided the authors' investigations. This data element helped us gain insights into the theoretical perspectives and intellectual traditions underpinning the research.

Academic discipline
We recorded the academic disciplines or fields of study to which the included articles belonged. This information provided valuable context regarding the diverse range of disciplines contributing to the understanding of our research question.

Article focus
We examined the main topics or subject areas addressed by each article, capturing the specific aspects of our research question that were explored in-depth.

Article findings and/or recommendations
 We extracted the key findings, conclusions, and recommendations put forth by the authors. This data element allowed us to identify important insights and implications arising from the research.

Based on the extracted data elements, we constructed four narratives that shed light on the different aspects of our research question. These narratives provided a structured framework for presenting our analysis and synthesizing the findings from the included studies.

By systematically extracting and analyzing data using the aforementioned data elements, we gained a comprehensive understanding of the literature landscape and identified significant patterns, trends, and insights. The data extraction process served as a foundation for constructing a cohesive narrative that addressed our research question in a nuanced and comprehensive manner.

2.7 Analysis and synthesis processes

In this chapter, we provide a comprehensive overview of the analysis and synthesis methods employed in our meta-narrative review, focusing on the ethical implications of using AI in marketing. We delve into the details of our systematic approach, highlighting how the narrative of each research tradition was constructed. By extracting valuable insights from the included studies and identifying patterns across different categories, we aim to present a comprehensive understanding of the complex relationship between AI, marketing, and ethics. This chapter outlines the steps taken throughout the analysis and synthesis processes, ensuring rigor and academic professionalism in our review.

The initial phase of our analysis and synthesis process involved mapping the meta-narratives, which represent the unfolding research within our selected literature. After completing the selection and appraisal phase of articles, we carefully noted the characteristics descriptive of the articles, enabling us to categorize them into four main themes which made up our meta-narratives:

1. Privacy and data protection.
2. Algorithm bias and fairness.
3. Consumer manipulation and behavioral influence.
4. Corporate social responsibility (CSR) and prior Ethical literature in AI and marketing

These narratives also aligned with the topics we were exploring during our mapping exercise in the scoping of literature.

After establishing narratives, a collaborative and iterative process of discussion and review unfolded among our team. This dynamic exchange of perspectives and insights aimed to accurately assign each article to its most appropriate narrative, ensuring comprehensive coverage of the literature. With each article assigned to at least one category, we further mapped their specific focus and disciplinary orientations, recognizing that some characteristics could not be placed into just one meta-narrative. Consequently, certain articles were found to fit into multiple meta-narratives.

This iterative approach allowed us to consider diverse viewpoints, challenge assumptions, and refine our categorization process. By actively engaging in discussions and reviews, we created an environment conducive to critical analysis, thereby enhancing the reliability and validity of our review.

With the articles assigned to their respective narratives, we embarked on an in-depth analysis and interpretation of their content. We immersed ourselves in the literature, reading and analyzing the articles to gain a profound understanding of the underlying concepts, focus areas, and key findings within each category. Engaging in thoughtful discussions, we critically examined the narratives presented in the literature, enabling us to extract valuable insights and identify major themes and trends within each category. This interpretive approach allowed us to uncover the complexities of the ethical implications of AI in marketing, revealing diverse perspectives and shedding light on the complex nature of the subject matter.

To synthesize the findings and provide a comprehensive overview, we employed the narrative summary technique (Wong, 2023). Through this technique, we summarized the empirical findings within each category, distilling complex information into a concise and accessible format. By weaving together the key research insights, we crafted a coherent and reader-friendly narrative that summarizes the salient points and overarching themes of the literature. The narrative summary technique serves as a valuable tool for synthesizing diverse perspectives, facilitating an integrated understanding of the ethical implications of AI in marketing (Wong, 2013).

Throughout the analysis and synthesis processes, both collaboration and individual reflection, played a central role in ensuring the integrity and comprehensiveness of our review. We worked closely together, leveraging perspectives to engage in a collaborative examination of the literature. Through rigorous discussions, we sought to explore the nuances and complexities of the ethical dimensions associated with AI in marketing. Through collaborative analysis, we enhanced the quality and depth of our findings, allowing us to effectively navigate the diverse landscape of the literature and make informed judgments. This approach aligns with the *"principle of reflexivity"* which emphasizes reflecting on the emerging findings to enhance our understanding (Greenhalgh et al., 2005).
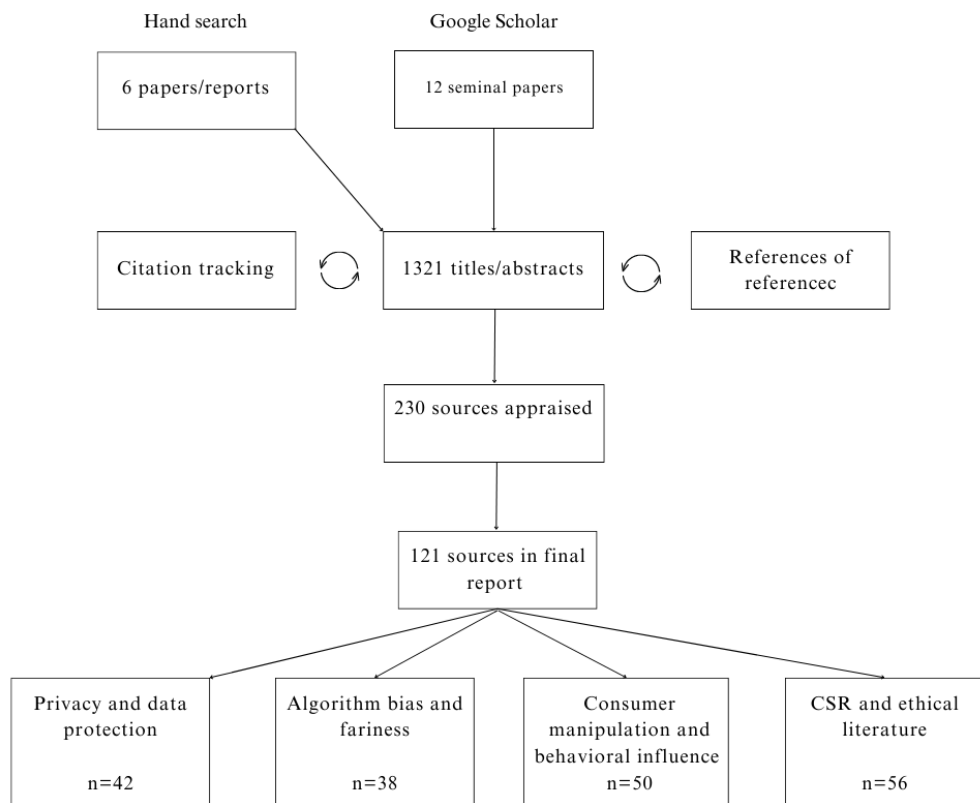
By following a systematic analysis and synthesis process, we constructed a comprehensive overview of the literature, effectively comparing and contrasting their narratives to gain insights into the similarities, differences, and underlying assumptions across various meta-narratives. The resulting synthesis offers a multifaceted understanding of the ethical implications of AI in marketing, incorporating both theoretical and practical perspectives from diverse research traditions.

3. Results

3.1 Document flow diagram

Figure 1 illustrates a document flow diagram that visually depicts the sequential steps involved in the process. It provides a clear representation of the number of documents evaluated for eligibility at each stage and showcases the distribution of sources that have contributed to the creation of the final result. It also highlights how many articles are assigned to each narrative. We recognized that some articles could not be placed into just one meta-narrative. Consequently, certain articles were found to fit into multiple meta-narratives.

Figure 1: Document Flow Diagram


```
    Hand search              Google Scholar

  ┌──────────────┐        ┌──────────────────┐
  │ 6 papers/    │        │ 12 seminal papers│
  │ reports      │        │                  │
  └──────────────┘        └──────────────────┘
                                  │
  ┌──────────────┐  ↻  ┌──────────────────┐  ↻  ┌──────────────┐
  │ Citation     │     │ 1321 titles/     │     │ References of│
  │ tracking     │     │ abstracts        │     │ referencec   │
  └──────────────┘     └──────────────────┘     └──────────────┘
                                  │
                       ┌──────────────────┐
                       │ 230 sources      │
                       │ appraised        │
                       └──────────────────┘
                                  │
                       ┌──────────────────┐
                       │ 121 sources in   │
                       │ final report     │
                       └──────────────────┘
```

Privacy and data protection	Algorithm bias and fariness	Consumer manipulation and behavioral influence	CSR and ethical literature
n=42	n=38	n=50	n=56

3.2 Document characteristics

This chapter focuses on presenting an overview of the key characteristics of the documents incorporated in our review such as the number of articles assigned each narrative, academic disciplines and scope.

Table 1: Summary of document characteristics

# documents	Category	Academic Discipline	Scope
42	Privacy and data protection	Interdisciplinary (marketing, economics, information & communications technology)	This narrative explores privacy and data protection concerns in AI-driven marketing, emphasizing the need for a proactive strategy that balances AI's benefits with individual privacy rights.
38	Algorithm bias and fairness	Interdisciplinary (Science and Engineering, marketing, psychology, information system)	This narrative focuses on algorithmic bias and fairness in AI-driven marketing, highlighting the potential consequences of biased outcomes and discriminatory targeting, and emphasizing the importance of addressing biases through training, education, and diverse representation.

50	Consumer manipulation and behavioral influence	Interdisciplinary (Marketing, social psychology, sociology, economics, information management)	This narrative examines the integration of AI in marketing, emphasizing the ethical implications of consumer manipulation, behavioral influence, and the risks of informational asymmetry. It emphasizes the importance of long-term implications for consumer growth and preserving consumer autonomy.
56	CSR and ethical literature	Interdisciplinary (ethics and information technology, business studies, engineering ethics)	This narrative highlights the intersection of AI and marketing, with a focus on corporate social responsibility (CSR) and the importance of ethical and sustainable practices. It explores the impact on consumer trust and the increasing expectations for responsible AI implementation, as well as the relevance of ethical frameworks in guiding decision-making processes.

3.3 Main findings

3.3.1 Narrative 1: Privacy and Data Protection

Martin and Murphy (2017) assert that the term "privacy" originated in 1890 with Warren and Brandeis (1890). According to Warren and Brandeis, privacy is the concept of solitude and the acceptance of one's private self as distinct from the public world. People have personal boundaries and the ability to manage their personal information, according to this theory. In the context of AI in marketing, the extensive collection of data from a variety of sources raises questions about how to protect this private self (Stewart, 2017). As AI-powered marketing platforms, data storage, data mining, and advanced communication technologies proliferate, it becomes increasingly difficult for individuals to retain their privacy through withdrawal or geographic relocation (Stewart, 2017).

Protecting individuals from unauthorized business or government intrusions is the primary objective of privacy policies (Goldfarb & Tucker, 2012). As a result of the ongoing digitization trend, these policy sectors now overlap closely. As the costs of data collection, processing, and storage decrease, businesses can gain access to data about individuals who may be of commercial interest, allowing them to tailor their services based on this information (Bleier et al., 2020). This expanded possibility has significantly broadened the technological horizon for businesses seeking to successfully serve their customers. However, the practices of creative and marketing-focused businesses that rely on collecting and utilizing data at the individual level now conflict with privacy policy issues (Bleier et al., 2020).

With an increase in easy access and difficulty in erasing personal data, the previously uncomplicated privacy situation has become more complicated. In this situation, protecting privacy requires a proactive strategy that takes technological advancements and factors such as how individuals perceive being left alone, information sharing decisions, and the obligations of other parties to respect and protect personal boundaries into account (Stewart, 2017).

Understanding the ethical implications of AI in marketing requires an introduction to privacy and data security as foundational concepts. In order to strike a balance between the benefits of AI-driven marketing and individual privacy rights, informed consent (Bleier et al., 2020) and purpose limitation (Von Grafenstein, 2018) are two important concepts.

In the context of artificial intelligence in marketing, informed consent is essential for addressing ethical concerns and safeguarding individual privacy (Bleier et al., 2020). It requires that individuals are fully informed and expressly consent to the collection and processing of their data, providing transparency and control that enables individuals to make informed decisions about their personal information. The proliferation of AI-enabled products increases the volume and variety of consumer data collected, used, and transmitted, creating new privacy concerns (Du & Xie, 2021). The collection of consumer data without awareness or informed consent, as well as unanticipated uses and unauthorized access, raises privacy concerns (Du & Xie, 2021).

Nonetheless, the "*transparency paradox"* poses a challenge to the implementation of informed consent, as consumers frequently receive insufficient information regarding data usage (Bleier et al., 2020; Foxman and Kilcoyne, 1993). Kim et al. (2019) state that a lack of transparency can impede the effectiveness of advertising and raise privacy concerns. To address this, Bleier et al. (2020) argue that businesses should provide accurate and exhaustive information regarding data usage, ensuring transparency and addressing privacy concerns. Martin et al. (2017; Vail et al., 2008) also supports the significance of communicating privacy policies in a way that is clear and straightforward. Privacy policies should explain how consumer information is collected, used, protected, and shared to alleviate privacy concerns (Martin et al., 2017; Wirtz and Lwin, 2009). Moreover, the General Data Protection Regulation (GDPR, 2018) mandates clear and accessible consent forms that provide comprehensive information regarding data usage. According to Martin et al. (2017), granting consumers more control over data collection and management decisions is crucial. Users should have control over how their information is collected, transmitted, and shared. Consumer empowerment reduces privacy concerns and fosters trust.

In addressing the ethical concerns surrounding the use of AI in marketing, the concept of purpose limitation is essential (Von Grafenstein, 2018). Limiting data to the specific purposes for which it was collected prevents its inappropriate or excessive use. In the digital age, where data collection has become easier and more affordable, companies can collect vast amounts of data about individuals and personalize their offerings based on that data, expanding the technological frontier of what firms can accomplish when serving their customers (Bleier et al., 2020; FTC, 2010). However, this also raises concerns regarding consumer privacy and the need to protect personal information. The complexity of data collection by businesses raises concerns that consumers may no longer be able to effectively manage their own privacy (Nissenbaum, 2011; Solove, 2012). Brandimarte et al. (2013) and Mothersbaugh et al. (2012) found that granting consumers control over their personal information can lead to an increase in the disclosure of sensitive information, leaving them potentially more vulnerable. Therefore, firms may need to determine the appropriate level of control to grant consumers, based on factors such as the type of data involved and the level of trust consumers have in the firm.

Studies have shown that privacy concerns emerge when consumers notice their data being used beyond the original purpose for which it was collected (Bleier et al.,2020; Foxman & Kilcoyne, 1993; Nowak & Phelps, 1997). In response to these privacy concerns, consumers increasingly rely on privacy notices on websites (Bleiet et al., 2020: Awad and Krishnan, 2006; Milne and Culnan, 2004). In this context, purpose limitation becomes crucial in ensuring that consumers' data is used only for its intended purposes, enhancing transparency and trust between firms and consumers (FTC, 2010; Solove, 2012; Nissenbaum, 2011). Adhering to purpose limitation principles helps mitigate privacy concerns, empowers consumers, and builds long-term relationships based on responsible data practices.

Responsible AI, with a specific focus on privacy and data protection, plays a crucial role in addressing ethical concerns associated with the use of AI in marketing. The concept of responsible AI emphasizes the ethical and responsible use of AI technologies, ensuring that AI systems are designed, developed, and deployed in a manner that respects individuals' privacy rights and safeguards their

personal information (Fuchs, 2018). As AI products become more advanced, the ethical challenges tend to become more urgent and complex. Superior AI capabilities often require more consumer data, which amplifies privacy and cybersecurity issues. It becomes crucial for AI products to accurately reflect consumers' ethical values and priorities through ethical design (Bostrom & Yudkowsky, 2014).

In the age of AI technologies and hyper-connected smart devices, companies have an ethical obligation to protect consumer privacy and ensure the security of personal data (Kaplan & Haenlein, 2019; Gwebu et al., 2018; Barocas & Nissenbaum, 2014). Particularly interactive AI-enabled products present new challenges for consumer privacy protection. These products collect a vast amount and variety of consumer data, including textual, visual, audio, verbal, and other sensory information. The collection of sensory information without consumer awareness or informed consent by AI-enabled products raises privacy concerns. In addition, the connectivity of captured consumer data via the Internet of Things (IoT) increases its susceptibility to malicious attacks and data breaches, highlighting the significance of cybersecurity and responsible AI (Gwebu et al., 2018; Barocas & Nissenbaum, 2014).

3.3.2 Narrative 2: Algorithm bias and fairness

Insight from McKinsey & Company (Deveau et al., 2023) shows that artificial intelligence is increasingly influencing and automating marketing processes, and the potential for biased outcomes and unfair practices has become a major concern (Akter et al., 2021). Gartner predicts that by 2025, large organizations will generate 30% of their outbound marketing messages using AI, up from less than 2% in 2022 (Wiles, 2023). Intentional or not, algorithm bias can result in discriminatory targeting, the perpetuation of societal biases, and the manipulation of consumer behavior (Mittelstadt et al., 2016). Thus, a comprehension of how to counteract algorithmic bias will be essential for marketers seeking equitable and ethical practices (Stahl, 2021). Fairness in AI-driven marketing can disregard the propensity for individuals to be unfairly targeted or excluded on the basis of their personal characteristics or demographics (Akter et al., 2022).

Fairness in AI-driven marketing will promote transparency, accountability, and consumer autonomy (Martin, 2019) . Recognizing the significance of algorithm bias and fairness is essential for developing a marketing landscape that upholds ethical principles, protects consumer rights, and contributes to a more inclusive and equitable society, according to our findings (Cath, 2018; Floridi et al., 2018; Dwivedi et al., 2021).

Algorithm bias encompasses a wide range of types with significant marketing implications. Through our review and analysis of the literature, we discovered that there are recurrent biases within these three categories: 1. Prejudice and discrimination, 2. Stereotyping and profiling, and 3. Marginalization and exclusion. Prejudice and discrimination refer to biased treatment and/or decisions based on personal characteristics and/or attributes (Illia, 2023; van Giffen et al., 2022).

Stereotyping and profiling are generalizations and assumptions made about certain characteristics of individuals and groups that lead to biased targeting or exclusion (Isaac & Bridewell, 2017). The demographic characteristics can range from age, gender, race, and socioeconomic standing to purchasing habits, personal preferences, and behaviors. It is possible for algorithms that rely on stereotyping and profiling to produce biased results (Akter et al., 2022; Srinivasan & Sarial-Abi, 2021). When certain groups are assigned specific characteristics or traits based solely on preconceived notions or societal stereotypes (e.g., assuming elderly people are technologically illiterate), stereotyping occurs. Such stereotypes can lead to misrepresentation and oversimplification, which can result in inaccurate targeting or exclusion of individuals who do not fit into these predetermined categories (Stahl et al., 2022; Akter, 2022; Mittelstadt et al., 2016).

On the other hand, profiling involves the creation of user profiles or personas based on a collection of data about individuals (Rosário & Diaz, 2022; Mustak et al., 2021). The algorithms use this data to make predictions or assumptions about users' preferences, behaviors and interests (Martin, 2019; Querci et al., 2022). Profiling can of course be a useful technique for personalized marketing, but at the same time it can certainly reinforce stereotypes and perpetuate biases if the

data collected mirrors societal inequalities or prejudices (Mikalef et al., 2022). Profiling may lead to unfair targeting or exclusion if certain groups are underrepresented in the data (e.g. dangers of using historic big data (Breidbach & Maglio, 2020) or if the data includes discriminatory variables (Mikalef et al., 2022).

Marginalization transpires when specific groups (based on similarities in the data) consistently are overlooked or marginalized in the marketing efforts. Our findings indicate that this may be a result of societal biases, lack of representation in the data sets, or as "simple" as inherent limitations in the algorithm designs (D'Acquisto, 2020; Huang & Rust, 2021; Ameen et al., 2021). As a result of marginalization, the marginalized groups might not receive fair or equal opportunities to engage and interact with relevant services, product or marketing campaigns (Huang & Rust, 2021; Akter, 2022; Ameen et al., 2021; Dwivedi et al.,2021). On a broader aspect, this can also further contribute to the exclusion of the aforementioned groups from economic and societal benefits (Huang & Rust, 2021).

Exclusion refers to the deliberate or unintentional exclusion of specific groups and individuals from marketing efforts and initiatives. This exclusion may be the result of algorithmic biases that overlook or disregard the preferences, needs, or interests of particular demographics (Huang & Rust, 2021; Dwivedi et al., 2021). As a result of this exclusion, these groups are excluded from targeted marketing efforts, resulting in a lack of representation, diminished access to information, and, as with marginalization, limited opportunities to interact with the services and products that may be pertinent to them (van Giffen et al., 2022; Grewal et al., 2020).

Regarding algorithmic bias, it is evident that marginalization, exclusion, and the previously mentioned types of algorithmic bias have significant implications for social equity and fairness. If certain groups are consistently or frequently ignored or underrepresented in marketing, it will perpetuate existing disparities and prevent them from participating fully in economic and social activities (Telkamp & Anderson, 2022).

As has been established, algorithmic bias in marketing can be caused by a variety of factors that influence the design, implementation, and training of AI-driven systems. Understanding these contributing factors will be crucial for effectively identifying and addressing algorithm bias, as demonstrated by our systematic review. In addition to what has been discussed this far under Narrative 2, there are several additional factors that we wish to highlight at the intersection of AI, ethics, and marketing. This includes skewed training data and its sources, flawed assumptions and heuristics in algorithm design, and an absence of diversity and representation on development teams.

Algorithms learn from historical data, and if this data is skewed or contains inherent biases, the algorithm will likely perpetuate those biases in its decision-making (Akter et al., 2021; Akter; 2022; Stahl et al.,2022; Bryson, 2018). The biased training data may have originated from a variety of sources, such as historical societal prejudices, human biases in data collection and labeling processes, or biased user feedback (van Giffen et al., 2022; Telkamp & Anderson, 2022; Mittelstadt, 2016). For instance, if training data primarily represents a particular demographic group or reinforces discriminatory patterns, there is a chance that the resulting algorithm will exhibit biased behavior in marketing campaigns by targeting certain groups while marginalizing others (Dwivedi et al., 2021; Telkamp & Anderson, 2022).

Underlying and flawed assumptions and/or biased heuristics may also cause algorithmic decisions to discriminate disproportionately against certain groups or contribute to the reinforcement of stereotypes (Mikalef et al., 2022; Paschen et al., 2019; Huang & Rust, 2021). To illustrate, if an algorithm assumes that individuals of a certain ethnicity have certain purchasing habits or preferences, this could perpetuate biased targeting based on these underlying assumptions. If an algorithm relies on insufficient or erroneous data, it may create distorted representations of groups or individuals, leading to skewed and biased marketing results (van Giffen et al., 2022; Paschen et al., 2019).

It is also possible for algorithm development teams to lack diverse perspectives, insights, and experiences, which can lead to flaws and, as with the other causes of algorithmic bias, reinforce stereotypes due to a lack of perspective (Akter et al.,

2021). As is the case with many factors and elements in modern society, diverse backgrounds and perspectives have a high potential for identifying, challenging, and eradicating underlying assumptions about certain groups and individuals susceptible to exclusion or bias (European Union Agency for Fundamental Rights, 2022). It is reasonable for business and marketing professionals to assume that a relatively diverse development team could mitigate some of these risks associated with overlooking potential biases.

3.3.3. Narrative 3: Consumer Manipulation and Behavioral Influence

In this narrative, we will examine the connection between consumer manipulation and behavioral influence with AI in marketing, drawing insights from various sources. Consumer manipulation within the context of AI-driven marketing refers to the deliberate use of AI technologies and algorithms to influence consumer behavior and decision-making processes (Rabby et al., 2021). This manipulation involves employing techniques such as data analysis, pattern recognition, and targeted messaging to shape consumer preferences, perceptions, and actions. Examples include personalized recommendations, dynamic pricing strategies, and persuasive messaging tailored to individual consumer characteristics and preferences (Dwivedi et al., 2021).

In the context of AI-driven marketing, Banker and Khetani (2019) highlight the inherent risks and uncertainties of consumer decision making. As the complexity of products and services increases, online shoppers face difficulties in making informed decisions. Due to a lack of symmetrical information, this difficulty arises, as companies have extensive knowledge of the products they offer, whereas consumers frequently lack the same level of knowledge regarding product quality or hidden attributes. Consumers frequently rely on recommendation systems driven by complex algorithms to navigate these uncertainties (Burghardt et al., 2017; Paul, Hong, and Chi, 2012). It is important to note, however, that consumers who rely solely on AI systems for certainty and expertise may be susceptible to manipulation (Banker & Khetani, 2019).

In their comprehensive study, Wertenbroch et al. (2020) delve into the concept of autonomy within the context of consumer choices. Autonomy, defined as the ability of consumers to make decisions and carry them out without external influences, holds significant importance in ethical decision-making. It is crucial to differentiate autonomy from perceived control, which pertains to consumers' capacity to shape outcomes through their actions and choices (Wertenbroch et al., 2020). While actual autonomy encompasses both deliberate and automatic thought processes, perceived autonomy is influenced by various external factors, including coercion, manipulation, time constraints, available options, laws/regulations, and social pressure (Wertenbroch et al., 2020). The integration of AI in marketing has the potential to impact both actual autonomy and perceived autonomy. External influences can constrain autonomy and impede consumers' freedom to make independent decisions. These advancements have led to the emergence of micro-targeting marketing practices fueled by big data, including personalized content recommendation algorithms (André et al., 2017). However, these developments present a dilemma for marketers, consumers, and policymakers alike. On one hand, they hold the promise of enhancing consumer well-being by simplifying the decision-making process. On the other hand, they carry the inherent risk of diminishing consumers' sense of autonomy, which is essential for their overall well-being (André et al., 2017).

The use of AI tools in marketing, such as ChatGPT, has raised significant ethical concerns. Dwivedi et al. (2023) highlight the potential for manipulation, misinformation, and disinformation associated with ChatGPT and other generative AI models. These models generate content that closely resembles content generated by humans, thereby increasing the likelihood of deception and manipulation. Misuse or abuse of AI tools can contribute to the dissemination of deepfakes, fake news, and other forms of disinformation, posing significant challenges for ethical marketing practices. The advent of AI technology has presented marketing with both opportunities and ethical challenges. Concerns regarding consumer manipulation and behavioral influence have risen to the forefront despite the fact that AI has the potential to improve customer experiences and outcomes. It is essential to strike a balance between personalization and consumer autonomy. Priority should be given to protecting consumer autonomy, freedom of choice, and protection from manipulation,

ensuring that AI-driven practices prioritize consumer autonomy and well-being (Dwivedi et al., 2023).

3.3.4 Narrative 4: CSR and prior Ethical literature in AI and marketing

As discussed in this paper, the digital age of today has paved the way for the incorporation of artificial intelligence (AI) in marketing and created new opportunities for targeted advertising, personalized messaging, and data-driven customer insights. Derived from the three aforementioned narratives, artificial intelligence represents a tremendous opportunity for businesses, but it also raises important ethical concerns. Corporate Social Responsibility (CSR) must be considered, if not prioritized, when navigating the intersection of artificial intelligence and marketing. Through the other narratives, we have mapped a number of the ethical concerns and consequences of various biases, privacy concerns, and consumer manipulation. In Narrative 4, we will examine the role of CSR at the intersection of AI and marketing, as well as the established ethical literature in this field.

According to the literature, corporate social responsibility (CSR) refers to a company's commitment to operate in an ethical and environmentally responsible manner while considering the impact of its actions on society and the environment (Peloza & Shang, 2010). According to Berendt (2019) and Lane (2022), it entails going above and beyond legal requirements and actively contributing to the welfare and safety of stakeholders, including employees, customers and communities.

AI technologies have the potential to influence consumer behavior (as of Narrative 3), shape societal narratives, and even have an impact on the environment (Peloza & Shang, 2010). As a result, the importance of corporate social responsibility (CSR) increases in the context of AI and marketing.

First and foremost the relevance of CSR in AI marketing exists in fostering ethical conduct and value creation for businesses and society (Lane, 2022; Martin et al., 2022). Aligning marketing practices with principles in CSR, companies and

organizations can mitigate potential harm, building consumer trust and addressing ethical concerns (Berendt, 2019; Wirtz et al., 2023). It has been an increasing consumer trend over the last years that companies aligned with the CSR expectations of the customers are the favorable customer choices (Reckman, 2023). Thus meeting the consumer expectations for responsible and ethical AI implementation has the potential to enhance brand reputation and strengthening the relationship with the stakeholders (Schamp et al., 2019).

In addition to promoting ethical behavior and the creation of value, CSR in AI marketing demonstrates its relevance in several key areas.These key aspects have been discussed in the aforementioned narratives (Narrative 1, 2, and 3), along with how they can mitigate the potential harm associated with the use of AI technologies. Therefore, prioritizing CSR in AI marketing may enable businesses to proactively identify and address these issues and minimize the negative impact on both an individual and societal level (Ryan & Stahl, 2020; Ashok et al., 2022; Wang et al., 2020).

Considering the existing literature at the intersection of AI, ethics, and marketing, there are not many (as of 29/05/2023) articles with an adequate number of citations covering this extremely complex area. There are numerous schools of thought regarding marketing ethics, including utilitarianism, deontology, and virtue ethics (Stahl, 2021); each provides a unique perspective on moral reasoning and ethical decision-making.

Given the potential implications of AI technologies on consumer behavior, societal narratives, and to some extent the environment, utilitarianism plays a crucial role in guiding AI marketing decision-making (Ashok et al., 2022). Using utilitarianism, AI-involved marketers can evaluate the consequences of AI-powered initiatives to determine their overall impact on stakeholders' happiness and utility (Dwivedi et al., 2023). This will involve assessing the advantages and disadvantages of AI algorithms, data collection practices, and targeted advertising campaigns. (BDO, 2023).

Regarding AI marketing, deontology provides valuable guidance by emphasizing moral obligations and principles that transcend the particular outcomes of

marketing initiatives and efforts (Schlegelmilch & Öberseder, 2010). Marketers who adhere to deontological ethics prioritize ethical considerations related to artificial intelligence (AI) algorithms, data privacy, and consumer autonomy (Hermann, 2022). When developing AI-driven marketing strategies, honesty, transparency, and respect for individual rights are prioritized from a deontological standpoint (Hermann, 2022). Thus, marketers who prioritize deontology in their planning and decision-making ensure that their actions are consistent with these ethical principles, placing ethical integrity above short-term gains regardless of the outcome (Hermann, 2022).

Virtue ethics emphasize the cultivation of moral character and personal virtues and play a crucial role in shaping ethical decision-making within artificial intelligence (Bostrom & Yudkowsky, 2011). When utilizing AI technologies, marketers who embrace virtue ethics tend to prioritize virtues such as respect, fairness, and honesty (Dyck & Manchanda, 2021). Following this path, the development of AI algorithms and the fairness of AI targeting takes into account the responsible use of consumer data and the potential impact on consumer well-being (Akter et al., 2021). By embodying these virtues, marketers can ensure that their AI marketing practices are consistent with ethical values and principles (Dyck & Manchanda, 2021).

By integrating these ethical frameworks into their decision-making processes, AI-using marketers can ensure that their practices are ethical and in line with societal expectations (Hermann, 2022; Ashok et al., 2022). Nonetheless, it is essential to recognize that the application of these frameworks to AI marketing presents unique challenges. Utilitarianism raises questions about how to precisely quantify the overall happiness or utility generated by AI marketing initiatives (BDO, 2023). The complexity of AI algorithms and data collection practices makes it difficult to strictly adhere to deontological principles, as ethical duties may conflict (Rosario, 2022; Mustak, 2021; Martin, 2019; Querci et al., 2022; Mikalef et al., 2022). Similarly, defining and applying particular virtues in the ever-changing landscape of AI marketing will necessitate continuous reflection and adaptation (Payiani, 2023; Deveau et al., 2023).

Nonetheless, by incorporating the most prominent ethical frameworks from our meta-narrative review, marketers can navigate the ethical considerations associated with AI marketing, fostering transparency, accountability, and trust among consumers, stakeholders, and other relevant parties. Ethical decision-making at the intersection of artificial intelligence and marketing goes beyond legal obligations and embraces responsible practices that prioritize the well-being of society at both the individual and communal level (Berendt, 2019; Lane, 2022).

4. Discussion

4.1 Summary of findings

Concerning the Privacy and Data Protection section, it emphasizes the extensive collection of data in AI-driven marketing, which raises privacy concerns for individuals. Among other things, protecting privacy is complex and necessitates a proactive strategy that takes into account technological advancement, an individual's perception of being left alone, and the responsibilities of third parties to respect personal boundaries (Stewart, 2017). In order to strike a balance between the benefits of AI in marketing and an individual's privacy rights, informed consent and purpose limitations are essential concepts (Du & Xie, 2021). Transparency in data usage, clear communication of privacy policies, and consumer control over data collection management decisions are crucial for fostering trust and mitigating privacy concerns, as described in the first narrative (Du & Xie, 2021; Kim et al., 2019; Bleier et al., 2020).

In terms of Algorithmic Bias and Fairness, Narrative 2 described the potential for biased outcomes and unfair marketing practices driven by AI. Among our findings were Mittelstadt et al., 2016 and Akter, 2022, which discuss the potential repercussions of discriminatory targeting, the perpetuation of societal biases, and consumer behavior manipulation. It is evident from Srinivasan & Sarial-Abi (2021), Stahl et al. (2022), and Mikalef et al. (2022) that biases in algorithms can manifest as prejudice and discrimination, stereotyping and profiling, as well as marginalization and exclusion. These types of biases have the potential to perpetuate existing disparities and restrict equal access and opportunities (Huang

& Rust, 2021; Akter, 2022; Ameen et al., 2021; Dwivedi et al., 2021). Through our findings, we discovered that some factors that contribute to algorithm bias include, but are not limited to, biased training data, flawed assumptions and heuristics in algorithmic design (van Giffen et al., 2022; Telkamp & Anderson, 2022; Mittelstadt, 2016; Paschen et al., 2019), as well as a lack of diversity and representation in development teams (Akter et al., 2022).

Regarding the incorporation of AI in marketing, there is a substantial business potential, but it also raises significant ethical concerns. Especially when it comes to consumer manipulation and behavioral influence through AI-driven marketing techniques, such as personalized recommendations and dynamic pricing, it is crucial to recognize that although there are short-term tactical benefits, there are long-term implications for consumer growth (Kumar et al., 2019). The reliance on AI systems for decision-making exposes consumers to the risk of manipulation and informational asymmetry, as revealed by Narrative 3 (Bank & Khetani, 2019).

In addition, it was clear from Narrative 3 that both actual and perceived consumer autonomy play a significant role in ethical decision-making (Wertenbroch, 2020). External influences, such as coercion, manipulation, and social pressure, limit consumers' autonomy and protection from manipulation and threaten their independence. AI can improve consumer well-being by simplifying the decision-making process, but AI also carries the risk of eroding consumers' autonomy, which is essential to their overall well-being (André et al., 2017). The use of generative AI tools in marketing (such as ChatGPT) raises ethical concerns regarding manipulation, misinformation, and disinformation (Dwivedi et al., 2023). According to Dwivedi et al. (2023), generative AI models increase the likelihood of deception and manipulation by producing content that closely resembles human-generated content.

CSR (Corporate Social Responsibility) remains vital at the intersection of AI and marketing. This entails a company's commitment to ethically and sustainably operate in consideration of its impact on society. A portion of the literature in Narrative 4 discusses the mitigation of potential harm and the significance of CSR in relation to consumer trust, as well as the rising expectations of consumers with

regard to the demonstration of responsible and ethical AI implementation by businesses.

In addition, the existing literature on AI, ethics, and marketing highlights a number of ethical frameworks. Specifically, utilitarianism, deontology, and virtue ethics are included. These frameworks direct ethical decision-making in AI marketing by evaluating the consequences of AI-powered initiatives, prioritizing ethical considerations within AI algorithms, data privacy, consumer autonomy, and possibly the cultivation of moral character and virtues such as honesty and fairness (Hermann, 2022; Ashok et al., 2022). Through Berendt (2019) and Lane (2022), the significance of integrating these frameworks into decision-making processes to ensure responsible and ethical AI marketing practices that are in line with rising societal expectations has become evident.

While these ethical frameworks provide valuable guidance, implementing them in AI marketing presents unique challenges. The precise assessment of global happiness or utility, the resolution of ethical duty conflicts, and the accommodation of the dynamic AI marketing environment, among other things, require constant introspection and adjustment. (Deveau, 2023; Dwivedi et al., 2023). Yet, through the integration of frameworks like these, literature indicates that markets can effectively address ethical considerations, cultivate transparency, accountability and trust as well as it can place the consumers and society's well-being at the forefront of AI marketing efforts and initiatives.

4.2 Strengths, limitations, and future research directions

4.2.1 Strengths of the review

To ensure a comprehensive coverage of relevant studies, a systematic approach to literature was used to conduct this review. Google Scholar has been used to search multiple databases, and marketing, AI, and ethics-related fields have been considered to capture significant research factors. We were able to mitigate potential biases that could have resulted from relying solely on a single publisher's database by employing this research strategy. Therefore, it is more likely that the

findings of the review reflect the current state of knowledge at the intersection of AI, ethics, and marketing.

In addition, the review established clear and well-defined criteria for the inclusion and exclusion of studies. This selection procedure enabled a concentrated selection of literature directly related to the intersection of artificial intelligence, ethics, and marketing. Using stringent criteria, we eliminated irrelevant or tangentially related studies, ensuring that the obtained insights were directly applicable to our research topic. This strategy enhanced the relevance and quality of the considered evidence, thereby enhancing the review's overall validity.

The review followed stringent guidelines for conducting a systematic meta-narrative literature review. A protocol was adhered to that outlined the steps involved in data extraction and analysis. This methodical approach aimed to reduce bias and enhance the validity of the findings. Utilizing a structured methodology, the review improved the research process's transparency and reproducibility, allowing other researchers to evaluate and build upon its findings.

Using a narrative summary synthesis technique, the review extracted and analyzed the key findings from the included studies. The purpose of narrative summary is to identify themes, patterns, and explanatory insights that are prevalent throughout the literature. By synthesizing these themes, the review offered a comprehensive understanding of the topic that went beyond the findings of individual studies. This methodology enabled a comprehensive analysis of the existing literature, highlighting the interconnectedness of various concepts and shedding light on overarching trends and issues.

Incorporating diverse research traditions and theoretical perspectives, the meta-narrative approach utilized in this review provided a broader and more inclusive viewpoint. Multiple narratives and interpretations were considered, allowing for a nuanced understanding of the complex relationship between AI, ethics, and marketing. Incorporating a variety of perspectives, the review covered a vast array of theoretical frameworks, methodologies, and empirical studies, thereby enriching the overall analysis and providing a more comprehensive perspective on the topic.

This review was able to provide a comprehensive analysis of the intersection of AI, ethics, and marketing by leveraging these strengths. Nonetheless, it is essential to recognize the upcoming part about limitations, which may indicate areas where additional research is required to strengthen the evidence base and expand our understanding of this complex field.

4.2.2 Limitations to the review

As researchers, we must first acknowledge that we lack experience in conducting literature reviews of this scope. Even though we adhered to the RAMESES publication standard (Wong et al., 2013), it is possible that errors occurred in our processes, leading to possible misinterpretations or improper execution. Our limited experience, in contrast to that of professional researchers who are well-versed in mitigating risks, may have unintentionally influenced the identified limitations and biases.

The *inability to perform multiple forward and backward snowballing iterations* until no previously undiscovered papers remained was a significant limitation inherent to our snowballing method. Due to time and resource constraints, we imposed a restriction on ourselves, limiting the number of iterations for both backward and forward snowballing to one. This decision was motivated by the realization that we lacked the time and resources to continue the snowballing process until no more documents could be located. We made an effort to mitigate this limitation by ensuring that the literature was thoroughly examined within the constraints of our available resources and time, despite the fact that additional relevant papers may have been omitted from our review.

The *omission of some articles as references* in this literature review is a notable limitation. The tendency to rely heavily on a smaller number of references runs the risk of presenting an incomplete picture of the published literature, omitting alternative perspectives, novel discoveries, and unacknowledged contributions. Future research projects should prioritize the inclusion of a broader range of sources in order to overcome this limitation and enable a comprehensive understanding of the subject under investigation. By expanding the scope of their

references, researchers can increase the validity and dependability of their findings while incorporating the full breadth of knowledge available within their field. Still every article from our final set of 121 included sources has been reviewed and been evaluated to see if they could have been included as a reference. The recurring use of references in the Narratives 1,2,3 and 4 under Main Findings is also due to the fact that they are heavily referenced articles in their respective research fields.

Publication bias is the tendency for studies with positive or significant results to be published more frequently than studies with negative or inconclusive results. This bias can diminish the overall quality of the evidence and the generalizability of the findings. If studies with negative or inconclusive results were underrepresented in the literature included in the review, the conclusions may be skewed and the positive aspects or effects of AI, ethics, and marketing could be overemphasized. Future research could investigate unpublished studies, grey literature, or employ strategies such as contacting experts or conducting a systematic review of unpublished data to mitigate this bias.

This review's restriction to English-language studies may have introduced *language bias.* Our review may have missed valuable insights and perspectives from non-English-speaking regions or research communities by excluding research published in other languages. This limitation may result in an incomplete representation of the global research landscape pertaining to artificial intelligence, ethics, and marketing. Future reviews may wish to employ translators or experts proficient in multiple languages to ensure a more inclusive and comprehensive analysis of the available literature.

Even though a comprehensive search strategy was employed, it is possible that some pertinent studies were overlooked due to *limitations in database coverage or restricted access to certain publications*. This restriction may have affected our review's overall breadth and depth. Access to proprietary databases, paywalls, or subscription resource limitations can impede the inclusion of relevant studies, potentially introducing bias in the selection of literature.

Future reviews could collaborate with experts in the field, reach out to authors, or explore alternative sources of information such as preprint archives and conference proceedings to mitigate this limitation.

Meta-narrative reviews involve the interpretation and synthesis of multiple narratives, which can introduce *subjectivity and bias*. Perspectives, experiences, and theoretical orientations of the reviewers may have influenced the selection, interpretation, and synthesis of studies, which may have had an impact on the overall findings and conclusions. Certain measures were taken to mitigate this risk, among others, we selected the final set of literature to be *reviewed separatel*y in Voyant Tools utilizing its "BLIND mode" so we could not see what the other researcher wanted to include or exclude. However, it is essential for us as reviewers to disclose our biases and minimize its influence through rigorous methodology and peer review.

Studies from diverse research traditions, theoretical perspectives, and disciplinary domains are frequently included in meta-narrative reviews. In terms of comparability, synthesis, and generalizability, the *heterogeneity and variation of these studies have in some cases presented obstacles*. Differences in methodologies, definitions, and contextual factors have in some scenarios made it challenging to integrate findings and reach conclusive conclusions. To strengthen the validity of the review, we carefully considered and addressed these variations.

Meta-narrative reviews are based on the existing body of literature up to a particular date of knowledge cutoff. However, AI, ethics, and marketing are dynamic and rapidly evolving fields. *New studies, developments, and perspectives may have emerged after our knowledge cutoff,* potentially rendering the review less current or omitting influential or relevant contributions. We have specified the knowledge cutoff and hereby acknowledge that subsequent developments possibly could affect the findings.

The intersection of AI, ethics, and marketing is inherently *complex and influenced by a variety of contextual factors,* such as socioeconomic, cultural, and legal considerations. It may be difficult for meta-narrative reviews to fully capture and incorporate these contextual nuances. As reviewers, we must recognize the

potential influence of contextual factors and we have made every effort to incorporate them into our analysis and interpretation of the findings.

4.2.3 Future research directions

Developing comprehensive ethical frameworks specifically adapted to AI marketing applications should be the primary objective of future research. These frameworks should address the specific ethical concerns raised by AI-driven marketing techniques, such as the ethical handling of customer data, the openness of the algorithms, the fairness of targeting and personalization, and the accountability for the outcomes of AI algorithms. To identify the most important ethical issues and develop policies that strike a balance between marketing effectiveness and ethical considerations, studies could examine the perspectives of marketers, consumers, regulators, and advocacy groups. To ensure the implementation of ethical AI and promote consumer trust, the frameworks should provide marketers with actionable advice and suggestions.

It is crucial for marketers to comprehend consumers' attitudes, perceptions, and acceptance of AI-based marketing strategies in order to develop effective and ethically sound campaigns. Using mixed-method approaches, such as surveys, interviews, and focus groups, future research can examine consumer experiences and preferences relating to AI in marketing. Consumers' faith in AI, concerns about their privacy and data security, and willingness to participate in AI-driven marketing campaigns could all be the subject of research. By identifying barriers and drivers of acceptance, researchers can assist marketers in developing strategies to address customer concerns, enhance user experiences, and foster trust in AI technologies.

AI marketing research should focus on identifying and eliminating discriminatory practices and algorithmic biases. This involves investigating the biases present in artificial intelligence algorithms used for targeted advertising, personalized marketing, and content recommendation. Future research may investigate techniques for auditing AI algorithms to identify and correct biases, thereby ensuring that advertising campaigns are fair and inclusive. Investigations into the

legal and regulatory aspects of algorithmic fairness and discrimination in marketing can also shed light on the formulation of industry policies and best practices. By addressing algorithmic bias and discrimination, marketers can ensure that AI-driven marketing practices adhere to ethical standards and prevent the perpetuation of unfair or discriminatory outcomes.

As AI continues to influence marketing strategies, it is crucial to assess its long-term impact on various stakeholders and societal dynamics. Future research can examine the social, ethical, and economic implications of AI's widespread use in marketing. The effects of AI on workforce dynamics and job displacement, data governance and privacy issues, consumer and marketer power relationships, and human welfare as a whole could be investigated. In order to aid policymakers, businesses, and society as a whole in making informed decisions, longitudinal studies and scenario-based analyses can provide valuable insight into the potential benefits and challenges associated with the adoption of AI in marketing.

To fully utilize the strengths of both humans and machines, it is essential to investigate how to combine human expertise and AI technologies in marketing. Future research can investigate methods for effective human-AI interaction, addressing questions such as how marketers can use AI while retaining human control and responsibility and how AI can support human decision-making in marketing contexts. The focus of research could be on developing frameworks for ethical decision-making in human-AI collaborations, elucidating the factors that influence trust and collaboration between humans and AI, and designing human-centered AI systems that adhere to human values. By optimizing human-AI interactions, marketers can take advantage of AI technologies while ensuring ethical and responsible practices.

The rise of AI-generated content, such as automated copywriting and image/video creation, raises ethical concerns that require further examination. Future research can examine the pros and cons of using AI-generated content in marketing. Potential topics for research include intellectual property rights, authenticity, and the risks posed by misinformation or manipulation. By adhering to ethical standards and guidelines specific to AI-generated content, marketing professionals can navigate these challenges and ensure the ethical and transparent use of these

technologies. Insights from this study can assist marketers in incorporating AI-generated content into their strategies by shedding light on how consumers perceive and accept it. By addressing these future research directions, academics and professionals can gain a deeper understanding of the ethical, societal, and practical implications of AI in marketing. This information can assist marketers in employing AI technologies in a responsible, beneficial, and transparent manner, thereby fostering customer trust and enhancing customer satisfaction.

4.3 Conclusion and recommendations

In this chapter, we will provide recommendations and a conclusion based on the narratives. By addressing these key areas, marketers can strive towards creating a more ethical and responsible marketing landscape that respects consumer rights, promotes fairness, and safeguards privacy and data protection.

Through among others Stahl (2021), Lane (2022) and Martin et al. (2022), the first thing that became very clear to us during our research is that one of the inherent challenges in the field of ethics and the application of artificial intelligence (AI), is the dynamic and evolving nature of ethical perspectives and AI technologies, which are subject to cultural differences and temporal shifts. Ethical principles and values govern human behavior; they are dynamic and change over time to reflect societal, cultural, and technological developments (Unesco, 2023). Due to this fluidity, dealing with ethical issues in the context of AI is significantly impacted. Cultural differences among AI developers further complicate the establishment of generally accepted ethical boundaries that govern the outcomes of machine learning processes (Unesco, 2023; Akter et al., 2021). The ethical framework guiding the development and application of artificial intelligence, for instance, can be influenced by differences in Eastern and Western cultural norms and values (Daza, 2022; Trinh & Castllo, 2020). These variations can influence the priorities, biases, and factors that AI system developers consider, which can influence the moral implications and effects of AI applications. In addition, because ethical beliefs and values are influenced by individual experiences, cultural backgrounds, and philosophical perspectives, the interpretation and understanding of what it means to be ethical can vary

substantially from person to person (Gordon, 2020). This subjectivity highlights the complexity of ethics in the context of artificial intelligence and the need for ongoing discourse, critical reflection, and interdisciplinary collaboration in order to navigate the challenging ethical terrain and ensure ethically sound AI practices. The findings discussed in this article shed light on the multifaceted implications of AI in marketing, particularly in the areas of privacy and data protection, algorithmic bias and fairness, integration challenges, consumer autonomy, corporate social responsibility, and ethical frameworks. These implications underscore the need for a proactive and responsible approach to AI marketing practices.

Recommendations on Privacy and Data Protection

To ensure privacy and data protection, businesses should prioritize obtaining individuals' informed consent prior to collecting and processing their data. This should involve providing comprehensive and transparent information about data usage, allowing individuals to make informed decisions regarding their personal data. Firms should also increase transparency by communicating their privacy policies in a manner that is clear and easily understood, detailing how consumer data is collected, used, protected, and shared. Adhering to purpose limitation is crucial, as it ensures that data is only used for the specific purposes for which it was collected, thereby preventing its inappropriate or excessive use. Adopting responsible AI practices is essential, with companies designing, developing, and deploying AI systems in a manner that respects the privacy rights of individuals and protects their personal data.

Recommendations on Bias and Fairness in Algorithms

To address algorithm bias and fairness concerns, businesses must examine their training data thoroughly to identify and mitigate biases. To avoid reinforcing discriminatory patterns, data collection processes ought to be reevaluated to ensure the collection of diverse and representative data sources. To ensure fair and equitable outcomes, developers must critically evaluate the assumptions and heuristics embedded in algorithm design, addressing biases that can emerge from flawed assumptions. Foster diversity and inclusion within development teams in order to bring diverse perspectives and experiences to the AI design process, thereby mitigating biases and improving algorithm fairness.

Regular algorithm audits should include rigorous testing and evaluation to ensure fair outcomes and prevent discriminatory targeting or exclusion.

Recommendations Regarding Consumer Manipulation and Behavioral Influence
To address concerns regarding consumer manipulation and behavioral influence, marketers must prioritize consumer autonomy and avoid manipulative tactics. This involves providing consumers with transparent information and options, empowering them to make autonomous decisions. Companies should adopt marketing practices that prioritize the well-being and interests of consumers by avoiding deceptive advertising, promoting truthful information, and taking into account the potential impact of marketing strategies on vulnerable populations. Educating consumers on the techniques used in AI-driven marketing is crucial for empowering them to make informed decisions and resist manipulation. Collaboration among industry stakeholders, regulatory bodies, and consumer advocacy groups can facilitate the establishment of industry guidelines that promote ethical marketing practices and serve as a foundation for responsible AI-driven marketing.

Recommendations regarding CSR and Previous Ethical Literature in Artificial Intelligence and Marketing
To incorporate ethical considerations into CSR initiatives, businesses must evaluate the impact of AI-driven marketing on societal well-being, privacy, and fairness. Prioritize ethical research and development practices to ensure that AI technologies are created in an ethical manner. Companies can contribute to a more ethical and responsible marketing landscape by integrating ethical considerations into CSR initiatives and engaging in responsible research and development.

By implementing the outlined recommendations for privacy and data protection, algorithm bias and fairness, consumer manipulation and behavioral influence, and CSR initiatives, marketers can work toward a future in which AI-driven marketing operates ethically, respects consumer rights, promotes fairness, and safeguards privacy and data protection. Constant vigilance and adaptation will be required to navigate the ever-changing marketing landscape and ensure that AI and marketing coexist in harmony for the benefit of consumers and society.

5.0 References

Akter, S., Dwivedi, Y. K., Biswas, K., Michael, K., Bandara, R. J., & Sajib, S. (2021). Addressing algorithmic bias in AI-driven customer management. Journal of Global Information Management (JGIM), 29(6), 1-27.

Akter, S., Dwivedi, Y. K., Sajib, S., Biswas, K., Bandara, R. J., & Michael, K. (2022). Algorithmic bias in machine learning-based marketing models. Journal of Business Research, 144, 201-216.

Ameen, N., Tarhini, A., Reppel, A., & Anand, A. (2021). Customer experiences in the age of artificial intelligence. Computers in Human Behavior, 114, 106548.

André, Q., Carmon, Z., Wertenbroch, K., Crum, A., Frank, D., Goldstein, W., ... & Yang, H. (2018). Consumer choice and autonomy in the age of artificial intelligence and big data. Customer needs and solutions, 5, 28-37.

Ashok, M., Madan, R., Joha, A., & Sivarajah, U. (2022). Ethical framework for Artificial Intelligence and Digital technologies. International Journal of Information Management, 62, 102433.

Awad, N. F., & Krishnan, M. S. (2006). The personalization privacy paradox: an empirical evaluation of information transparency and the willingness to be profiled online for personalization. MIS quarterly, 13-28.

Banker, S., & Khetani, S. (2019). Algorithm overdependence: How the use of algorithmic recommendation systems can increase risks to consumer well-being. Journal of Public Policy & Marketing, 38(4), 500-515.

Barocas, S., & Nissenbaum, H. (2014). Big data's end run around procedural privacy protections. Communications of the ACM, 57(11), 31-33.

BDO. (2023, January 10). HOW AI CONTRIBUTES TO MARKETING. BDO. https://www.bdodigital.com/insights/analytics/how-ai-contributes-to-marketing

Berendt, B. (2019). AI for the Common Good?! Pitfalls, challenges, and ethics pen-testing. Paladyn, Journal of Behavioral Robotics, 10(1), 44-65.

Bleier, A., Goldfarb, A., & Tucker, C. (2020). Consumer privacy and the future of data-based innovation and marketing. *International Journal of Research in Marketing*, *37*(3), 466-480.

Bostrom, N., & Yudkowsky, E. (2018). The ethics of artificial intelligence. In Artificial intelligence safety and security (pp. 57-69). Chapman and Hall/CRC.

Brandeis, L., & Warren, S. (1890). The right to privacy. Harvard law review, 4(5), 193-220.

Brandimarte, L., Acquisti, A., & Loewenstein, G. (2013). Misplaced confidences: Privacy and the control paradox. Social psychological and personality science, 4(3), 340-347.

Breidbach, C. F., & Maglio, P. (2020). Accountable algorithms? The ethical implications of data-driven business models. Journal of Service Management, 31(2), 163-185.

Bryson, J. J. (2018). Patiency is not a virtue: the design of intelligent systems and systems of ethics. Ethics and Information Technology, 20(1), 15-26.

Burghardt, Keith, Emanuel F. Alsina, Michelle Girvan, William Rand, and Kristina

    Lerman (2017), "The Myopia of Crowds: Cognitive Load and Collective

    Evaluation of Answers on Stack Exchange," PloS One, 12 (3), e0173610.

Blut, M., Wang, C., Wünderlich, N. V., & Brock, C. (2021). Understanding

    anthropomorphism in service provision: a meta-analysis of physical robots,

    chatbots, and other AI. Journal of the Academy of Marketing Science, 49, 632-

    658.

Cath, C., Zimmer, M., Lomborg, S., & Zevenbergen, B. (2018). Association of

    internet researchers (AoIR) roundtable summary: Artificial Intelligence and the

    good society workshop proceedings. Philosophy & Technology, 31, 155-162.

Coffin, J. (2022). Asking Questions of AI Advertising: A Maieutic Approach.

    Journal of Advertising, *51*(5), 608-623.

Contandriopoulos, D., Lemire, M., Denis, J. L., & Tremblay, É. (2010). Knowledge

    exchange processes in organizations and policy arenas: a narrative systematic

    review of the literature. *The Milbank Quarterly*, *88*(4), 444-483.

D'Acquisto, G. (2020). On conflicts between ethical and logical principles in

    artificial intelligence. AI & SOCIETY, 35(4), 895-900.

Daza, M. T., & Ilozumba, U. J. (2022). A survey of AI ethics in business literature:

    Maps and trends between 2000 and 2021. Frontiers in Psychology, 13, 1042661.

Deveau, R., Griffin., S & Reis., S. (2023, May 11). AI-powered marketing and sales

    reach new heights with generative AI. McKinsey & Company.

    https://www.mckinsey.com/capabilities/growth-marketing-and-sales/our-

    insights/ai-powered-marketing-and-sales-reach-new-heights-with-generative-ai#/

Du, S., & Xie, C. (2021). Paradoxes of artificial intelligence in consumer markets: Ethical challenges and opportunities. Journal of Business Research, 129, 961-974.

Dwivedi, Y. K., Ismagilova, E., Hughes, D. L., Carlson, J., Filieri, R., Jacobson, J., ... & Wang, Y. (2021). Setting the future of digital and social media marketing research: Perspectives and research propositions. *International Journal of Information Management*, *59*, 102168.

Dwivedi, Y. K., Kshetri, N., Hughes, L., Slade, E. L., Jeyaraj, A., Kar, A. K., ... & Wright, R. (2023). "So what if ChatGPT wrote it?" Multidisciplinary perspectives on opportunities, challenges and implications of generative conversational AI for research, practice and policy. International Journal of Information Management, 71, 102642.

Dyck, B., & Manchanda, R. V. (2021). Sustainable marketing based on virtue ethics: Addressing socio-ecological challenges facing humankind. AMS Review, 11, 115-132.

European Union Agency for Fundamental Rights. (2022). Bias in Algorithms: Artificial Intelligence and Discrimination. European Union Agency for Fundamental Rights.

Floridi, L., Cowls, J., Beltrametti, M., Chatila, R., Chazerand, P., Dignum, V., ... & Vayena, E. (2018). AI4People—an ethical framework for a good AI society: opportunities, risks, principles, and recommendations. Minds and machines, 28, 689-707.

Foxman, E. R., & Kilcoyne, P. (1993). Information technology, marketing practice, and consumer privacy: Ethical issues. Journal of Public Policy & Marketing, 12(1), 106-119.

FTC. (2010). Protecting consumer privacy in an era of rapid change–a proposed

   framework for businesses and policymakers. Journal of Privacy and

   Confidentiality, 3(1)

Fuchs, D. J. (2018). The dangers of human-like bias in machine-learning algorithms.

   Missouri S&T's Peer to Peer, *2*(1), 1.

GDPR. (2018). Europa, E. U. R. Lex: Access to European Union Law, EURLex-

   32018R0885-EN. GDPR. https://eur-lex. europa. eu/legalcontent/EN/TXT/? uri=

   uriserv: OJ.

Goldfarb, A., & Tucker, C. (2012). Privacy and innovation. Innovation policy and

   the economy, 12(1), 65-90.

Gordon, B. G. (2020). Vulnerability in research: basic ethical concepts and general

   approach to review. Ochsner Journal, 20(1), 34-38.

Greenhalgh, T., Robert, G., Macfarlane, F., Bate, P., Kyriakidou, O., & Peacock, R.

   (2005). Storylines of research in diffusion of innovation: a meta-narrative

   approach to systematic review. Social science & medicine, 61(2), 417-430.

Gwebu, K. L., Wang, J., & Wang, L. (2018). The role of corporate reputation and

   crisis response strategies in data breach management. Journal of Management

   Information Systems, 35(2), 683-714.

Grewal, D., Hulland, J., Kopalle, P. K., & Karahanna, E. (2020). The future of

   technology and marketing: A multidisciplinary perspective. Journal of the

   Academy of Marketing Science, 48, 1-8.

Hermann, E. (2022). Leveraging artificial intelligence in marketing for social good—

   An ethical perspective. Journal of Business Ethics, 179(1), 43-61.

Huang, M. H., & Rust, R. T. (2021). A strategic framework for artificial intelligence in marketing. *Journal of the Academy of Marketing Science*, *49*, 30-50

Illia, L., Colleoni, E., & Zyglidopoulos, S. (2023). Ethical implications of text generation in the age of artificial intelligence. Business Ethics, the Environment & Responsibility, 32(1), 201-210.

Isaac, A. M., & Bridewell, W. (2017). Why robots need to deceive (and how). Robot ethics, 2, 157-172.

Kaplan, A., & Haenlein, M. (2019). Siri, Siri, in my hand: Who's the fairest in the land? On the interpretations, illustrations, and implications of artificial intelligence. *Business horizons*, *62*(1), 15-25.

Kim, T., Barasz, K., & John, L. K. (2019). Why am I seeing this ad? The effect of ad transparency on ad effectiveness. Journal of Consumer Research, 45(5), 906-932.

Kuhn, T. S. (1962). The structure of scientific revolutions. Chicago: University of Chicago Press.

Kitchenham, B. A., Brereton, O. P., Budgen, D., Turner, M., Bailey, J. and Linkman, S. 2009. Systematic literature reviews in software engineering: A systematic literature review. Information and Software Technology 51, 1, 7-15

Kumar, V., Rajan, B., Venkatesan, R., & Lecinski, J. (2019). Understanding the role of artificial intelligence in personalized engagement marketing. California Management Review, 61(4), 135-155.

Lane, L. (2022). Artificial Intelligence and Human Rights: Corporate Responsibility in AI Governance Initiatives. Nordic Journal of Human Rights, 1-22.

Mariani, M. M., Perez-Vega, R., & Wirtz, J. (2022). AI in marketing, consumer research and psychology: A systematic literature review and research agenda. Psychology & Marketing, 39(4), 755-776.

Martin, K. (2019). Ethical implications and accountability of algorithms. Journal of business ethics, 160, 835-850.

Martin, K. D., & Murphy, P. E. (2017). The role of data privacy in marketing. *Journal of the Academy of Marketing Science*, *45*, 135-155.

Martin, K. D., Borah, A., & Palmatier, R. W. (2017). Data privacy: Effects on customer and firm performance. Journal of Marketing, 81(1), 36-58.

Martin, K., Shilton, K., & Smith, J. E. (2022). Business and the ethical implications of technology: Introduction to the symposium. In Business and the Ethical Implications of Technology (pp. 1-11). Cham: Springer Nature Switzerland.

Mikalef, P., Conboy, K., Lundström, J. E., & Popovič, A. (2022). Thinking responsibly about responsible AI and 'the dark side'of AI. European Journal of Information Systems, 31(3), 257-268.

Milne, G. R., & Culnan, M. J. (2004). Strategies for reducing online privacy risks: Why consumers read (or don't read) online privacy notices. Journal of interactive marketing, 18(3), 15-29.

Mittelstadt, B. D., Allo, P., Taddeo, M., Wachter, S., & Floridi, L. (2016). The ethics of algorithms: Mapping the debate. Big Data & Society, 3(2), 2053951716679679.

Mothersbaugh, D. L., Foxx, W. K., Beatty, S. E., & Wang, S. (2012). Disclosure antecedents in an online service context: The role of sensitivity of information. Journal of service research, 15(1), 76-98.

Mustak, M., Salminen, J., Plé, L., & Wirtz, J. (2021). Artificial intelligence in marketing: Topic modeling, scientometric analysis, and research agenda. Journal of Business Research, 124, 389-404.

Nissenbaum, H. (2011). A contextual approach to privacy online. *Daedalus*, *140*(4), 32-48.

Nowak, G. J., & Phelps, J. (1997). Direct marketing and the use of individual-level consumerinformation: Determining how and when "privacy" matters. Journal of Direct Marketing, 11(4), 94-108.

Paschen, J., Kietzmann, J., & Kietzmann, T. C. (2019). Artificial intelligence (AI) and its implications for market knowledge in B2B marketing. Journal of business & industrial marketing.

Paul, Sharoda A., Lichan Hong, and Ed H. Chi (2012), "Who Is Authoritative? Understanding Reputation Mechanisms in Quora," presented at the Collective Intelligence Conference, arXiv:1204. 3724.

Payiani, A. (2023, March 23) Embracing The Future: How AI Is Revolutionizing Marketing And Sales. Forbes. https://www.forbes.com/sites/forbesbusinesscouncil/2023/03/08/embracing-the-future-how-ai-is-revolutionizing-marketing-and-sales/?sh=3d0b35c7bcc2

Peloza, J., & Shang, J. (2011). How can corporate social responsibility activities

    create value for stakeholders? A systematic review. Journal of the academy of

    Marketing Science, 39, 117-135.

Querci, I., Barbarossa, C., Romani, S., & Ricotta, F. (2022). Explaining how

    algorithms work reduces consumers' concerns regarding the collection of personal

    data and promotes AI technology adoption. Psychology & Marketing, 39(10),

    1888-1901.

Rabby, F., Chimhundu, R., & Hassan, R. (2021). Artificial intelligence in digital

    marketing influences consumer behaviour: a review and theoretical foundation for

    future research. *Academy of Marketing Studies Journal*, *25*(5), 1-7

Reckmann, N. (2023, February 21) What Is Corporate Social Responsibility?

    Business News Daily. https://www.businessnewsdaily.com/4679-corporate-social-

    responsibility.html

Rosário, A. T., & Dias, J. C. (2022). Industry 4.0 and Marketing: Towards an

    Integrated Future Research Agenda. Journal of Sensor and Actuator Networks,

    11(3), 30.

Ryan, M., & Stahl, B. C. (2020). Artificial intelligence ethics guidelines for

    developers and users: clarifying their content and normative implications. Journal

    of Information, Communication and Ethics in Society.

Schamp, C., Heitmann, M., & Katzenstein, R. (2019). Consideration of ethical

    attributes along the consumer decision-making journey. Journal of the Academy

    of Marketing Science, 47, 328-348.

Schlegelmilch, B. B., & Öberseder, M. (2010). Half a century of marketing ethics: Shifting perspectives and emerging trends. Journal of Business Ethics, 93, 1-19.

Snyder, H. (2019). Literature review as a research methodology: An overview and guidelines. Journal of business research, 104, 333-339.

Solove, D. J. (2012). Introduction: Privacy self-management and the consent dilemma. Harv. L. Rev., 126, 1880.

Srinivasan, R., & Sarial-Abi, G. (2021). When algorithms fail: Consumers' responses to brand harm crises caused by algorithm errors. Journal of Marketing, 85(5), 74-91.

Stahl, B. C. (2021). Artificial intelligence for a better future: an ecosystem perspective on the ethics of AI and emerging digital technologies (p. 124). Springer Nature.

Stahl, B. C., Antoniou, J., Ryan, M., Macnish, K., & Jiya, T. (2022). Organisational responses to the ethical issues of artificial intelligence. AI & SOCIETY, 37(1), 23-37.

Sterne, Jim. Artificial Intelligence for Marketing : Practical Applications, John Wiley & Sons, Incorporated, 2017. ProQuest Ebook Central

Stewart, D. W. (2017). A comment on privacy. Journal of the academy of marketing science, 45, 156-159.

Telkamp, J. B., & Anderson, M. H. (2022). The implications of diverse human moral foundations for assessing the ethicality of Artificial Intelligence. Journal of Business Ethics, 178(4), 961-976.

Trinh, M. P., & Castillo, E. A. (2020). Practical wisdom as an adaptive algorithm for
leadership: Integrating Eastern and Western perspectives to navigate complexity
and uncertainty. Business Ethics: A European Review, 29, 45-64.

Unesco. (2023). Ethics of Artificial Intelligence. Unesco.
https://www.unesco.org/en/artificial-intelligence/recommendation-ethics

van Giffen, B., Herhausen, D., & Fahse, T. (2022). Overcoming the pitfalls and
perils of algorithms: A classification of machine learning biases and mitigation
methods. Journal of Business Research, 144, 93-106.

Von Grafenstein, M. (2018). The principle of purpose limitation in data protection
laws (p. 77). Nomos Verlagsgesellschaft mbH & Company KG.

Wang, Y., Xiong, M., & Olya, H. (2020, January). Toward an understanding of
responsible artificial intelligence practices. In Proceedings of the 53rd hawaii
international conference on system sciences (pp. 4962-4971). Hawaii International
Conference on System Sciences (HICSS).

Wertenbroch, K., Schrift, R. Y., Alba, J. W., Barasch, A., Bhattacharjee, A., Giesler,
M., ... & Zwebner, Y. (2020). Autonomy in consumer choice. Marketing letters,
31, 429-439.

Wiles, J. (2023, January 23) Beyond ChatGPT: The Future of Generative AI for
Enterprises. Gartner. https://www.gartner.com/en/articles/beyond-chatgpt-the-
future-of-generative-ai-for-
enterprises#:~:text=Gartner%20expects%3A,0%25%20of%20such%20in%20202
2.

Wirtz, J., Kunz, W. H., Hartley, N., & Tarbit, J. (2023). Corporate digital responsibility in service firms and their ecosystems. Journal of Service Research, 26(2), 173-190.

Wohlin, C. (2014, May). Guidelines for snowballing in systematic literature studies and a replication in software engineering. In *Proceedings of the 18th international conference on evaluation and assessment in software engineering* (pp. 1-10)..

Wong, G., Greenhalgh, T., Westhorp, G., Buckingham, J., & Pawson, R. (2013). RAMESES publication standards: Meta-narrative reviews. Journal of Advanced Nursing, 69(5), 987-1004.