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Editor-in-Chief Lecture: Application of Modern Marketing Research in Today's Industries

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Abstract

Traditional marketing structures have gradually eroded and their low effectiveness in today's technology-oriented businesses and industries has become less than before. Looking at today's modern marketing research in world-renowned journals, we find that the nature of the research is directly derived from data mining techniques and artificial intelligence among the multitude of data that have been used from several companies and industrial plants. Also, the solutions obtained from the main body of this research have an optimal level of accuracy (%95), which shows a tremendous improvement compared to previous traditional research. In this issue, it has been tried to publish articles whose approach was in the field of artificial intelligence marketing by using data mining to help the industry. Their research, generally using data mining science, process mining and electroencephalography, has led to the identification of consumer patterns with big data, the design of intelligent marketing patterns, and the design of products with technological promotion.

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Keywords: Modern Marketing, Pragmatic Marketing, Today's Industries, Marketing Research ;

1. Introduction

Traditional marketing strategies are often aimed at achieving short-term goals. Although direct, television, and billboard advertising can still bring new customers, in most cases, in comparison of costs versus results and measurement such as efficiency, speed, and accuracy in attracting customers, it is not comparable to the results of digital and modern marketing (Erkin & Muborak, 2022). Moreover, modern digital marketing is constantly changing. Advances in technology have affected everything from collaborating and testing ideas, researching the

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