



Contents lists available at MSRT

Journal of Advertising and Sales Management

journal homepage: www.Bumara.ir



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

Journal of Advertising and Sales Management, 2022, Vol. 3, No.4, pp. 1-3

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<https://doi.org/10.52547/JABM.3.2.8>

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Published by Persian Gulf University, Faculty of Management

Please cite this article as: Hasangholipor yasory, T., & Torabi, M. A. (2022). Application of Modern Marketing Research in Today's Industries. Journal of Advertising and Sales Management, 3(4), 1-3.

<http://dx.doi.org/10.1016/j.cviu.2017.00.000>

Article Type: Research Paper

Received: 20/12/2022

Received in revised form: 21/12/2022

Published online: 22/12/2022



competition, and deploying paid campaigns to harnessing the power and massive user base of search engines and social media for use in AI analytics and Deep learning of computers to provide the best marketing strategy in the target market (Zhamoliddin O'g'li, 2022). In this market full of actors, where customers have different needs and the oceans are changing rapidly, modern marketing research is emerging as a strategic perspective in businesses, which has become a serious and complex discipline in itself, because understanding the needs And customer preferences help businesses make informed and effective marketing decisions (Daga, 2022).

Today's marketing research includes a wide range of market research and has undergone modern technologies that have affected customers and products (Sarvinoz & Asadbek, 2022). Previous research included brand research, competitor analysis, customer segmentation research, new product development, usability testing, and consumer behavior analysis (Muhammedrisaevna & Sadikovna, 2022). Over time and with the growth of social networks, products became the nature of information technology and the nature of marketing research also changed from the instrumental approach of questionnaires and interviews to big data and data mining. Data mining created an opportunity so that the fully used data of the market and industry is available to the researchers of artificial intelligence and data science so that they can provide the basis for the production of the best marketing strategies by combining different and optimal algorithms of artificial intelligence. Table1 shows the difference between traditional marketing research and modern marketing.

Table 1. The difference between traditional marketing research and modern marketing research (Han et al., 2022).

The type of marketing	the type of approach	Tools	the accuracy and precision of the results
Traditional marketing of brand research	Traditional marketing of brand research, competitor analysis, customer segmentation research, new product development, usability testing and questionnaire consumer behavior analysis	Questionnaire Interview	Between %40 and %80
Modern marketing	Consumer Pattern Identification With Big Data, Intelligent Marketing Pattern Design, Product Design With Data Mining Technological Promotion	Data Mining Process Mining Electroencephalography	Above %95

Looking at the best magazines in the field of marketing and advertising, it is clear that the approach of these publications has changed its direction towards modern technological research because the application of marketing research is considered more important than ever for today's highly competitive industries, so with this point of view And the motivation of this journal's scientific contribution to the modern industries of the country, the approach of the journal of advertising and sales management has moved towards marketing research, brand and modern advertising, and in the current issue, it has been tried to publish articles that cover the modern approach of marketing research.

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Tahmores Hasangholipor yasory, Full Professor, University of Tehran. He has more than 30 years of teaching experience in Tehran University, Iran, and has also published more than 200 articles in prestigious international journals. His interest is in marketing research and he is recognized as one of the top ten Iranian professors in the field of business management.



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