

Emerging Research Trends in Digital Marketing

October 27, 2021



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Professor of marketing and Innovation
University of Manouba- Tunisia

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27th - 29th October 2021

International Conference on

Digital Marketing Experiences -

∞ DIGIXMAR 2021

A dark blue rectangular banner featuring a photograph of a person's hands holding a smartphone. Overlaid on the image are several text elements: 'Sponsored by' at the top left, followed by the 'JGI JAIN CMS BUSINESS SCHOOL DEemed-to-be UNIVERSITY' logo. In the center, the dates '27th - 29th October 2021' are written in orange. Below the dates, the text 'International Conference on' is followed by the large, bold title 'Digital Marketing Experiences -'. At the bottom, there is a stylized infinity symbol followed by 'DIGIXMAR 2021'.



École Supérieure d'Économie Numérique

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LA PREMIERE ÉCOLE SPÉCIALISÉE EN BUSINESS
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Rim Jallouli

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- ✓ Professor of Marketing and Innovation
- ✓ Former Dean of the Higher School of Digital Economy (ESEN) at the University of Manouba , Tunisia
- ✓ Founding and current President of the Tunisian Association of Digital Economy (ATEN), since 2013
- ✓ Founding co-Chair of the annual International Conference on Digital Economy (ICDEc) since 2016
- ✓ Visiting and Guest Professor & Speaker



Rim Jallouli

rimjellouli@gmail.com

- ✓ Author of several conference and journal papers in the field of innovation, digital marketing, CRM success factors, marketing analytics and virtual communities.
- ✓ Co-Editor of 6 books (including 1 IEEE proceedings and 4 springer LNBIP books) in the field of Digital Economy, emerging technologies and business innovation.
- ✓ Guest editor of several Journal special issues (JTDE, JEIM)

Main sections

1- Emerging technologies (ET)



Emerging
Research
Trends
in Digital
Marketing

2- ET and Business Innovation



3-Digital Marketing : Subfields
and related technologies



4- Trends in Digital Marketing



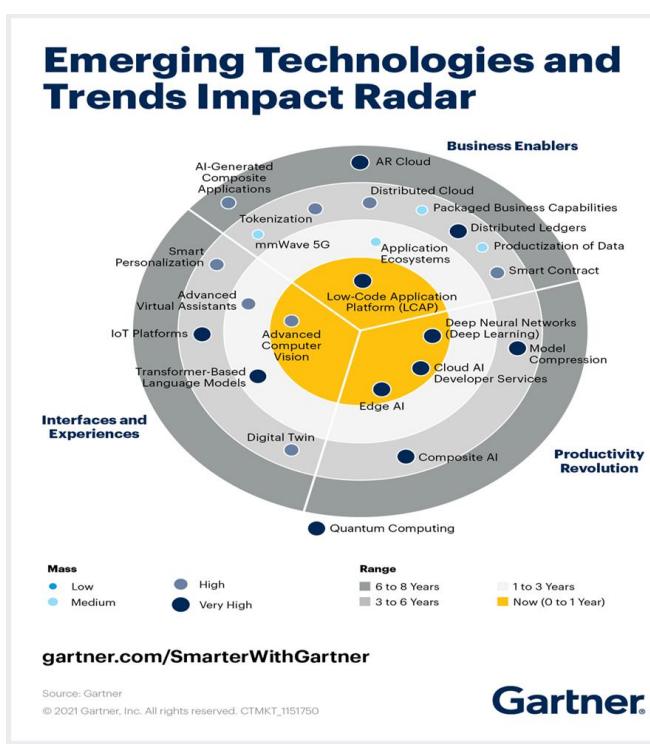
5- Research trends in Digital Marketing



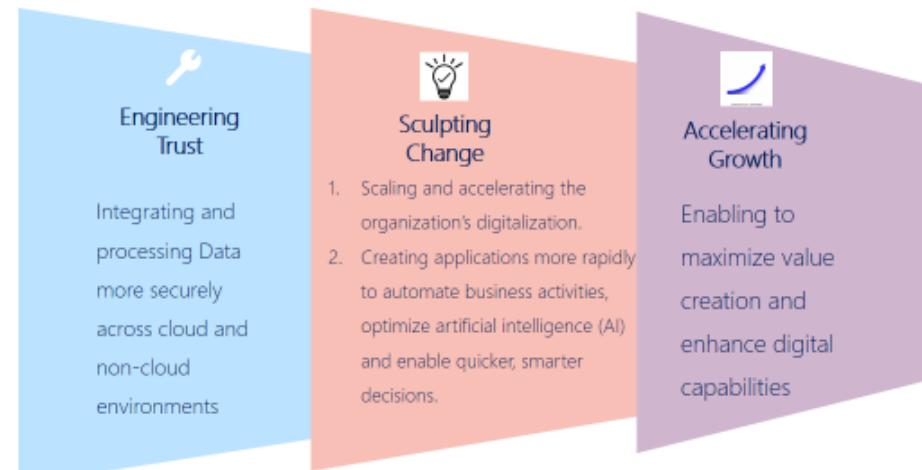
6- Main Conclusions and
opportunities



1- Emerging technologies (ET)



12 Technology trends - 3 Themes



Top ten technologies ? 2019- 2022

2019

1. IoT
2. AI
3. 5G
4. Serverless Computing
5. Blockchain
6. Robotics
7. Biometrics
8. 3D Printing
9. Virtual Reality/Augmented Reality
10. Drones

2020

1. AI
2. 5G
3. IoT
4. Serverless Computing
5. Biometrics
6. Augmented Reality/Virtual Reality
7. Blockchain
8. Robotics
9. Natural Language Processing
10. Quantum Computing



Top 10 emerging technologies for 2020

1. **AI** claimed the top spot on the list. Artificial intelligence refers to programmed algorithms that automatically parse and apply knowledge. it includes security and sales applications for businesses.
2. **5G** offers improvements over 4G, such as low latency, intelligent power consumption and high device density. 5G will make augmented reality, smart cities and connected vehicles possible.
3. **IoT** combines information from connected devices and allows for analytics of systems.
4. **Serverless Computing** or Function as a Service (FaaS), allows companies to build applications that scale in real time so that they can respond to demand that can change instantly depending on orders of magnitude.
5. **Biometrics:** Security will be improved by biometrics by allowing people and devices to authenticate and move seamlessly through the world.

Top 10 emerging technologies for 2020

- 6. Augmented Reality/Virtual Reality:** AR and VR transform how people engage with machines, data and each other. The enterprise is using mixed reality, AI and sensor technologies to enhance execution flexibility, operational efficiency and individual productivity.
- 7. Blockchain:** Blockchain manages data and supply chain challenges providing security and network accessibility.
- 8. Robotics:** Robotics are shifting from industrial use to service delivery and are impacting home and businesses, both physically and virtually.
- 9. Natural Language Processing:** NLP is a field of AI that enables computers to analyze and understand human language.
- 10. Quantum Computing:** It is the key to leveraging machine learning and the power of AI.

4 IMPACTFUL TECHNOLOGIES FROM THE GARTNER EMERGING TECHNOLOGIES AND TRENDS IMPACT RADAR FOR 2021

THURSDAY, JANUARY 21, 2021



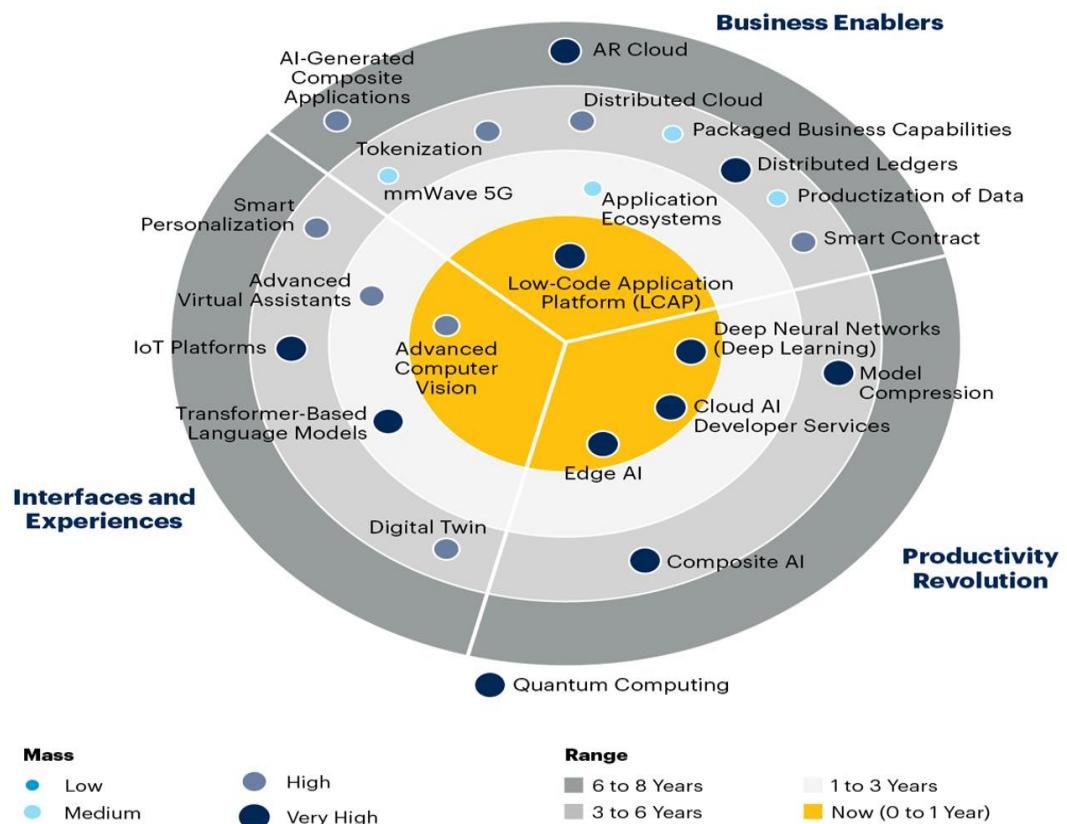
MY LIST

SHARE



Quantum Computing
Enables computers to achieve unprecedented levels of performance
Quantum computers are incredibly fast and effective. They can perform calculations in a few seconds for which today's supercomputers would need decades or even millennia

Emerging Technologies and Trends Impact Radar



gartner.com/SmarterWithGartner

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Gartner[®]

Composite AI

The “combination of different AI techniques (Machine learning, deep learning, NLP, optimization..) to achieve the best result”

Quantum Computing – AI

Quantum computers will take artificial intelligences (AI) a big step forward. These could safely and reliably take over tasks such as data evaluation or forecasting.

AI – VR

There is a whole new level of virtual assistance on the way called advanced virtual assistants, which are capable of functioning as virtual billing agents, virtual AI/VR agents or even virtual driver/car agents.

The impact will be substantial in industries, organizations and consumer interactions.

Natural language processing (NLP)

refers to the branch of computer science and more specifically, the branch of artificial intelligence or AI concerned with giving computers the ability to understand text and spoken words in much the same way human beings can

2- ET and Business Innovation

Emerging technologies provide a strategic roadmap to firm differentiation over the next three to five years.



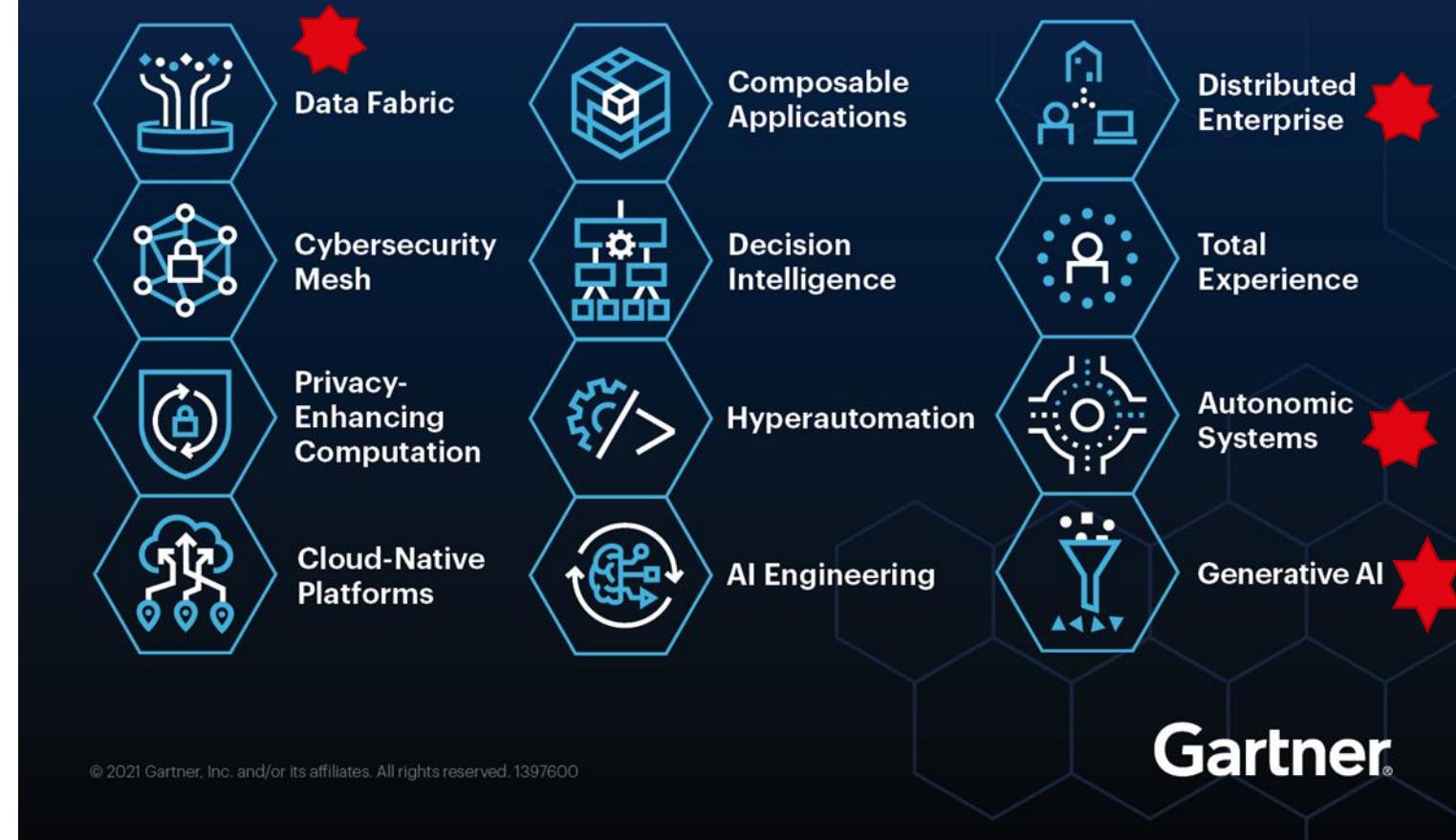
<https://www.gartner.com/en/information-technology/insights/top-technology-trends>

Gartner Top Strategic Technology Trends for 2021

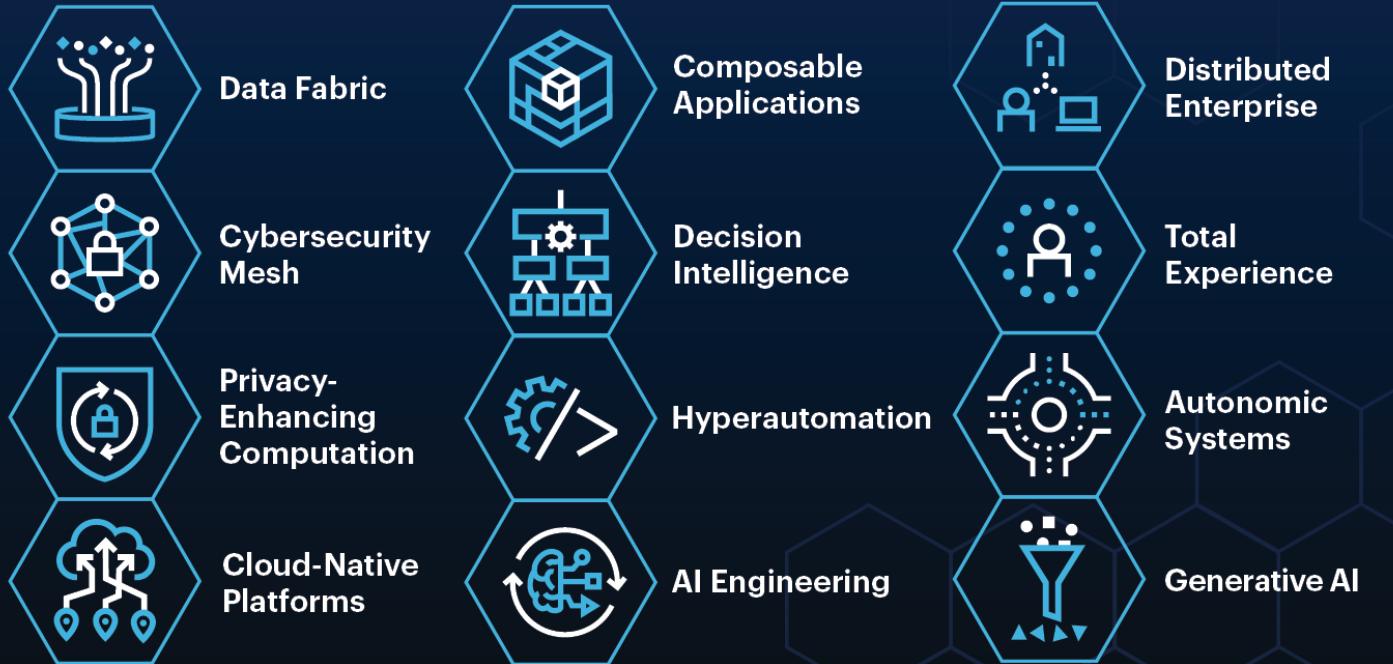
People centricity	Location independence	Resilient delivery
		
Internet of Behaviors	Distributed cloud	Intelligent composable business
		
Total experience strategy	Anywhere operations	AI engineering
		
Privacy-enhancing computing	Cybersecurity mesh	Hyperautomation

Combinatorial innovation

Top Strategic Technology Trends for 2022



Top Strategic Technology Trends for 2022



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Generative AI?

Generative AI enables using existing content like text, audio files, or images to create new plausible content. It allows machines to abstract the underlying pattern related to the input, and then use that to generate similar content.

Think of data fabric as a self driving car (Gartner.com)

Consider two scenarios. In the first, the driver is active and paying full attention to the route, and the car's autonomous element has minimum or no intervention. In the second, the driver is slightly lazy and loses focus, and the car immediately switches to a semi-autonomous mode and makes the necessary course corrections.

Both scenarios sum up how data fabric works. It monitors the data pipelines as a passive observer at first and starts suggesting alternatives that are far more productive. When both the data “driver” and the machine-learning are comfortable with **repeated scenarios**, they complement each other by **automating improvisational tasks** (that consume too many manual hours), **while leaving the leadership free to focus on innovation.**

2022 Trends

12 Technology trends - 3 strategic orientations



Engineering Trust

Integrating and processing Data more securely across cloud and non-cloud environments



Sculpting Change

1. Scaling and accelerating the organization's digitalization.
2. Creating applications more rapidly to automate business activities, optimize artificial intelligence (AI) and enable quicker, smarter decisions.



Accelerating Growth

Enabling to maximize value creation and enhance digital capabilities

Emerging technologies and Business Innovation (All Fields/ Contexts)

Banking : Fin Tech,
Cryptocurrency, Blockchain
Technologies, Text mining,
visualisation

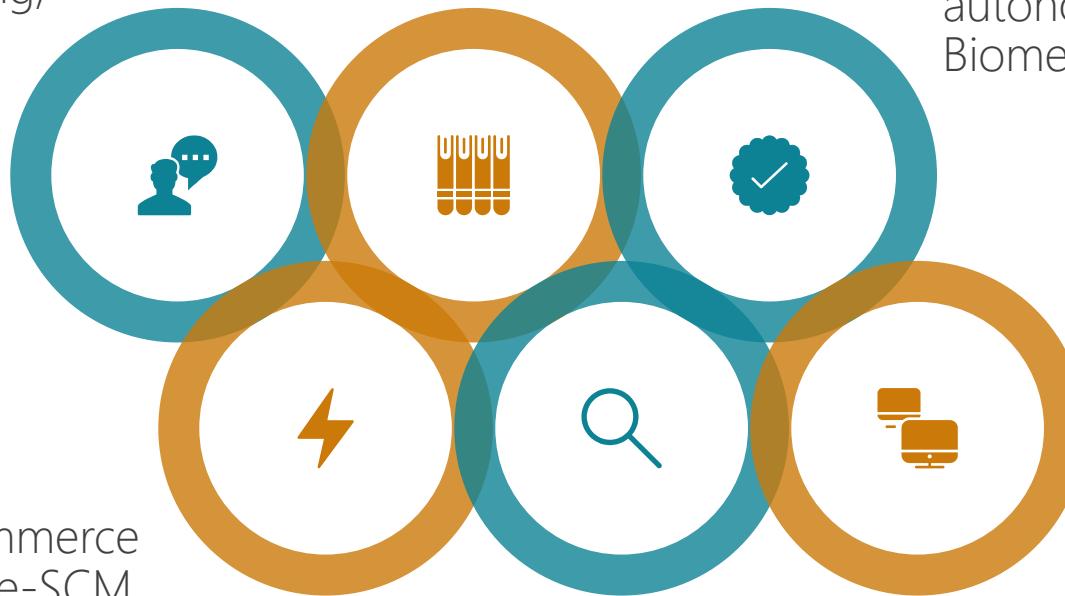
Agriculture : IoT, AI,
Autonomous systems,

Airlines: E-commerce
technologies, e-SCM,
Distributed enterprise,
IoT, Platforms

Tourism: Platform, Data Fabrics,
Recommender Systems, text
mining, sentiment analysis

Industry : Robotics,
optimization tools, IoT
Hyper automation,
autonomous systems ,
Biometrics

E-health : AI, data
analytics, IoT, decision
intelligence , AR/ VR,
Robotics



E-learning: Learning
Platforms, Cloud
technologies, Cybersecurity

Emerging technologies and Business Innovation (All functions, departments)

Finance : Digital assets, crypto currency, Blockchain Technologies, Sentiment analysis, Text mining, visualisation .

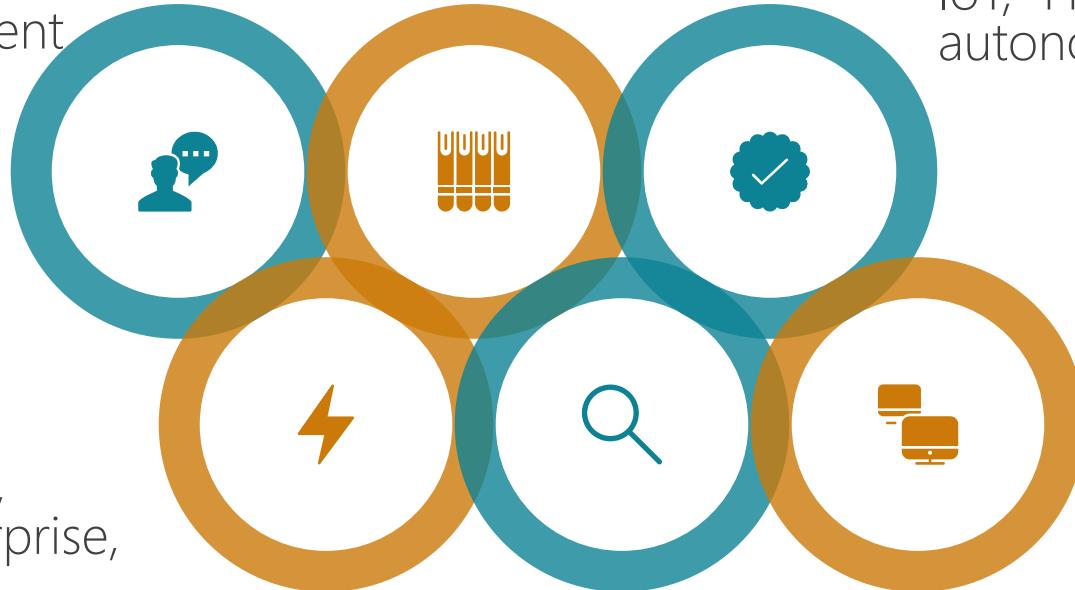
HR: Platform, Professional Networks, Recommender Systems

Production/ factory: Robotics, optimization tools, IoT, Hyper automation, autonomous systems

Logistics: e-SCM, Distributed enterprise, IoT, Platforms

Research and Development: Open Innovation, Collaborative Platforms, Cloud technologies, Cyber security

Marketing : E-commerce technologies, SEO, Recommender systems, Social media data analytics, IoT, total experience, decision intelligence , AR/ VR



<https://www.aten.tn/ICDEc2022>



The International Conference on Digital Economy
Emerging Technologies and Business Innovation



Emerging Technologies



Business innovation



7th International Conference on Digital Economy
May 9th-11th, 2022 Bucharest, Romania

IMPORTANT DATES

Deadline for paper submission

January 9th, 2022

Notification of acceptance and reviewing report

March 27th, 2022

Deadline for final version submission

April 10th, 2022

Deadline for early birds registration

April 26th, 2022

Deadline for late registration

May 17th, 2022

Conference date

May 9th-11th, 2022

SUBMISSION

Researchers are invited to submit scientific papers related to emerging technologies and business innovation. Submitted papers are selected based on their originality, relevance to the conference topics and technical soundness, based on a double blind peer-reviewing process. Authors' names and affiliations should be deleted from the submitted version. Self-references should be in the third person. At least, one of the authors of an accepted submission should attend the conference to present the contribution. Papers should be submitted in PDF format through the Conference Management System.

CALL FOR PAPERS

The 7th International Conference on Digital Economy (ICDEc) will be held in Bucharest (Romania) from May 9th to 11th 2022.

This conference aims to respond to the requirement of a multi-sectorial approach when studying the digital transformation process. The targeted audience of ICDEc 2022 mainly consists of (but not limited to) researchers and practitioners in the following domains: Data science and analytics, Digital transformation, Digital Business models, Digital Marketing, Digital assets, Blockchain Technology and Internet of Things.

Types of contributions

Full papers (up to 14 pages), Short papers (up to 6 pages), Demo/case study papers (up to 6 pages), Special session proposals.

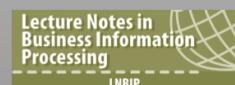
Topics

Emerging technologies: Artificial intelligence, Web Intelligence, Data Science, Information Systems, Knowledge Discovery, Intelligent Agent Systems, Cyber-security, Uncertainty management, Cognitive analytics, Blockchain, Cloud, Deep learning, Recommender systems, IoT, etc.

Business innovation: Digital transformation, Digital Business, Digital Business models, E-Governance, E-Commerce, Data analytics capabilities, Digital Marketing, E-Finance, E-Learning and Cloud Education, E-Health, Competitive intelligence, Social media strategies, Online communication, etc.

Publication

All accepted and presented contributions will be submitted for inclusion in a Springer LNBIP volume. Annual conference proceedings of ICDEc from 2017 to 2020 are already available in the digital library of Springer. Selected papers are recommended to be considered in special or regular issues of partner journals.



Journal of Telecommunications and the Digital Economy & the International Conference on Digital Economy



Journal of Telecommunications & the Digital Economy



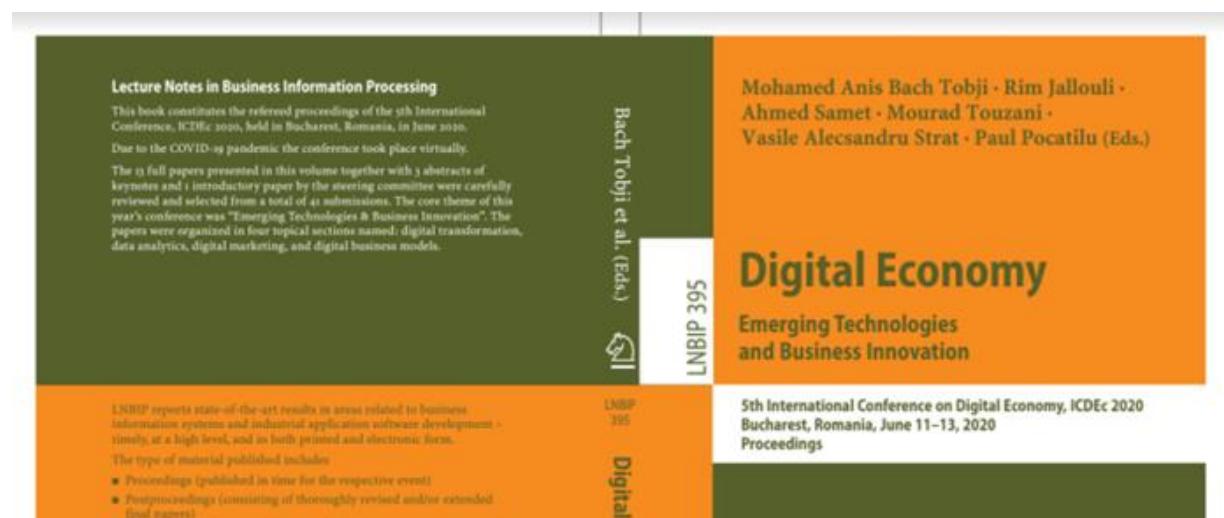
Call for Papers

Special Issue on Digital Technologies and Innovation

Paper Publication Opportunity

All participants of ICDEc 2021 and all members of the ICDEc community are invited to submit papers to the *Journal of Telecommunications and the Digital Economy* for a special issue on Digital Technologies and Innovation. The *Journal* is indexed by Scopus and rated Q2 by the SCImago Journal Rank.

This special issue is edited in collaboration with the chairs of the sixth edition of the International Conference on Digital Economy: *Emerging Technologies and Business Innovation* (ICDEc 2021, July 15-17, 2021, Tallin, Estonia). The editors invite the community of researchers from Computer Science and Management fields to submit papers that discuss



3- Digital Marketing : Subfields and related technologies

Publications

2020

An Enriched Framework for CRM Success Factors Outlining Data Analytics Capabilities' Dimension A Case Study from the Retail Industry

Roula Jabado¹(✉)  and Rim Jallouli² 

¹ School of Business, Lebanese International University, Beirut, Lebanon
roula.jabado@liu.edu.lb

² Higher School of Digital Economy, University of Manouba, Manouba, Tunisia
rimjallouli@esen-manouba.org

Abstract. The evolution of Big Data has been attracting many researchers who emphasized on the growing role of data analytics capabilities (DAC) in enhancing marketing decisions within enterprises. Although various hypothesis and theo-



2020

Clustering of Social Media Data and Marketing Decisions

Teissir Benslama^(✉) and Rim Jallouli

University of Manouba, Manouba, Tunisia

teissirbenslama@yahoo.fr, rimjallouli@esen-manouba.org

Abstract. The technological revolution and the appearance of Social Media have made it possible to generate large volumes of heterogeneous data called Big Data. Today, Big Data Analytics plays a very important role for businesses in making marketing decisions. Social Media Data represents a large part of Big Data and are characterized by complex and unstructured formats, which makes their analysis a difficult task. The challenge for researchers and decision-makers is to find a path to facilitate the analysis of these huge data in order to extract relevant information.

2019

Social Networks and Societal Strategic Orientation in the Hotel Sector: Netnographic Study

Hasna Koubaa and Rim Jallouli^(✉)

University of Manouba, Manouba, Tunisia
hasnaelleuch@yahoo.fr, rimjallouli@esen-manouba.org

Abstract. In the marketing literature of sustainable tourism, a debate is emerging around the perception of guests and their behavior regarding the sustainable aspects of a hotel. Clients leave electronic traces in all travel-related activities, providing comments on community websites or through online surveys. Hence,

Activier Windows
Accédez aux paramètres p

2019

Overview of E-commerce Technologies, Data Analysis Capabilities and Marketing Knowledge

Safa Kaabi^(✉) and Rim Jallouli

Higher School of Digital Economy, University of Manouba, Manouba, Tunisia
safa.kaabi@esen.uma.tn, rimjallouli@esen-manouba.org

Abstract. The E-commerce trends are showing a growing rate in the last decade for both B to B and B to C trade. The e-commerce technologies enable firms to collect a huge amount of data regarding the profile of consumers, the habits of consumption, the frequency and amounts of purchases, the payment details, the level of satisfaction and also the intention to repurchase the product or equivalent



Activer Windows
Accédez aux paramètres

Working Paper - 2022

Emerging Technologies and Marketing Strategies A Bibliographic Analysis

Rim Jallouli, Safa Kaabi
ESEN, University of Manouba, Tunisia
rimjallouli@esen-manouba.org, saf.a.kaabi@esen.uma.tn

Abstract. Machine learning, IOT, Blockchain, cryptocurrency, augmented reality are technologies that are helping managers to collect relevant data and orient strategic and tactical marketing decisions. The aim of this research is to present a systematic literature review of journal papers published by Elsevier, IEEE, Emerald and Springer from 2018 to July 2021, and studying one or more e-commerce technologies with marketing decisions. Five marketing strategies are studied in this paper: 1/ Segmentation, targeting and positioning 2/ Product and service Strategy 3/ Price strategy 4/Distribution strategy and 5/ communication strategy

This research consists in a content analysis of keywords, titles and abstracts of research papers published from 2018 to 2021 and mentioning “e-commerce technologies” and “marketing” as

Activ

2021

Virtual Communities and Wellbeing:

A systematic Literature Review and Recommendations for Future Research

Zeineb Ayachi [0000-0003-4436-7827] and Rim Jallouli²[0000-0002-2179-3316]

Higher School of Digital Economy (ESEN), University of Manouba, Tunisia

zeineb.ayachi@esen.tn

rimjallouli@esen.tn

2021

Comparative study on topic modeling techniques: Application to a marketing scientific papers' corpus

Malek Chebil, Rim Jallouli,
Mohamed Anis Bach Tobji and Chiheb Eddine Ben Ncir

Abstract

In recent years, the number of published scientific papers has increased at exponential rates. The huge amount of text in scientific papers is flowing relevant information that can lead to significant opportunities for various industries and organizations. Researchers and marketers need to analyse published papers to access to relevant information. Their chal-



Previous editions:

- ✓ ICDEc 2019 (<http://www.aten.tn/ICDEc2019>)
- ✓ ICDEc 2018 (<http://www.aten.tn/ICDEc2018>)
- ✓ ICDEc 2017 (<http://www.aten.tn/ICDEc2017>)
- ✓ ICDEc 2016 (<http://www.aten.tn/ICDEc2016>)

Previous Proceeding:



ICDEc 2020



ICDEc 2019



ICDEc 2018

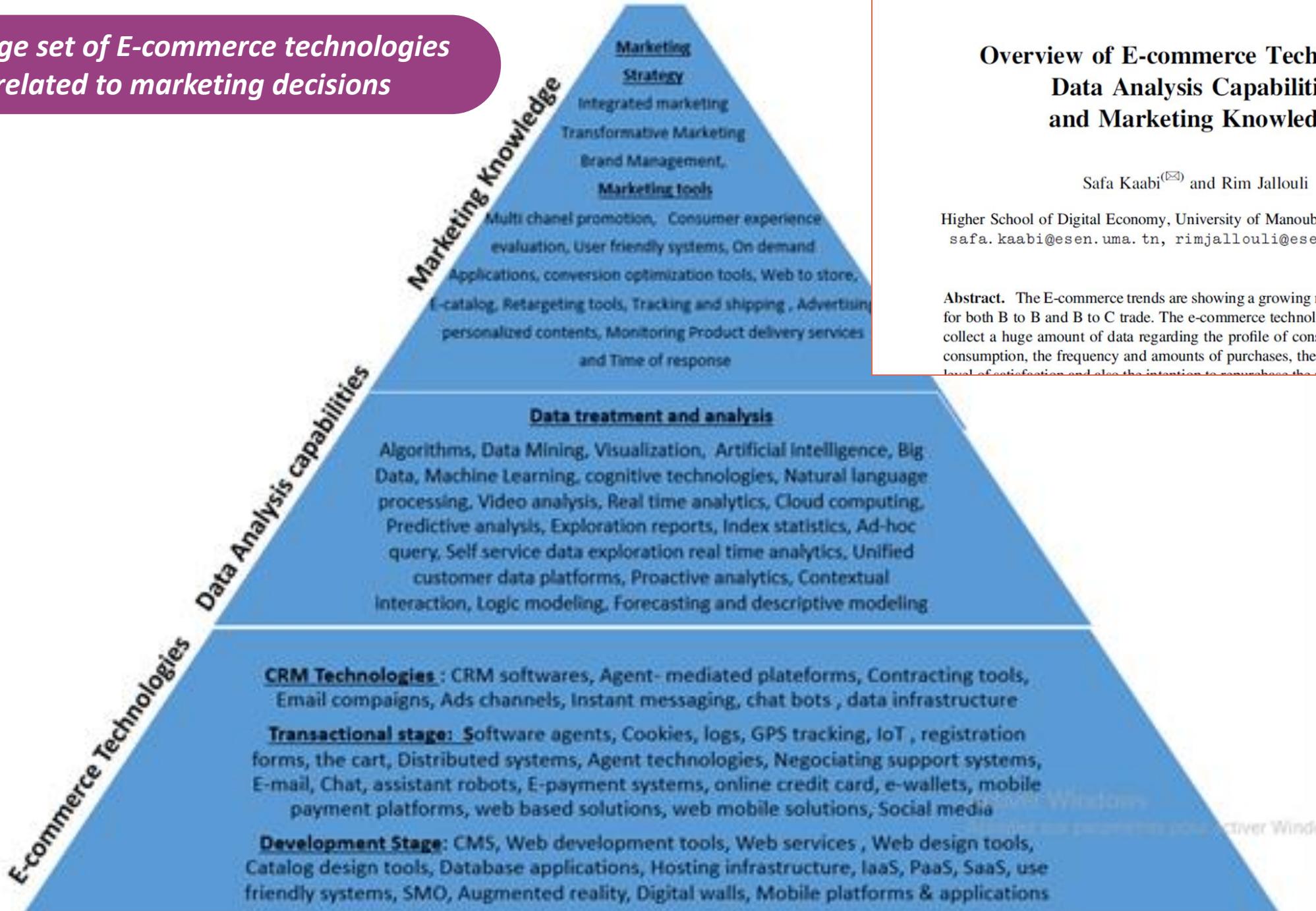


ICDEc 2017



ICDEc 2016

A large set of E-commerce technologies related to marketing decisions



Overview of E-commerce Technologies, Data Analysis Capabilities and Marketing Knowledge

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Accédez aux paramètres

Classification of E-commerce technologies related to digital marketing

1

The website development and promotion

CMS, Web development tools, Web services , Web design tools, Catalog design tools, **Database applications**, Hosting infrastructure, IaaS, PaaS, SaaS, user friendly systems, Augmented reality, Digital walls, **Mobile platforms & applications**

2

Transactional process

Software agents, Cookies, logs, GPS tracking, **IoT** , registration forms, Distributed systems, Agent technologies, Negotiating support systems, E-mail, Chat, assistant robots, E-payment systems, online credit card, e-wallets, mobile payment platforms, web based solutions, web mobile solutions, **Social media**

3

Customer Relationship Management CRM

CRM softwares, Agent- mediated platform, Contracting tools, Email campaigns, Ads channels, Instant messaging, chat bots , **data infrastructure**

Source: Kaabi and Jallouli (2019)

4- Trends of Digital Marketing

1. **Marketing analytics**, Big data analytics, Social media data Analytics (STP strategies, Profiling, clustering techniques)
2. **Mobile platforms** providing a large set of localization and communication services (STP strategies, communication, community management, generative AI, user experience, netnographic studies)
3. **CRM** integrated with data analytics and unified platforms (Integrated data bases, real time data analysis, distributed enterprise, recommender systems , AI, STP strategies, Communication strategies)
4. **Cloud computing** with a high impact on the pricing strategies (IT services)
5. **Search marketing** : SEO, SEA (STP strategies, Communication)

7 An Enriched Conceptual Model for Successful CRM Based on Case Study Results

2020

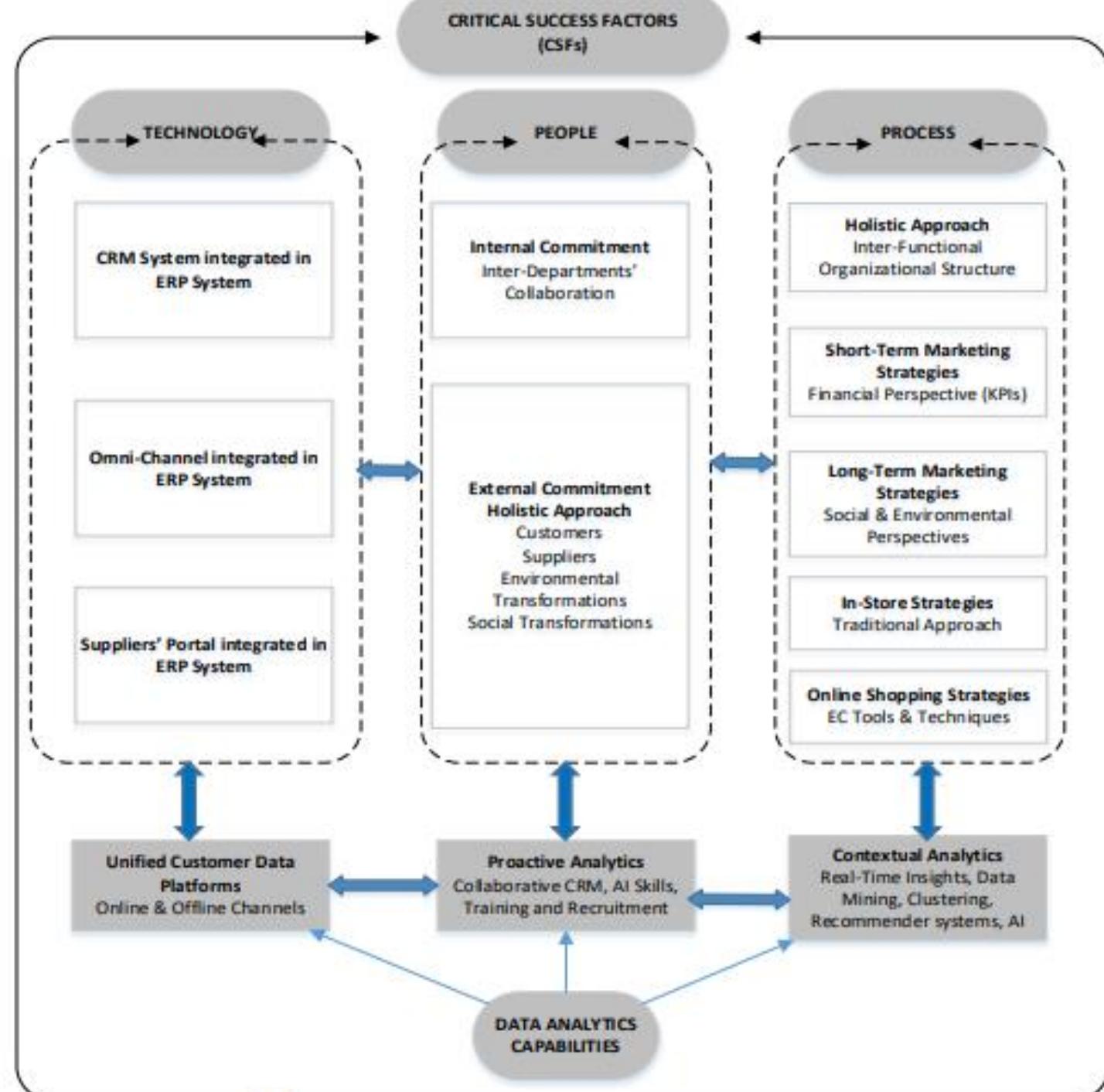
An Enriched Framework for CRM Success Factors Outlining Data Analytics Capabilities' Dimension A Case Study from the Retail Industry

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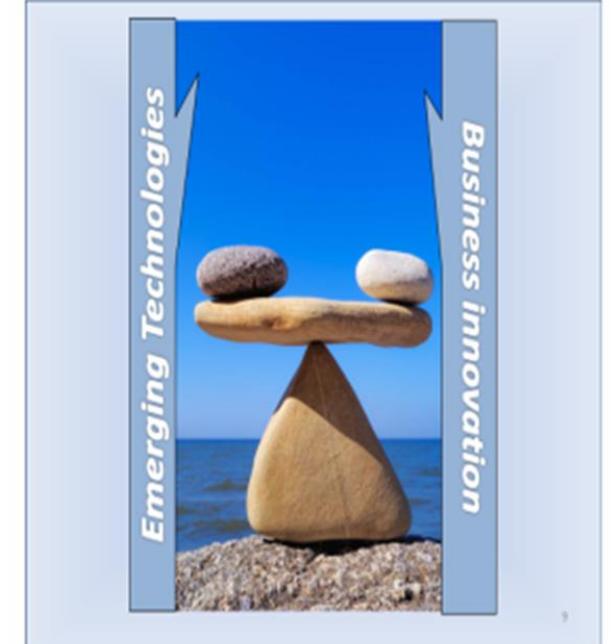
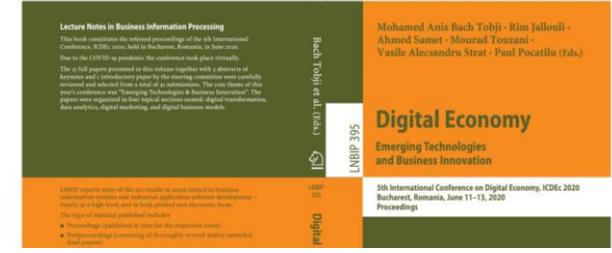
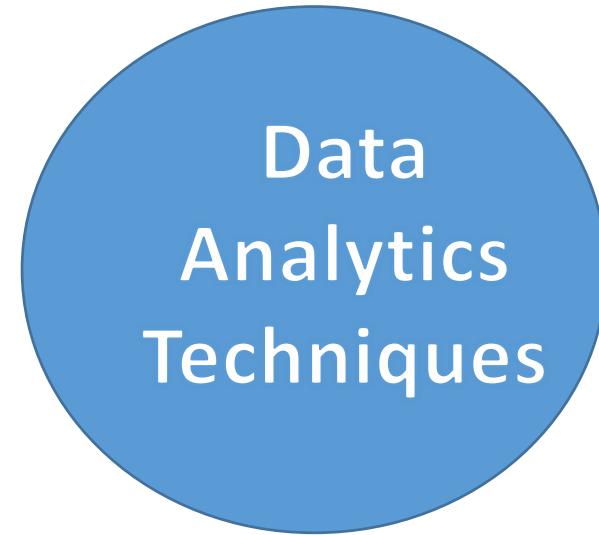
- The e-commerce technologies enable firms to collect **a huge amount of data** (consumer profiles, the habits of consumption, the frequency and amounts of purchases, the payment details, the level of satisfaction and also the intention to repurchase the product or equivalent products in the future)
- The problem that faces SME is the lack of **customer information analysis capabilities** that treat the large, heterogeneous and volatile aspects of the data collected with emerging technologies.

**4- A large set of Marketing Analytics
Techniques (Data Science field)**

Algorithms, Data Mining, Visualization, Artificial intelligence, Big Data, Machine Learning, cognitive technologies, Natural language processing, Video analysis, Real time analytics, Cloud computing, Predictive analysis, Exploration reports, Index statistics, Ad-hoc query, Self service data exploration real time analytics, Unified customer data platforms, Proactive analytics, Contextual interaction, Logic modeling, Forecasting and descriptive modeling

Marketing Analytic Skills

- Universities , Curriculum
- Experts, Consultants
- Researchers



5- Research trends in Digital Marketing

Occurrences of Digital Marketing Strategies (127 papers)

Marketing strategies	Frequency
Segmentation, Targeting and Positioning strategies (STP)	114
Product, service and Brand strategy	67
Pricing strategy	7
Communication and influence strategy	37
Channel and logistics strategy	109

Preview
Working paper
results (2022)

Emerging Technologies and Marketing Strategies
A Bibliographic Analysis

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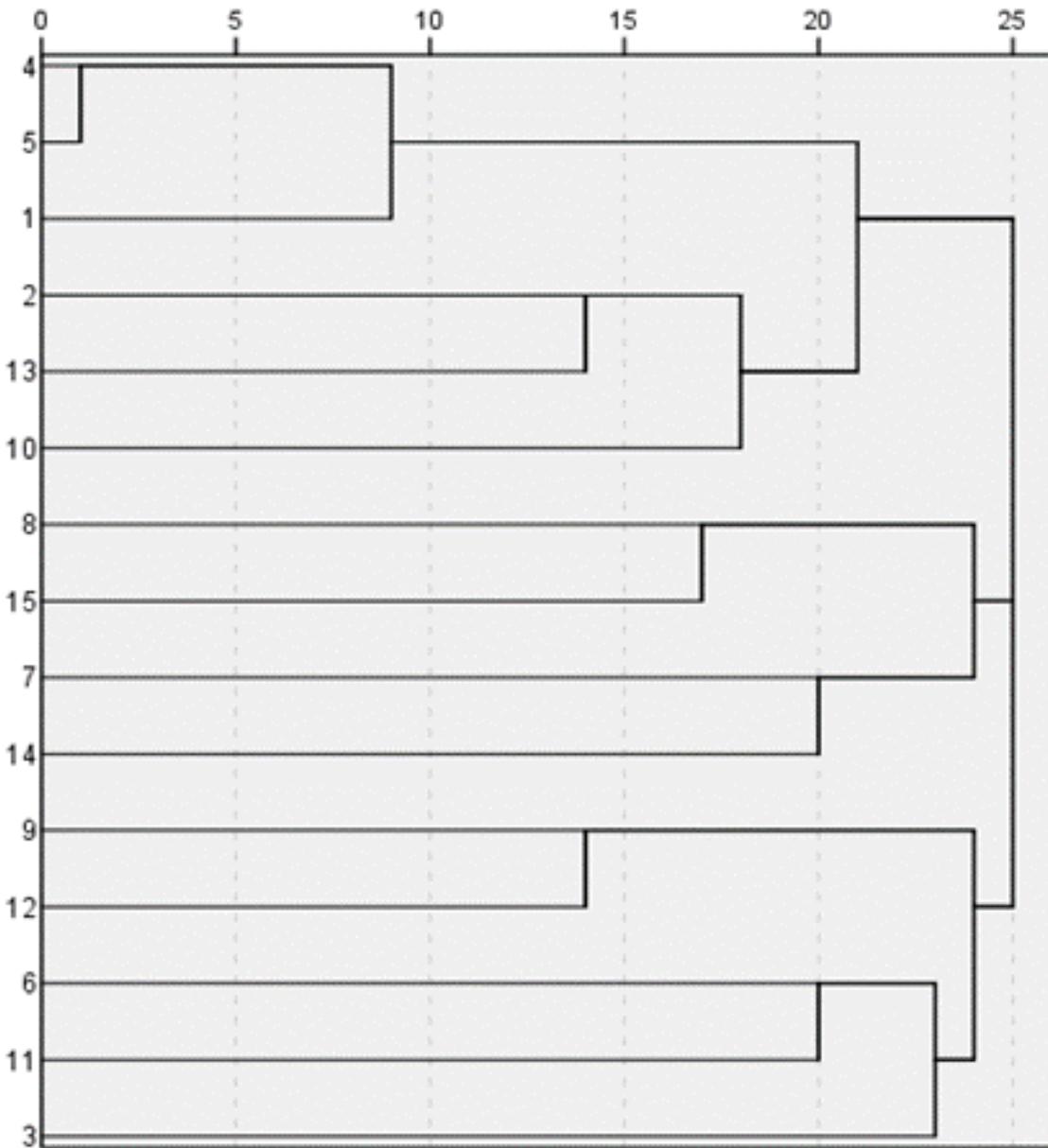
Systematic Literature Review Keywords :
Marketing and E-commerce Technologies
(2018-2020)

Bibliographic Analysis (2018-2020): E-commerce technologies related to Marketing Strategies

E-commerce technologies related to Marketing Strategies	Frequency	Related terms as cited in the corpus (papers' numbers)
CLOUD	5	Cloud (14, 21, 23, 104, 111)
BLOCKCHAIN	7	Blockchain (14, 21, 27, 23, 104, 111), bitcoin (141)
IoT	12	IOT (14, 25, 27, 42, 46, 62, 84, 87, 89, 100, 132, 145), industry 4.0 (100) because it was cited with IOT
MOBILE TECHNOLOGY	9	Mobile computing, mobile commerce, mobile devices, mobile services, mobile apps (19, 43, 48, 81, 91, 104, 111, 118) / Mobile payment (117)
ICT (Information and communication Technologies)	21	ICT(12, 16, 24, 29, 35, 74, 39) , Ecommerce (36) IT (62, 64, 65, 71, 83, 99) , Information systems (137), Fin tech (37), virtual reality (16) Telecommunication: fiber channel 66, 78 network optimisation, New generation Networks (NGN 86), machine to machine communication 89
SECURITY	13	Electronic Signature 22, trust 65, 74, two factors authentication 27, 72, 82, 87, secure system 75, 94, encryption 89, ecommerce vulnerability 78, computer security 96, 28
PLATFORMS	17	Social networks (11, 95, 93), Ecommerce platform (2, 3, 37, 41, 21, 34, 114) third party websites (67) social information systems (117) dual purposed information systems 137 Third-party payment (51) Multi sided platform 120, 126, 138
AI	13	Mobile agent (15) Neuronal Networks (58, 102) Reinforcement learning (chatbot93), AI (46, 72, 77) MAS (20) deep learning and recommender systems 90, 92 Agent – based (106, 115)+ deep learning, prediction algo, training, machine learning 83
Data analytics	11	Machine Learning + big data 27, 47, 58 Business Intelligence (BI) 28, Big Data 57, 94 / Big Data analytics 18, 27, 62, 71 data mining and recommender systems 43, 95 Big data avec decision support sys , Data visualization 77 Multiple-Criteria Decision-Making + cluster analysis 70;
Decision support	7	Recommender systems and Decision making 60, /Decision support systems 26, 34, 42, 60, 70, 76 Dec. making 21,

Dendrogramme utilisant la Distance de centroïde

Distance redimensionnée cluster combiné



Composite AI

The "combination of different AI techniques (Machine learning, deep learning, NLP, optimization..) to achieve the best result"

Quantum Computing – AI

Quantum computers will take artificial intelligences (AI) a big step forward. These could safely and reliably take over tasks such as data evaluation, forecasting.

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Marketing Analytics Skills

- Universities , Curriculum
- Experts, Consultants
- Researchers

Marketing strategies

Data Analytics Techniques

Quantum Computing

Enables computers to achieve unprecedented levels of performance. Quantum computers are incredibly fast and effective. They can perform calculations in a few seconds for which today's supercomputers would need decades or even millennia.

5- Main Conclusions and Research Opportunities

1. Emerging technologies are changing every year – The importance of a continuous updating of knowledge from Digital Marketing researchers and experts (The difficulty/ The challenge/ Opportunity)

Clustering of Social Media Data and Marketing Decisions

2020

Teissir Benslama^(✉) and Rim Jallouli

University of Manouba, Manouba, Tunisia
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Table 4. Classification of type of analysis used in the 20 studied articles: an article can belong to several categories.

Type of analysis/method	Frequency
Sentiment analysis	4
Content analysis	3
Text mining analysis	2
Algorithmic analysis	2
Classification analysis	1
Descriptive statistical analysis	1
Algorithmic analysis	1
Multi-dimensional scaling	1
Automated persona generation	1
Communications privacy management	1
Sequential analytical model	1
Data processing	1
Novel big data analytical approach	1
Combined analysis model (behavioral/geographical)	1
Hidden Markov model	1
The DeGroot opinion update model	1

2- A lack of digital marketing research dealing with a specific and separate technology (in depth), so it is a research opportunity in the next 3 years. This needs **additional technological skills and a tight collaboration with Data scientists, engineers or researchers in the Computer Science field.**

2021

Comparative study on topic modeling techniques: Application to a marketing scientific papers' corpus

Malek Chebil, Rim Jallouli,
Mohamed Anis Bach Tobji and Chiheb Eddine Ben Ncir

Abstract

In recent years, the number of published scientific papers has increased at exponential rates. The huge amount of text in scientific papers is flowing relevant information that can lead to significant opportunities for various industries and organizations. Researchers and marketers need to analyse published papers to access to relevant information. Their chal-

Example of results : A scientific contribution related to a focused text mining tool in the context of marketing

Table 7: Comparison of topic models to the results in the paper (Benslama and Jallouli, 2020)

Benslama and Jallouli (16 Topics)	CTM (10 topics)	LDA (12 topics)	LSA (10 topics)	Remarks
Travel	big_data and travel	travel_behavior	travel_behavior	-
Consumer perception and behavior	-	brand_percept	brand_percept	-
Airport marketing and airline industry	brand_percept and airport-airlines	airlines	airlines	-
Market segmentation	market segmentation	-	market segmentation	-
Brands and cosmetic products	cluster_brand	brand_percept	brand_percept	-
Banking	competitive strat in banking	competitive strat in banking	competitive strat in banking	-
Supply Chain Manag	supply_chain	supply_chain	-	-
Education	-	-	-	-
E-commerce and Privacy behaviors	privacy-manag	privacy-manag	privacy-manag	"privacy-manag" is more relevant than "E-commerce and privacy behaviors"
Halal Food	halal_food and travel	halal_food	halal_food	-
Rare events	-	media-activ and event	media-activ and event	-
User generated content and video marketing	-	content strategi	-	"content strategi" is more relevant than "User generated content and video marketing"
Sales and B2B	-	-	-	-
Rural e-marketing	rural e-marketing	rural e-marketing	-	-
Marketing analysis and wineries	-	-	-	-
New media and political marketingr	polit_affin	polit_affin	polit_affin	-
-	-	big_data	big_data	A new relevant topic generated with LDA and LSA

3- Promising Methodologies in the context of Digital Marketing : Netnographic studies, Case studies, and Systematic Literature Review



2019

Social Networks and Societal Strategic Orientation in the Hotel Sector: Netnographic Study

Hasna Koubaa and Rim Jallouli^(✉)

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Abstract. In the marketing literature of sustainable tourism, a debate is emerging around the perception of guests and their behavior regarding the sustainable aspects of a hotel. Clients leave electronic traces in all travel-related activities, providing comments on community websites or through online surveys. Hence,

Case studies allow exploring new and complex relationships, environments and added value of emerging technologies deployment in the context of marketing

2012

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Journal of Business Research
Volume 65, Issue 9, September 2012, Pages 1335-1345



Key success factors for Ericsson mobile platforms using the value grid model

Klaus Solberg Søilen , Mauricio Aracena Kovacevic , Rim Jallouli 

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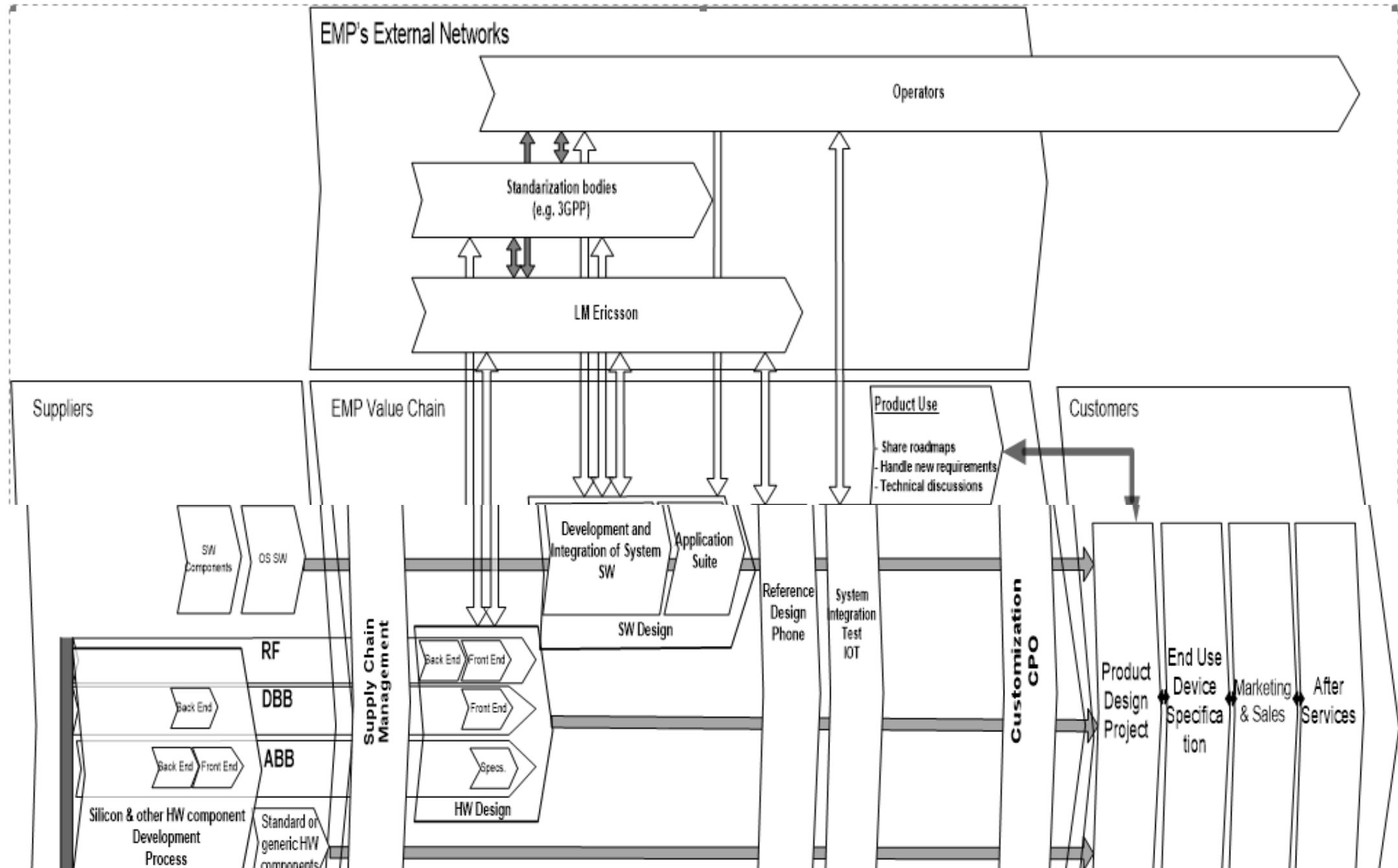
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Abstract

This research aims to illustrate the value grid framework in a multinational company: Ericsson Mobile Platforms AB (EMP). How does the value grid

Figure 4: EMP's Value Chain and value system.



7 An Enriched Conceptual Model for Successful CRM Based on Case Study Results

2020

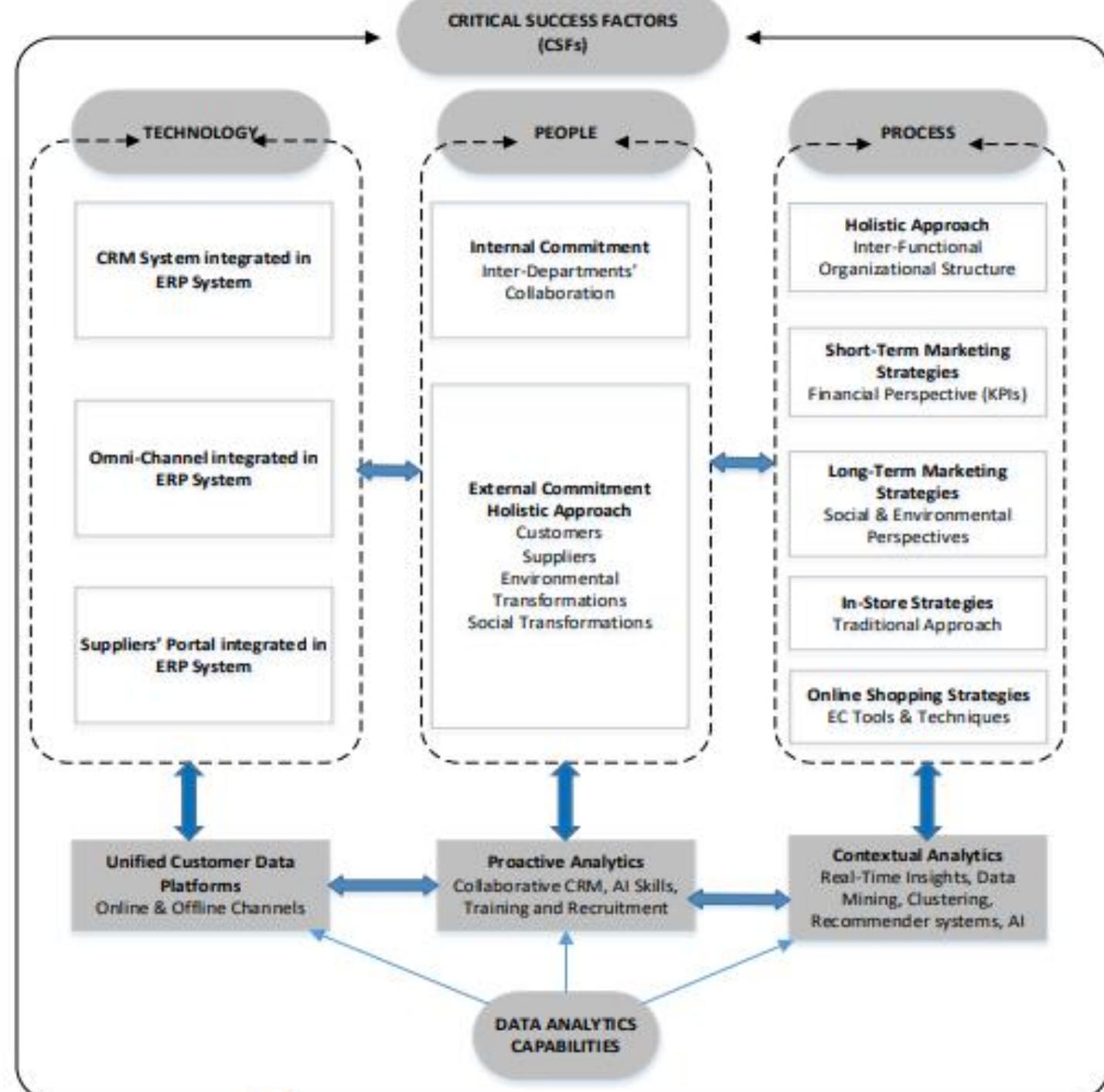
An Enriched Framework for CRM Success Factors Outlining Data Analytics Capabilities' Dimension A Case Study from the Retail Industry

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Abstract. The evolution of Big Data has been attracting many researchers who emphasized on the growing role of data analytics capabilities (DAC) in enhancing marketing decisions within enterprises. Although various hypothesis and theo-



Systematic Literature Review: Using text analytics tools to treat a high number of marketing scientific papers

Clustering of Social Media Data and Marketing Decisions

Teissir Benslama^(✉) and Rim Jallouli

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Abstract. The technological revolution and the appearance of Social Media have made it possible to generate large volumes of heterogeneous data called Big Data. Today, Big Data Analytics plays a very important role for businesses in making marketing decisions. Social Media Data represents a large part of Big Data and are characterized by complex and unstructured formats, which makes their analysis a difficult task. The challenge for researchers and decision-makers is to find a path to facilitate the analysis of these huge data in order to extract relevant information and to improve marketing decisions and strategies. In this context, previous research proposed several methods and techniques such as Data Mining, visualization and machine learning. Data Mining techniques are among the most widely used techniques and include Clustering techniques. Clustering provides a wide



Comparative study on topic modeling techniques: Application to a marketing scientific papers' corpus

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Abstract

In recent years, the number of published scientific papers has increased at exponential rates. The huge amount of text in scientific papers is flowing relevant information that can lead to significant opportunities for various industries and organizations. Researchers and marketers need to analyse published papers to access to relevant information. Their chal-



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