ENHANCING B2B MARKETING IN IT/TECH BY LEVERAGING GENERATIVE AI TO DRIVE BUSINESS DEVELOPMENT AND BRANDING

by

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Dedication

To my lovely wife, Dr. Nina, and my talented kids, Nikith and Kanish, and to my parents, parents-in-law, sister, brother-in-law, and nephews, I am grateful for their love.

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I have learned a lot during this journey and am excited to contribute towards research in the coming years.

ABSTRACT

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2024

Dissertation Chair: <Chair's Name>
Co-Chair: <If applicable. Co-Chair's Name>

This study aims to investigate in detail the intersection between B2B marketing strategies and Generative AI. This was an entirely primary-based study, with interviews conducted in addition to an online survey sent by email to IT and Tech managers to gather primary data. LinkedIn's Professional Network was useful in locating these responders. Twenty interviewees and 200 survey respondents' data were gathered using the Purposive Sampling Technique. Using statistical tests such ordinal regression, spearman's correlation, and descriptive statistics, The SPSS program was used to assess the gathered data. Qualitative analysis revealed key terms such as "Generative", "GPT", "Genai", "Bard", "Einstein", "Firefly", "Claude", "Adobe", "Google" and "OpenAI" in AI tools. Concerns in B2B marketing include "privacy", "ethical", "costs", and "data security." AI tools are extensively used in "marketing", "sales", and "personalization," focusing on "content creation" and "media". In B2B marketing, terms like "business", "demand", "development", and "automation" highlight essential strategies. The study discovered statistically significant positive relationships between personalisation and customer engagement, and between Generative AI Capabilities (GAIC) and customer engagement, Data Security and Privacy (DSP) and Customer Engagement, and Augmented reality (AR)

and Customer Engagement. Furthermore, Customer Engagement was found to mediate the relationship between GAIC, DSP, AR, Personalization, and Business Development and B2B Marketing Enhancement. Significant positive correlations were also found between GAIC and Business Development and B2B Marketing Enhancement, Personalization and Business Development and B2B Marketing Enhancement, DSP and Business Development and B2B Marketing Enhancement, and AR and Business Development and B2B Marketing Enhancement. The study also revealed that the company size also plays a crucial role as a control variable between these relationships. The results assert that by improving of the Generative AI Capabilities, Personalization, Data Security Privacy, and Adoption Readiness, there would be great improvement to Customer Engagement and thus Business Development and B2B Marketing. Hence, The study has significant ramifications for companies thinking about using personalisation frameworks and Generative AI Technology to increase client engagement and achieve their goals.

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LIST OF ABBREVIATIONS

Abbreviations	**Full Form**
AI	Artificial Intelligence
AIGC	AI For Generative Content
AR	Adoption Readiness
B2C	Business-To-Consumer
ChatGPT	Chat Generative Pre-Trained Transformer
DSP	Data Security & Privacy
EVT	Expectancy-Value Theory
GAIC	Generative AI Capabilities
GANs	Generative Adversarial Networks
GDM	Generative Diffusion Model
GLMs	Generative Language Models
GUI	Graphical User Interface
HEI	Higher Education Institution
IT	Information Technology
LLM	Large Language Model
NLM	Natural Language Models
NLP	Natural Language Processing
ROI	Return on Investment
SMEs	Small and Medium-Sized Enterprises
VAE	Variational Autoencoder

CHAPTER I:

INTRODUCTION

1.1 Background and Context

Generative modeling is an Artificial intelligence (AI) Technique that creates synthetic artifacts by studying training examples and learning their patterns. Generative AI uses this Technique along with advances in deep learning, and has the potential to create powerful content on a large scale. However building trust in such content and managing its creation are crucial for user adoption (Jovanovic & Campbell, 2022). In this era, Chat Generative Pre-Trained Transformer (ChatGPT) and other Generative AI Technologies could be vital for enhancing productivity. These tools can address significant gaps in development and solve issues related to digital assets and content creation. Experts believe that Generative AI Technologies, such as recursive artificial intelligence, will propel progress forward by offering more dependable and user-friendly productivity solutions for creators and their partners.

The creativity and adaptability provided by Generative AI platforms including ChatGPT have attracted the focus of the industry. With its deep learning foundation and ability to produce content for a wide range of purposes, ChatGPT has the potential to significantly increase the effectiveness and calibre of content creation and distribution. Apart from these benefits, ChatGPT has the ability to break down barriers, increase human intelligence and creativity, and generate significant new concepts and discoveries. Besides that, it is likely that ChatGPT will leverage different perceptual modes thanks to multi-modal AI Technologies, leading to improved analysis, interpretation, and data generation (Gill and Kaur, 2023; Guo et al., 2022). This allows us to notice and respond to content as it happens, delivers customisable feedback, and opens the way for the creation of a variety

of complex and diverse types of content. Technologies like speech synthesis, picture production, and virtual characters will be used in the creation of reconstructed content.

The rapid growth of Generative AI is attributable to the rapid progress made in deep learning Techniques and the rising availability of large-scale datasets. Creating data that emulates real-world features could be useful for a variety of purposes, including data augmentation, anomaly detection, and the production of creative content. Practitioners and academics in the field of Generative artificial intelligence may find it beneficial to have a deeper understanding of the models, assessment metrics, Generative types, and requirements while developing and implementing generating systems. More and more people are interested in and concerned about Generative AI, according to recent statistics. Global sales of Generative AI reached $10.79B in 2022, according to Precedence Research. From 2023–2032, it is anticipated to expand at a CAGR (compound annual growth rate) of 27.02%, reaching around USD 118.06 billion by 2032 (PrecendenceResearch, 2023). The widespread acknowledgment of Generative AI's great potential across industries has led to a dramatic increase in its market demand.

EVOLUTION OF GENERATIVE AI

Generative models have been used in artificial intelligence since the 1950s. The Gaussian Mixture and Hidden Markov models were among of the first to yield fundamental outcomes. Deep learning greatly enhanced Generative models. Long sentences proved to be a challenge for the N-gram language models employed in classical NLP sentence production. Modelling longer dependencies with 200 tokens was made possible by recurrent neural networks and Gated Recurrent Units. Images in CV generated before the advent of deep learning relied on features that were hand-crafted and had a lack of diversity and complexity. Using Variational Autoencoders and Generative Adversarial Networks, remarkable picture production was made possible. Transformers, launched for natural

language processing in 2017, brought together previously divergent developments in Generative models. In many disciplines, transformers are the Generative model of choice. Transformers are used by two well-known models for natural language processing: BERT and GPT. Vision Transformers and Swin Transformers in CV mix transformers with visual components for images. One example of a multimodal model enabled by transformers is the hybrid vision-language model CLIP, which was pre-trained on massive amounts of text and image data. Text commands can be used by CLIP to make images. Transformers made large-scale training feasible, which fundamentally changed the way AI is produced. Many state-of-the-art NLP systems are built on transformer models. Transformers employ self-attention to establish relationships across contexts over sequences of varying lengths, with the goal of overcoming the drawbacks of RNNs. Transformers include an encoder that takes in sequences of input data and uses it to create context vectors, and a decoder that uses those vectors to create output data. The employment of multi-head attention in each encoder/decoder layer allows for the modelling of long-range interdependence by weighting input tokens according to significance. professionally prepared There are two main kinds of transformer models: autoregressive language models and masked language models. The former uses context to predict masked tokens, while the latter uses an alternative approach. RoBERTa and BERT employ masked language modelling. Transformers' parallelism and capacity to learn have made them the de facto standard in natural language processing. Building a Strong Learning Model using Human Input. There are primarily three stages to RLHF, or reinforcement learning with human feedback: To begin, we obtain a starting model by training a broad language model using big datasets. After that, we encode the human evaluation of various responses to the same prompt by training a reward model. Humans are shown a number of options and asked to compare them in pairs. To give each answer a score, we compare them. To top it all off, we maximise

the reward model's results by further training the language model using reinforcement learning. For training stability, we employ proximal policy optimisation (PPO). A penalty term is also included at each stage to ensure that the model does not respond in an unusual way in order to fool the reward model. At each stage, the overall reward is equal to the score of the reward model minus a penalty term that is proportional to the dissimilarity between the response of the model and the initial model.

1.2 Evolution of IT/Tech Industry

The first calculator: Three thousand years before Christ was born, the abacus was supposedly first invented. A bead and wire variant were created in Egypt circa 500 BC, as one example of the many iterations that followed in terms of both use and design. Over time, the rudimentary calculator supplanted this approach to mathematics. At Heidelberg University, Wilhelm Schickard constructed the first calculator-clock with four functions in 1624. Around 1833, Charles Babbage created the first computer that could do general-purpose calculations. George and Edvard Scheutz constructed a working replica of Babbage's plans in 1855. In 1931, Konrad Zuse invented the Z1, the world's first electronic calculator. The Complex Number Calculator was exhibited and tested at Bell Labs in 1940. Most historians agree that this was the first computer to use pulse waves instead of analogue ones.

The development of networks and computers, including laptops: In 1971, Intel Corporation debuted its first microprocessor, the Intel 4004. In 1981, IBM introduced the personal computer (PC) in its current form. The Macintosh, Apple's alternative to the PC, was unveiled in 1984. Its graphical user interface (GUI) and professional applications made it a formidable competitor to the IBM PC's DOS (text-based run system). Not only did Tim Lee build the WWW in 1991, but CERN made the first Web Server in 1993 as well. In 1993, with the introduction of the Pentium chip, the 486 chip became obsolete in personal

computers. As a result of IBM's ASCI Purple, the most cutting-edge form of computer—a cluster of many smaller computers housed in a single massive tower—was finally made available to the public.

1.3 Significance of Generative AI

Goldman Sachs Research predicts that developments in Generative AI might significantly alter international trade patterns. In the next decade, we may see a rise of 1.5 percentage points in productivity growth and a 7% (or nearly $7 trillion) gain in global GDP as a result of tools that make use of developments in natural language processing.

"Generative AI's capacity to break down communication barriers between humans and machines and produce content that is indistinguishable from human-created output reflects a major advancement with potentially large macroeconomic effects,"

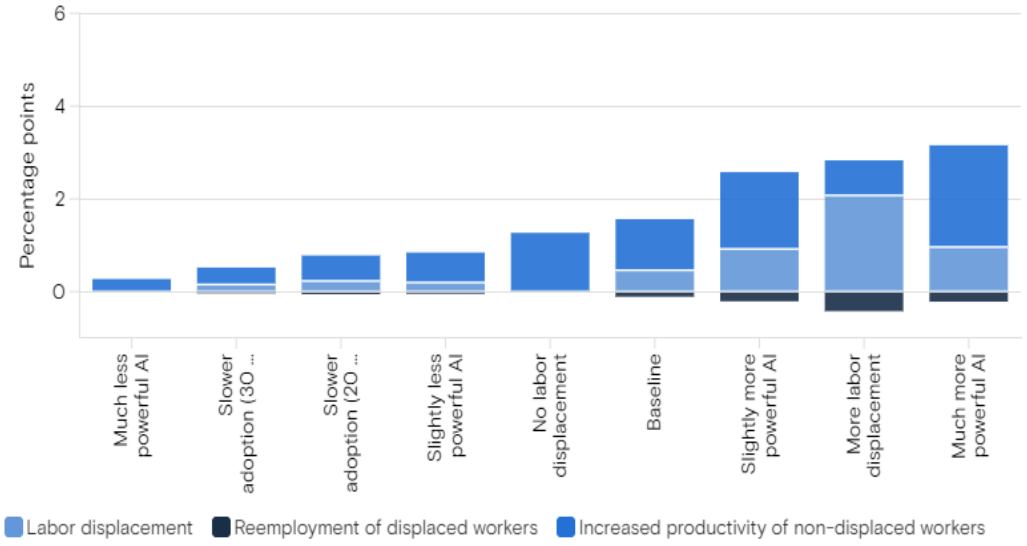


Figure 1.1: Impact of AI on Labor Productivity

Source: - Sachs, (2023)

And the next generation of AI systems could be a major blow to global employment markets. These advancements might lead to process modifications that increase the risk of automation for 300 million full-time jobs.

Our economists have calculated that nearly two-thirds of employment in the US are potentially automated by AI to some degree, based on a review of databases that include data on over 900 distinct jobs. They go on to say that it would be possible to substitute anywhere from a quarter to half of the work for those affected occupations. However, the research states that not all automated tasks will result in job losses. Although AI will have a major effect on the employment market, most industries and occupations are only partially automated, so it will likely supplement rather than replace human workers.

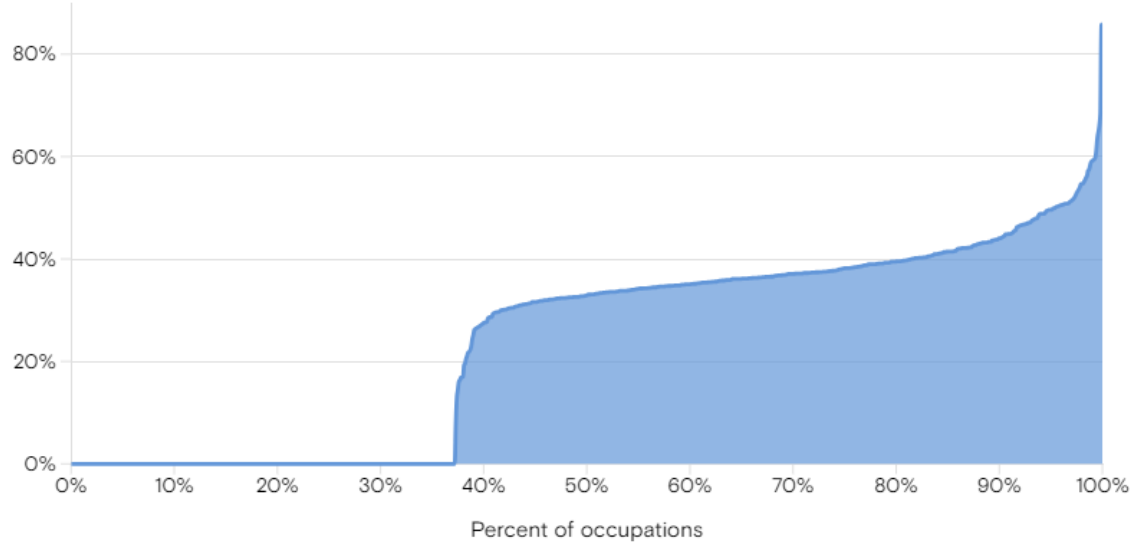


Figure 1.2: Share of Occupational Workload exposed to automation by AI

Source: - Sachs, (2023)

Furthermore, new jobs have always been created to replace those lost to automation. According to the research, the emergence of new professions as a result of Technical advancements is largely responsible for the long-term increase in employment. Web designers, software engineers, and digital marketers are just a few examples of the new jobs made possible by IT advancements. Furthermore, the gain in overall income had spillover effects, including an increase in the need for workers in the service sector in industries like food, healthcare, and education (Sachs, 2023).

- **Generative AI Tools**

An increasing number of requests for recommendations on how HEI (Higher Education Institution) throughout the world should employ AI have been made in response to the proliferation of GenAI systems like ChatGPT and Bard (Crawford et al., 2023; Holmes et al., 2022). The rapid use of these Technologies by students and their capacity to produce texts that resemble human writing have contributed significantly to this problem Lim et al., (2023), within the realm of teaching. As reported by The Times Newspaper, nearly half of the students at Cambridge University in the UK acknowledged using ChatGPT for their schoolwork Casal, (2023) while Twenty percent of American college students, or one in five, allegedly revealed as much to Forbes magazine. These numbers are anticipated to increase when word processors and presentation programs like Microsoft Co-Pilot incorporate GAI features. When compared to earlier AI models, GAI is a huge leap forward. Video, audio, code, picture, text, simulation, and 3D object generation are all made possible by GAI's use of deep learning models. In reaction to complicated and diverse inputs (such as languages, instructions, or inquiries), these tools might provide unexpected results.

Useful ChatGPT plugins and tools have been developed to enhance project management workflows through the application of artificial intelligence. They pave the way for better communication, the automation of mundane jobs, and the acquisition of useful information for the management of projects. Here I will provide you a hand-picked selection of them that are perfect for project management, along with some descriptive text and pictures to show you what they can do. Learn how these robust resources may improve your team's efficiency and effectiveness in managing projects.

- **Adoption of Generative AI**

Knowledge of the specific benefits and possible drawbacks of using new Technology is essential in the results-driven area of digital marketing. There has been a remarkable evolution in the marketing arena due to this integration, commonly spurred forward by developments in data analytics, AI, and machine learning (Charlesworth, 2014). The Technologies allow marketers to access great volumes of customer data in a fashion not achievable before, facilitating more nuanced strategy development and more intentional marketing campaigns. The influence of Technology on data-driven marketing decisions is the most striking. Thanks to the powerful data analysis capabilities of modern marketing Technologies, marketers can currently segment their audiences, predictively model consumer behaviour, and modify their campaigns on the fly (Sawicki, 2016). Enhancements to marketing efficiency and the return on investment (ROI) are both due to this data-driven method. Ad bidding and personalising content are just two of the ways that AI and ML team up to automate tasks and enhance productivity.

Several major reasons are motivating the adoption of Generative AI in online advertising practises. E_S, also known as Efficiency and Scalability, is the greatest importance among these. The major success in efficiency and scalability associated with Generative AI in digital marketing is a key reason for its extensive acceptance. It can take a substantial amount of both time and energy to create ideas, carry out the campaigns themselves, and release them with traditional marketing methods. By contrast, Generative AI facilitates these procedures through automation and effective algorithms. Generative AI solutions analyse extensive data sets, grasp customer trends, and adjust marketing strategies in real time utilising both machine learning and natural language processing. This degree of effectiveness enables marketers to create campaigns quickly and effectively, reaching a larger audience with less work. Furthermore, these AI systems' capacity to learn and develop over time guarantees that their benefits in efficiency and scalability will only

increase, making them a more sought-after asset in the fiercely competitive digital marketing sector.

Table 1.1: Percentage use of AI

Function	**Percentage (%)**
Marketing and Sales	14
Product and/or Service Development	13
Service Operations	10
Risk	4
Strategy and Corporate Finance	4
HR	3
Supply Chain Management	3
Manufacturing	2

Source: - Soni, (2023a)

A key driver behind the adoption of Generative AI in this field is its rapid ability to generate an extensive diversity of information. Using advanced algorithms, this Technology can produce articles, blog entries, photos, and videos that are both of high quality and interesting. The speed at which Generative AI produces this type of content is extraordinary when put against the time investment needed by human creators. This pertains to content-heavy marketing strategies and their ability to meet the target audience's insatiable need for new, relevant material. Furthermore, marketing campaigns are made more effective and influential since Generative AI can analyse and adjust to user engagement metrics, keeping material relevant to customer preferences.

Table 1.2: Most Regularly reported Generative AI use cases

Function	Use Case	Percentage (%)
Marketing and Sales	Crafting first drafts of text documents	9
Marketing and Sales	Personalized marketing	8
Marketing and Sales	Summarizing text documents	8
Product and/or Service Development	Identifying trends in customer needs	7
Product and/or Service Development	Drafting technical documents	5
Product and/or Service Development	Creating new product designs	4
Service Operations	Use of chatbots (e.g., for customer service)	6
Service Operations	Forecasting service trends or anomalies	5
Service Operations	Creating first drafts of documents	5

Source: - Soni, (2023a)

According to McKinsey (2023), With the adoption of Generative AI at 14%, product and service creation at 13%, and service operation at 10%, marketing and sales were the most represented industries. The following describes how these tools are incorporated in various business processes, as indicated in tables 1 and 2. Applications in risk management, strategic and business planning and finance, personnel management and development, materials purchasing and production and operations appeared to be used far less frequently. each accounting for less than 4%. When it comes to specific AI applications, the marketing and sales departments often utilise these tools for initial text document writing, personalising marketing efforts, and text summarization, all of which score 8-9%. While chatbots, trend forecasting, and document drafting are the main uses of artificial intelligence (AI) in service operations, Generative AI aids in product and service creation by spotting consumer trends and producing new product designs.

Digital marketing initiatives that incorporate Generative AI can give businesses a leg up on the competition. Increased success in acquiring and retaining customers is a direct result of the more focused, personalised, and efficient marketing tactics made possible by Generative AI. To draw in Technology-oriented customers and institute new benchmarks

in digital marketing, businesses should be the first to harness AI for data analysis, content development, and campaign refinement (Soni, 2023).

Throughout recent years, the swift growth of AI has made way for AI-generated creative work, cherished and accepted by the general public. The creation of visual art is largely dependent on Generative artificial intelligence (GenAI) systems, which is indicative of the widespread application of AI in graphic design. With Disco Diffusion, Mid Journey Diffusion, and Stable Diffusion, designers can easily make gorgeous posters. Past studies reveal that artificial intelligence (AI) is of benefit to multiple design stages and industries. To enhance the design process and the creative abilities of designers, researchers have put forward an AIAD framework as an example (De Peuter et al., 2023). Also, study has revealed that AI can facilitate designers' work in their application design processes (Yildirim et al., 2022).

- **Opportunities And Benefits of Generative AI (GenAI)**

The Application of GenAI in IT Workplaces have several benefits, which are as shown below:

- **Benefits in Text Translation and Productivity:** Both written communication and translation are profoundly affected by text-based natural language processing models. The text can be translated into a language that native speakers can easily grasp. By integrating these models with different forms of communication, user content and productivity can be enhanced.
- **Democratize organization data:** In an effort to make their data more accessible, businesses of all sizes are scanning massive databases for LLM models. This will let people inside the company to reap the benefits of this data. Though some have made strides, in the past, companies with a foothold in the Americas, Europe, or Asia did not make full use of their own data. Now that ChatGPT and other LLMs

like DALL-E, Claude, LLaMa and Gemini have become so popular, a lot of people will start building, optimising, and using their own models to solve problems that are unique to their domain.

- **Data + AI companies will get funding and Growth:** Businesses like Microsoft and Google, which rely on data and AI, are likely to experience expansion in the near future.
- **Easy to generate SQL queries:** Even business analysts and business partner liaisons who aren't SQL experts can benefit greatly from a text-based model that helps generate SQL queries. The MML-based model can produce the right SQL query if the inputted text is accurate. Once these queries are prepared, they can be run using the SQL editor that the organization has designated.
- **Chatbot for Dialog & Prompt engineering for Developers:** More and more businesses are putting money into this space and using AI to make improvements now that this service is commonplace across several sectors. With the chatbot feature, you can easily communicate with vendors and stakeholders based on events, making interactions much smoother. One potential use of chatbots is in the field of education and training.
- **For Developers, code migration will be easy:** AI tools are compatible with more languages, which makes it easier to transfer code between them. You can use it to translate between languages, for instance, Python and Java or C++.
- **Managing Meetings will be easy:** With the help of AI, which can be easily connected with communication platforms, meeting schedules can be adjusted based on the availability of attendees.
- **Improving Code Quality with AI Tools:** Incorporating AI tools is going to greatly enhance code quality. By utilising these tools, developers can streamline their code

search, evaluate prewritten code, and do comprehensive testing. Code quality can be improved by developers having access to optimised versions of this code.

- **Software Coding for the Developer Community:** The developer community is currently taking advantage of numerous forms of artificial intelligence (AI) support for code development, such as co-pilot help and others. Their efforts are already highly streamlined, and they aim to significantly cut development time with the introduction of LLM-based models. Generate, explain, and debug code with the help of LLM based models.
- **Generating Images with AI:** Image generation is made easy with the help of GenAI data and algorithms. It becomes second nature to create and modify images. AI picture generators like Midjourney and DALL·E 2 create stunning images in a variety of genres, like pencil sketches, Pointillism, watercolours, and old pictures. Revolutionising the creation process and improving human productivity, the final products showcase both exceptional quality and speed. One use of GenAI is the enhancement of medical images.
- **Computer programmer & Data Scientist:** An average programmer can develop decent codes, but a really competent programmer will get more done in less time.
- **Security Audit will be easy:** Security safeguards can be improved with the help of LLM security audits.
- **Mock interview:** Works for practice interviews.
- **Apps creation with Generative AI tools:** No end in sight when it comes to the kinds of serverless APIs, email responders, we apps, job application creators, power apps, and more that we can develop.

- **Time Management:** By delivering intelligent insights, automating time-consuming and repetitive procedures, and optimising resource allocation, GenAI might be a huge help with time management.

Application of Generative AI For Business Development

Increasing operational efficiencies and marketing efforts are two areas where Generative AI can greatly benefit small and medium-sized enterprises (SMEs). Utilising AI to generate ad copy, social media copy, and campaign copy allows these businesses to maintain a constant and interesting online presence with few human resources needed. Crucially for SMEs looking to secure a segment of the digital market, the ability of Generative AI to write SEO-optimised blog articles raises their visibility and searchability online. Due to advancements in content creation, small and medium enterprises (SMEs) are now able to reinvest their resources into strategic development areas. This develops a context in which SMEs can boost their revenue by connecting with a larger audience on the web.

Results indicate that Generative AI is most likely to have an impact on marketing and commercial activities in four areas of content creation: diversity, quality, customisation, and personalisation. The first two areas have witnessed remarkable achievements thanks to the capabilities of AI, which include ChatGPT and Stable Diffusion.

- **Content generation and variety**

The challenges in predicting the potential of future Generative artificial intelligence result from its expeditious growth. Generative AI is currently quite good at making visually and textually appealing material. Use of large-scale natural language models (NLMs) for textual content production has demonstrated that these models may generate texts that are frequently difficult, if not impossible, to tell apart from human-written texts. Similarly,

Diffusion Models can produce high-quality, coherent images, which are used to provide visual content. The Dall-E, Mid-Journey, and Stable Diffusion models are some examples of well-known diffusion-based models.

- **Content quality**

The effectiveness of Generative AI models in captivating audiences is an open question, even though they are capable of producing varied and consistent content. While many have proposed uses for AI-generated content in sectors including e-commerce, retail, HR, and the entertainment industry, the quality of this content is paramount for its practical implementation. Although AI is primarily designed to automate low-quality tasks in certain industries, it plays a vital role in marketing applications where high-quality content is essential. Since the autonomous production of marketing content by AI seems to be an inevitable development in the corporate world, this becomes more clear when thinking about the prospect of completely automated marketing.

Another domain where Generative AI excels is social media optimisation. Businesses in the social media era need to optimise and adjust their content on the fly to remain relevant. By examining heaps of social media data, Generative AI Technologies may uncover patterns, trends, and the preferences of consumers. Businesses can optimise their social media strategy, including scheduling and content types, with this data-driven method. Besides, AI can offer personalised answers to messages and comments, helping to foster meaningful communications that meaningfully connect with all users (Kannan & Li, 2017). Along with increasing engagement, this kind of optimization helps to develop a committed and active online community centred on the company.

Generative AI allows for simplified testing and modification of A/B testing and optimisation approaches. In order to uncover the best version of a marketing piece, regular A/B testing requires creating and assessing a variety of variations on your own. Automatic

creation of variations and prompt performance analysis allows Generative AI to speed up this process. Marketers can, by analysing data, learn which aspects of their marketing efforts are most engaging and accordingly adjust those parts (Soni, 2021). Thanks to their quick testability and optimization capabilities, companies can remain competitive by continually improving their methods for greater conversion rates and stronger audience engagement.

GenAI is changing the way marketing and customer engagement are conducted. In many respects, Generative AI is changing the interaction between businesses and their customers, through Techniques like improving chatbot and virtual assistant conversations in the moment, revitalising social media strategy, simplifying A/B testing, and adapting to novel search Technology. Those who study these areas of AI's impact help us to understand the ways it has moulded today's marketing and consumer interaction methods (Bhattarai, 2023).

Generative AI in Business Marketing

A new paradigm of automated marketing content generation is emerging due to the fundamental change brought about by GenAI in the marketing industry (Peres et al., 2023). Analyses from the industry showcase the great economic potential of Generative AI, valuing its effect at USD 463 billion in just the marketing field (Chui et al., 2023). Research and marketing strategies both provide compelling anecdotal evidence of the disruptive potential of Generative artificial intelligence (Noy & Zhang, 2023). Inspired by these bright possibilities, a number of firms have effectively tested synthetic content made by Generative AI in their marketing initiatives, including the "A.I. Ketchup" campaign by Heinz that realised more than 850 million earned impressions across the globe. The level of excitement around Generative AI is understandably leading firms to begin exploring and experimenting with this new Technology.

The importance of GenAI's role in the future of marketing is underscored by the substantial cost associated with creating professional visual marketing materials, especially when considering large-scale, global marketing campaigns, which can require hundreds of visual assets tailored to different communication channels and target audiences.

Leveraging Generative AI in B2B marketing

Different roles for Generative AI exist in B2B and B2C marketing. B2B content is tailored for individualized messaging and insights, resulting in the development of enduring partnerships. Among the use cases are:

- **Hyper-personalization at scale:** Segmentation and A/B testing are used by Generative AI to enhance idea development and content production in business contexts. Better engagement and more solid business ties result from testing campaigns and customising messages for various audience demographics. Since 63% of B2B e-commerce companies are improving their customer experience by adding new personalisation features, Generative artificial intelligence (AI) can help with ideation by producing a variety of ideas rapidly and encouraging creativity and innovation (Salesforce, 2024). Additionally, GenAI may help teams generate ideas for new products, marketing campaigns, or problem-solving Techniques in a dynamic and adaptable manner that promotes strategic progress.
- **Automation for repetitive tasks:** Data entry and scheduling are two examples of repetitive operations that GenAI effectively automates. Clear communication is ensured by its rephrasing capabilities, which also streamline workflows and free up resources for strategic initiatives. ChatGPT or Gemini is capable of producing different renditions of a message. This provides an ability to perform A/B testing on copy, customise messages for different target audiences, leading to improved performance across communication strategies.

- **Real-time insights:** Advanced data interpretation methods help Generative AI to produce valuable insights from unprocessed documents. Through careful inspection of an array of information sources, it highlights important trends and patterns, changing unordered data into useful insights. With the help of this capability, companies may make well-informed decisions that drive strategic growth and innovation through thorough and accurate studies. For marketing experts conducting data analysis using Google Analytics and similar Technologies, this is essential. These platforms provide extensive reports that require useful assistance for interpretation, an area where Generative AI may perform admirably.
- **More creative Ads:** Creative applications can also be made using the automation previously discussed. A variety of text concepts are quickly generated for promotional reasons by GenAI, supporting both innovation and efficiency in content creation as well as in campaign Techniques. Generative AI simplifies marketing by supplying a range of text suggestions from both the internet and literature, helping to find both original and overly saturated ideas. This fosters creativity and speed, enabling marketers to bypass past clichés and deliver fresh, original content.
- **Better lead scoring:** Lead scoring is transformed by Generative AI, which examines complex consumer behaviour. It analyses information like as browsing history and interaction, going beyond surface measures. By enhancing client segmentation, increasing conversion rates, and optimising sales efforts, this deeper understanding builds enduring partnerships. Through the analysis of unstructured data, such as social media and consumer reviews, Generative AI improves lead scoring. This all-encompassing strategy offers insightful information for enhancing targeted marketing campaigns and prioritising leads (Anisin, 2024).

1.4 Research Problem

Businesses engaging in business-to-business marketing face a critical issue that demands immediate action in the IT industry, where changes can be dramatic. Businesses now have a fantastic chance to rethink their B2B marketing approach thanks to the proliferation of Generative AI. In fact, this new AI can completely disrupt the business development and branding industries. However, one needs to identify the exact types of knowledge that are missing and work to remove the specific barriers that are preventing that integration.

There is a huge chasm when discussing the specific use of Generative AI to B2B marketing within IT/Tech organizations, despite the fact that this Technology has great transformational potential. This research intends to address the knowledge vacuum by considering the following issues:

- **Limited Practical Guidance:** An enormous obstacle to professional GenAI use in B2B marketing is the lack of defined standards and guidelines. Although Generative AI's promise has been recognised, its effective integration is hindered by the lack of clear strategies and standards for implementing initiatives with proper approaches (Michel-Villarreal, 2023). Companies need realistic advice to help them navigate the unexplored realm of Generative AI and integrate it into their marketing plans more efficiently.
- **Uncertain Adoption Patterns:** It is unclear what the current trends are with the use of GenAI tools in B2B marketing within the IT/Tech industry. Businesses face questions about the best tools to use, what makes for successful adoption, and what tangible benefits they can expect from using Generative AI in their marketing strategies (Agrawal, 2023). Organizations need to be aware of the adoption trend in

order to make well-informed decisions about integrating Generative AI into their B2B marketing operations.

- **Challenges in Branding:** There are some distinct branding issues that arise when using Generative AI in marketing campaigns. Concerns regarding how to make the most of Generative AI to establish and improve their brand image have arisen due to the fact that companies do not yet have complete knowledge in this area (Kshetri, 2023). To guarantee that companies can take use of the revolutionary possibilities of Generative AI without diluting their brand identity, it is crucial to address the branding concerns.
- **Ethical Considerations:** An exhaustive examination of ethical concerns is required due to the contentiousness around the potential legal and moral consequences of using Generative AI in business-to-business marketing campaigns. Concerns around data protection, user consent, and responsible AI use provide uncharted territory for IT and Tech companies (Chimbga, 2023). Establishing responsible procedures and building confidence with stakeholders in the deployment of Generative AI requires a comprehensive investigation of ethical considerations.
- **Lack of Comparative Analysis:** Key opinion leaders in the IT/Technology space cannot make an informed decision because there is no comparison of diverse Generative AI solutions for B2B marketing. As it pertains to selecting the proper Generative AI solution that will meet the specific needs of an organization, one cannot underestimate the level of ignorance that dominates this area insofar as comprehending the strengths, opportunities, and, of course, the weaknesses of severa. The B2B marketing campaigns require Business to perform a comprehensive comparison study of Generative Technologies.

The proposed study aims at doing the following: Filling the identified gap in B2B marketing by providing practical approaches to integrate the various challenges implicated by Generative AI in IT/Tech industry.

1.5 Purpose of Research

This study aims to investigate business-to-business marketing Techniques and the intersection of artificial intelligence (GenAI) in detail. Doing so will allow us to offer a thorough map that considers the adoption rates, highlights the many benefits, and tackles the major obstacles that IT/Tech companies encounter when trying to utilise the many Generative AI Technologies and tools that are available to them. In today's fiercely competitive digital economy, the merger of Generative AI with B2B marketing has the potential to do more than just add up the odds; it might radically change the game altogether. In examining this transitional time more closely, we find an illuminating reason why it takes place. The Objectives of the study will be defined as follows:

- **To Identify Generative AI Tools**: This study's main goal is to provide a thorough analysis of the various Generative AI tools and Technologies that are used globally in the IT/Tech marketing industry. A vital resource for IT and Tech professionals navigating the large field of Generative AI applications will result from the study's goal to assemble a master list of Generative AI tools via extensive research and analysis. If your organization is contemplating the addition of Generative AI to your marketing strategy, this compilation will provide a valuable overview of the product features and capabilities.
- **To Explore Adoption Trends:** This study's main goal is to provide a thorough analysis of the various GenAI tools and Technologies used by the global IT/Tech marketing industry. A vital resource for IT and Tech professionals navigating the large field of Generative AI applications will result from the study's goal to

assemble a master list of Generative AI tools via extensive research and analysis. If your organization is contemplating the addition of Generative AI to your marketing strategy, this compilation will provide a valuable overview of the product features and capabilities.

- **To Evaluate Opportunities and Benefits:** Additionally, we are eager to discover all we can about the business-to-business marketing possibilities and benefits that arise from Generative AI. This research intends to clarify the authentic advantages that this avant-garde Technology presents to companies through a thorough evaluation. The key business results we will study include operational efficiency, workplace productivity, financial profitability, and growth in top-line revenue. Organizations can only use Generative AI to improve their B2B marketing if they first uncover and understand these opportunities.
- **To Examine Challenges:** The fourth purpose is to analyse the substantial hurdles that Generative AI faces in IT/Tech marketing. We observe a rich array of challenges involving Technology, ethics, privacy, security, bias, fairness, reliability, safety, and integration. This paper endeavours to provide IT/Tech decision-makers with a comprehensive guide to navigating the challenges of integrating Generative AI, by analysing these obstacles. The findings will aid in the formulation of plans to remove obstacles and guarantee a smooth transition.
- **To Conduct a Comparative Study:** The fifth target is to review and evaluate the many Generative AI products that are available at this time. The strengths, shortcomings, capabilities, and overall performance of a range of Generative AI tools will be compared collectively to assess their effectiveness. Technical and information workers will gain insights from this analysis to help them decide on the optimum Generative AI Technologies for their business-to-business marketing

campaigns. The findings in the study will assist professionals in selecting the best solutions that fit their individual company requirements, regarding the evaluation of various tools' relative advantages.

The fundamental purpose of this research is to enhance B2B marketing efforts in the information Technology (IT) and Technology (Tech) sectors, delivering relevant information for making educated choices and promoting the skilled application of Generative artificial intelligence (AI).

1.6 Significance of the Study

The research's explanation relies on the pioneering capabilities of Generative Artificial Intelligence (GAI) in relation to B2B marketing within the IT and Tech industries. Current Tech-driven markets see GAI becoming a potent tool that can reshape both how businesses develop and the reputation of their brands (Rustholllkarhu et al., 2022). Important features of this platform are its potential to deliver data insights, to simulate interactions that seem human, and to produce content. This research aims significantly to understand how GAI could help IT/Tech organizations to enhance innovation, boost customer engagement, and secure a competitive position in the B2B market (Li et al., 2021).

It is important because it can improve B2B marketing in the IT area through new understanding, data, and recommendations. The Significance of the study is examined in detail here:

- **Bridging Knowledge Gaps in Generative AI Tools:** Finding and classifying every GenAI Technology utilised by the IT/Tech marketing sector is the study's primary goal. The compilation aims to fulfil a vital requirement by presenting a detailed survey of all available products, acting as a reference guide for both IT and IT

professionals. As a consequence, strategies for execution and knowledgeable decision-making are made more straightforward.

- **Informed Decision-Making Through Adoption Trends:** This study delivers essential insights for firms thinking about introducing Generative AI in their marketing strategies by focusing on trends in its current adoption in the IT/Tech sector. Firms can respond more efficiently to market evolutions by improving their insight into the factors that facilitate effective adoption.
- **Leveraging Opportunities and Benefits:** The study provides valuable insight into the possible revolutionary consequences by investigating the advantages and prospective benefits of Generative AI in business-to-business marketing. Businesses can get an advantage in the market by studying the effects of Generative AI on operational efficiency, staff productivity, financial profitability, and revenue development, and then optimising their strategy to take advantage of these advantages.
- **Addressing and Mitigating Challenges:** The complexity of integrating Generative AI can be better understood by IT/Tech decision-makers after a comprehensive analysis of the obstacles, which include Technical, ethical, privacy, and integration issues. To design plans to reduce risks and make sure they are implemented responsibly and effectively, this guidance is crucial.
- **Empowering Comparative Decision-Making:** Experts in information Technology and engineering can benefit from a more informed decision-making process after comparing different Generative AI solutions. By mastering the features, benefits, and limitations of a range of tools, professionals will be more capable of selecting those that will fulfil their unique company requirements.

Business-to-business (B2B) marketing strategies must feature this autonomy in order to be successful.

- **Paving the Way for Ethical and Responsible AI Integration:** The study's investigation of Generative AI's ethical implications helps with the proper use of AI in business-to-business marketing campaigns. Your research has crucial importance for addressing issues related to privacy, consent, and accountability by backing ethical principles and making sure that companies effectively address the unexpected.
- **Informing Academic and Practical Perspectives:** The study adds to the body of academic knowledge in the fields of B2B marketing, Generative artificial intelligence, and trends in Technology adoption while simultaneously tackling practical difficulties. Having made a dual contribution, your research is now important to both practitioners and scholars in the subject.

In summary, the study's importance rests in the fact that it has the ability to educate businesses, direct decision-makers towards the adoption of innovative Technologies, maximise results, and aid in the appropriate and ethical incorporation of Generative AI into the IT/Tech industry. The study is an important and well-timed effort for the field's theoretical and practical development due to its multidimensional contributions.

1.7 Research Purpose and Questions

If businesses wish to survive in the digital age, they need to deal with these problems right away. The acknowledged challenges of this research are to be addressed by this study through an in-depth comparative analysis, which should lead to practical guidance, increased knowledge of Generative AI adoption trends, new insights into branding strategies, assistance with ethical issue management, and better decision-making. The following research enquiries will be taken into consideration:

- **RQ1:** What are the various different types of Generative AI tools that are currently in use in the IT/Tech marketing industry.?
- **RQ2:** What are the various Adoption Trends of Generative AI in the IT/Tech sector to enhance B2B Marketing.?
- **RQ3:** What are the various Opportunities and Benefits related to Generative AI?
- **RQ4:** What are the Various Challenges or Barriers that can be encountered while implementing the Generative AI?
- **RQ5:** How may a comparison examination of Generative AI tools assist IT and engineering experts in making accurate decisions?

CHAPTER II:

LITERATURE REVIEW

2.1 Introduction

The literature review turns out to be a very important critical evaluation of the existing academic literature; research works and also the theoretical underpinnings that relate to the main issues and ideas in this research. Thus, this chapter provides literature review of B2B marketing in Information Technology /Technology and Generative AI integration. To create a foundation for the research, the literature review process entails a thorough examination of books, peer-reviewed journals, and other pertinent publications. It will summarize the main theories, methodologies, and findings in the existing literature to identify relevant research gaps or areas where this study offers a unique contribution. It is through synthesizing and critically assessing the current knowledge that this chapter provides a background for the ensuing empirical research toward an analysis. In so doing, it positions works both contextualizes within the broader academic discourse in the field.

2.2 Technology Acceptance Model

Investigations into AI are now trending. Among the many fruitful applications, the telecom industry is one of the most prominent. By adopting the same methodology to the healthcare industry, the research by Kashan and Freimann (2021) hopes to uncover comparable challenges to implementing AI in the telecom business. The general TAM model was found appropriate for the data collected as evident from the confirmatory factor analysis performed which also indicates the potential use in medical as well as in telecom sales industries. Likewise, SEM hypothesis testing indicated that the PU, PEU, SN, ATU, BI variables and constructs in medical business differ towards the telecom industry's generally supported avenues. Not every industry can benefit from the AM model. An improved Technique is being utilised by the telecoms industry to measure user behaviour

and the adoption of AI. It is possible to suggest a larger model depending on the findings of this study. Research by Na et al. (2023) aims to accomplish a similar goal for the UK and South Korean construction industries by investigating the factors that impact the adoption of AI-based goods and services. On top of the TAM, the research framework was constructed. One major finding from the construction industry's cross-cultural research was that, maybe due to cultural differences between the East and West, Technology and products are not as important in South Korea as they are in the United Kingdom. Organizational competency and social influence are two of the most important factors that affect how easy something is to use. In the field of cross-cultural studies pertaining to the construction sector, this study stands out. It makes use of the cultural distinctions between South Korea and the United Kingdom to investigate the variables influencing the adoption of AI-driven products and Technologies. South Korea represents Eastern culture, whereas the UK represents Western culture.

2.3 Expectancy Value Theory

Researcher, CHAN (2023) surveyed individuals' perception and Intended action of Generative AI in university. Students' expectations as well as their perceptions of the benefits and costs of GenAI were evaluated using the Expectancy-Value Theory (EVT) questionnaire. The coefficient of perceived cost and its relationship with the forecasted intention to deploy Generative AI is considerably low while the perceived value shows a high coefficient with the forecasted intention to use Generative AI. In our pursuance of the possible applications of Generative AI in learning and other fields, we also need to factor in the full implications, including the ethical issues that will crop up in the long-run use of the Technology. There is little work that evaluates and promotes students knowledge in AI even though AI is crucial for college student to be relevant in the future workforce. Effects of contextual support and students' expectancy-value cognitions on their purpose to learn

AI was investigated by the researcher Wang et al. (2023) using both variable- and person-centered methodologies. The situated expectancy-value theory served as its guiding principle. The findings highlighted the critical importance of expectancy-value attitudes and supportive environments in enhancing students' intents to study AI. When students had larger degrees of expectancy-value beliefs and experienced more beneficial conditions, their intents to learn AI were stronger.

2.4 Innovation Diffusion Theory

In this study, Mukhopadhyay (2023) examines the usage and adoption of ChatGPT, an intelligent chat buddy established by OpenAI, in the cultural and associated industries. This study examines six months' worth of Google Trends data for India using Rogers' theory of innovation diffusion. It examines traits including openness, curiosity, appraisal, experimentation, and approval. Findings indicate that 5% of the sample has achieved adoption, which is they utilize the Technology frequently for real-world tasks. The study explores the several cultural settings in which consumers use ChatGPT, including its research and writing capabilities, its use for targeted text processing tasks like paraphrasing and summarizing, and its ability to finance creative endeavors and hobbies. Compatibility, relative benefit, ease of use, observability, and trialability are five characteristics that determine the adoption of ChatGPT. Another study that looks at this topic is Raman (2023) There were five factors that significantly affected the number of people using ChatGPT. According to student reviews, it is up-to-date, compatible, and easy to use. With ChatGPT, today's students have a cutting-edge tool that lets them study at their own pace and with their own method. The pedagogical advantages of ChatGPT encourage student usage of the platform. ChatGPT has the power to fundamentally revolutionise how people communicate with one another and share information, just like social media platforms have grown quickly. These Technologies are appealing for several reasons, including as their

connectability, accessibility, and simplicity of usage. Looking at how social media platforms have grown in popularity might teach you a lot about how ChatGPT could be adopted in the future. The global community of educators has responded to the launch and quick extension of ChatGPT. Certain educators are curious about it because of its conceivable benefits in the classroom. A number of people are anxious that it could lead students to miss educational opportunities or broaden the spread of misleading information.

2.5 Background of Generative AI

Michel-Villarreal et al. (2023) In academia, ChatGPT is shaking things up with its reliance on deep learning to generate material that appears and sounds human. Still, there are basic worries about academic fraud and plagiarism detection that could result in a wavering of critical thinking skills related to its educational context. With the help of thing ethnography, this paper analyzes ChatGPT's opinions regarding both the opportunities and risks it brings to educational institutions. The analysis covers ChatGPT's possible benefits and drawbacks as well as strategies for reducing the impact of the issues covered in the study. In order for the educational system to safely adopt ChatGPT, we need to have in place defined regulations, standards, and frameworks, as suggested by the findings. Also, it points out the need for conducting empirical researches to make sense of user perspectives and experiences. To better comprehend the effects of ChatGPT and related AI systems on universities, the results provide light on areas that could direct future studies. In its last section, the study emphasises the value of object ethnography as a fresh way to interact with AI systems and requests further studies to investigate productive ways to use Gen AI in the classroom.

S. Xu & Zhang (2023) Better learning outcomes, more progress in educational research, and a more successful educational future may all be yours with student simulation. They investigate if it is possible to mimic student learning habits using LLMs,

a noteworthy accomplishment in artificial intelligence. Using LLMs, they create virtual students based on particular demographics and find complex relationships between learning experiences, course materials, comprehension levels, engagement, and more, as opposed to traditional machine learning-based prediction. Their goal is to imitate the habits and ways of learning of actual students, not only to forecast their results. They put this theory to the test in three separate trials. The first study uses a dataset with 145 students (N = 145) to mimic the results of a demographic analysis of student learning, finding similarities to real students across a range of demographic variables. The second study, with 4524 participants, found that the more assessment history virtual pupils had, the more realistic their simulated actions become. The third experiment (N = 27), which takes into account prior knowledge and course interactions, demonstrates a high level of coupling between the learning behaviours of online students and fine grain mappings between questions, course content, interaction and understanding. In aggregate, these findings support LLMs as an effective means of student simulation and back up the idea that a freer curriculum is an enhanced curriculum, This could enhance learning results and broaden students' access to education.

2.6 Evolution of Artificial Intelligence In Marketing

In this study, Davenport et al. (2020) Future marketing tactics and consumer habits will undoubtedly be significantly impacted by artificial intelligence (AI). Drawing on both prior research and extensive experience with practice, the authors offer a multifaceted framework for understanding the effects of AI that takes into consideration IQ, the nature of the job at hand, and whether or not the AI is integrated into a robot. It is unusual for previous studies to focus on only one or two of these aspects; nevertheless, our study unifies all three. The authors continue by outlining a plan for future study that will look at subjects like privacy, prejudice, and ethics in addition to the future of marketing and consumer

behaviour. As a last point, the authors argue that AI may work better when it complements human managers instead of taking their jobs.

Eriksson et al. (2020) How and whether AI may aid when creating marketing plansis the subject of this article. Exploratory in-depth interviews with professionals in the field who are actively using AI Technologies formed the basis of this qualitative study. Among the main points covered are: (1) The role of AI in the management of marketing strategy decisions; (2) Whether AI exists in these decisions; (3) The contribution of AI in these decisions; (4) The impact of company culture on AI; and (5) The consequence of AI on the organization's model. This report demonstrates the necessity of a 'creative-possibility viewpoint,' which serves to draw focus to future uses of AI for both conventional logic and creative applications.

2.7 GenAI In B2B Marketing

Current Landscape of GenAI Applications

In this study, Bandi et al. (2023), GenAI is a new Technology that has many proposed applications across various sectors. Gen AI models intended for specific tasks need defined requirements and assessment criteria. Focusing on this research is the assessment metrics, input-output formats, & needs models of Generative AI systems. To support those in the sector, the study provides comprehensive insights and resolves significant research issues. The initial move in constructing Generative AI systems is to recognize and organize the User experience, software, and hardware requirements. The study also examines the many Generative AI model types that have been covered in academic literature by providing a classification scheme that is centred on their architectural characteristics. A variety of models are available, such as diffusion models, hybrid models, language models, models for normalising flow, and models combining variational autoencoders (VAEs) and generational adversarial networks (GANs). A listing

of all the Generative AI systems' input and output formats is also a part of the report. Alongside examining common assessment metrics in Generative AI, this paper additionally presents a proposed categorization model distinguished by output categories. Results from the research advance the field by enabling developers and practitioners to better utilize and examine gen AI models for a wide array of uses. This study is vital because it makes clear the demands of Generative AI systems for optimal preparation, layout, and peak efficiency. A useful tool in decision-making and pursuing progress is a taxonomy of models. Though evaluation metrics deliver recognized Techniques for assessing model effectiveness and quality, input-output format classification allows us to make use of many formats for custom solutions.

Dhoni (2023) In 2023, Generative artificial intelligence (GAI) was a buzzword triggered by OpenAI's debut of ChatGPT. Interest focused on the key role data plays in guiding the future of Generative AI and on its potential for transformation in several industries. The project's goal was to improve analytical procedures by investigating how to combine data and analytics with Generative AI. Using insights from social media and trial proofs of concept showed a strong opportunity for businesses to prosper from Generative AI Technology. The combination was meant to quicken analytical workflows, yield new insights, and fully change the way production operates. The understanding emerged that the defense of intellectual assets necessitated a tactical partnership with Generative AI entities, signaling the requirement for AI vendors and corporations to partner together. With exploration at its highest in 2023, we demonstrated how effective teamwork can protect ideas and innovations as well as promote creativity. The report points out that for businesses, using Generative AI is vital to their success and to lead in data-driven innovation. Experts are advocating for a crucial change in how companies handle analytics

and innovation, influenced by the favorable setting at the intersection of data and Generative AI.

Ooi et al. (2023), GenAI was a buzzword triggered by OpenAI's debut of ChatGPT. Interest focused on the key role data plays in guiding the future of Generative AI and on its potential for transformation in several industries. The target of the project was to better analytical processes through research into the integration of Generative AI with data and analytics. Using insights from social media and trial proofs of concept showed a strong opportunity for businesses to prosper from Generative AI Technology. The combination was meant to quicken analytical workflows, yield new insights, and fully change the way production operates. The understanding emerged that the defense of intellectual assets necessitated a tactical partnership with Generative AI entities, signaling the requirement for AI vendors and corporations to partner together. With exploration at its highest in 2023, we demonstrated how effective teamwork can protect ideas and innovations as well as promote creativity. The report points out that for businesses, using Generative AI is vital to their success and to lead in data-driven innovation. Experts are advocating for a crucial change in how companies handle analytics and innovation, influenced by the favorable setting at the intersection of data and Generative AI.

2.8 CMO Perspectives on Generative AI

Personalization In Financial Institutions

Rane (2023) The fields of accounting and finance have been fast affected by gen AI, as shown by ChatGPT and comparable models, which has both revolutionised old procedures and introduced new difficulties. The complex financial and accounting environment is explored in this study, along with the many roles and difficulties posed by Generative AI Technology. In the financial sector, ChatGPT simplifies interactions with customers by providing tailored financial advice, supporting investment plans, and

enabling real-time market research. Quickly analyzing extensive datasets, it improves performance in algorithmic trading, the handling of risks, and identification of counterfeits. Through the use of AI models, corporations in accounting can cut costs and time in data entry, classification, and report generation. Also, they improve Techniques for forensic accounting and facilitate compliance responsibilities, making certain that rules are adhered to while they evolve. The implementation of linked AI and ChatGPT in accounting and finance does show certain challenges. Bias in algorithm decisions, data security, and privacy create major issues for the preservation of the security and privacy of important financial information. Financial decisions made by AI pose a challenge that requires an effective equilibrium between human intuition and AI. Furthermore, these systems based on AI must gain the capability to adapt and learn continuously to match the ever-variable financial markets, It makes continuous investment in research and development necessary. To find out what obstacles these Technologies must overcome in order for them to truly disrupt the financial sector and what transformational potential they have, this article provides a critical review of the transforming roles of ChatGPT and related Generative AI in financial accounting.

Content Creation In Marketing Departments

Abid et al. (2020) This article investigates the effects of different content signals and qualities on followers' online visibility of relationship quality. Second, the moderating effects of content curation are what the study is trying to understand. One hundred posts and twenty-nine thousand comments were taken from the Democratic and Republican party's respective Facebook sites for the sample. The material was classified according to the existing literature. Using a deductive method, the characteristics of connection quality were obtained by manually coding the comments. The hypotheses were confirmed using multiple regression. Voters' statements of relationship quality are positively impacted by

visuals, content popularity, comment volume, and content length. On the other hand, valence, interaction, argument quality, or reliability of the source were irrelevant. Furthermore, when it came to manifestations of relationship quality, content curation acted as a moderator, mitigating the impacts of both duration and interaction.

Abou Osman & Gerzic (2017) The study's overarching goal is to provide light on how businesses handle content production as it pertains to social media content marketing. The research Technique applied in this thesis is qualitative and abductive. An analysis of several cases formed its basis, with seven B2B content marketing and development businesses participating in semi-structured interviews. The seven companies' shared knowledge of content marketing is in line with established academic consensus. Companies' approaches to content marketing are comparable, according to the survey. Additionally, the research finds that certain characteristics should always be considered while creating content, such as strategic planning, consumer value, a well-considered message, and distribution methods.

Market Segmentation and Customer Targeting

D. Chen et al. (2012) Although they may not have the in-house resources or experience to implement data mining and consumer-centric marketing strategies, many small and new internet shops are eager to start using these practises in their operations. One online store's use of data mining for customer-centric BI is detailed in this article's case study. This study will mainly concentrate on assisting the business in better understanding its customers in order to enhance customer-centric marketing approaches. Making use of decision tree induction and the k-means clustering algorithm, the company's customers have been divided into many significant groups on the basis of the monetary, frequency, and recency models. The key features of each segment's consumers have been found. This

leads us to the next point: we provide the company some advice on customer-centric marketing. In this investigation, SAS Enterprise Miner and SAS Enterprise Guide are used.

Brito et al. (2015) The fashion industry's marketing and production challenges have been addressed via the use of data mining (DM) methods. The large range of products available makes it more difficult to identify clear trends in customer preferences; however, these Techniques are expected to play a pivotal role in highly customised sectors. This study aimed to investigate two data mining strategies for customer segmentation: subgroup discovery and clustering. In a manufacturer/e-tailor of highly customised clothing, the models that were acquired led to the creation of six market sectors and 49 rules that improved our knowledge of client preferences. Additional methodological improvements will be driven by the breadth and depth of these clustering DM approaches.

Constantinides & Stagno (2011) Examining The influence that social media plays while choosing a university and degree program this article also uses social media to identify market segmentation among prospective students. The research relies on results from a nationwide survey of Dutch high school seniors and college freshmen. Participants in the programme are students in their last 2 yrs of high school. Utilizing social media, we conducted market segmentation using cluster and factor analyses; factor analysis yielded more distinct market categories, therefore it was the superior option. Using social media as a metric, the results show that there are three separate groups of prospective Dutch students. Another important takeaway from the survey is that incoming college freshmen mostly use social media for connecting with others and gathering information, rather than creating original material beyond uploading photos and videos. For students, social media is still not as important as more conventional forms of communication. Compared to more conventional methods of advertising universities, The impact that social media has on theon prospective students' decisions on majors and schools is minimal. This helpful post

for university marketers will teach you about the newest developments in the sector and how you may use social media as an effective tool for marketing.

2.9 IT/Tech Industry Dynamics

Rapid Technological Developments

Felser & Wynn (2020) The fast rate at which companies are being digitalised presents automotive companies throughout the globe with the taxing individual and collective challenge of building and implementing a digital direction for their total organizations due to the continual evolution of the core goods and operations of their business. When we talk about digitalization, we often think of huge changes happening very quickly, and perhaps even the extinction of long-standing business models. These new Technologies, which are a part of the shift known as Industry 4.0, may require large firms that have previously outsourced their information Technology (IT) services to reassess their IT sourcing strategy. To be more adaptable and better meet the ever-changing needs, it may be necessary to bring in-house tasks that were previously outsourced, a practice called back sourcing. This will allow for more ownership and control. Before looking at how digitization could affect IT sourcing in Germany's car sector, this paper surveys the existing literature on what drives back sourcing. Taking a knowledge-based perspective on the company, we lay forth a theoretical foundation for future studies. Also, an early model for assessing changes in IT sourcing strategies is suggested, based on preliminary input from interviewees. With the help of further in-depth interviews, the model is being refined to provide practical advice to IT managers and strategists in Germany's automotive sector.

Črešnar et al. (2023) Organizational productivity is often believed to be enhanced by new Technology. On the other hand, non-Technical changes in organizational behaviour must occur in tandem with Technological ones for Technology adoption to occur immediately. Insufficient accessibility to the latter could hinder the assimilation of novel

Technologies and thus affect productivity. Developing countries that are unwilling to adopt new ideas and are still clinging to antiquated Technological infrastructures sometimes find themselves in this predicament. They conducted an empirical evaluation of the effects on productivity of the Technological and non-Technological components of business adoption of Industry 4.0 concepts using data from manufacturing enterprises in a growing European economy. Through modelling using structural equations, the study found that Industry 4.0 factors related to Technology, such as cloud computing, cyber-physical systems, and the Internet of Things, had a favourable effect on productivity. The findings indicate that non-Technological changes in business model, organizational structure and culture, strategy, and customer, product, and service focus shifts mediate these consequences. This study adds to the existing research in this field by highlighting the significance of some hitherto understudied pathways that could facilitate the shift to Industry 4.0 while utilising traditional industrial settings.

2.10 The Role of Generative AI In IT/Tech Marketing Transformation

Disruptive Nature of Generative AI

Mondal et al. (2023) New experiences may be created by companies by integrating the virtual and real worlds, thanks to Generative artificial intelligence (GAI) has revolutionized the global landscape. Researchers, academics, and business organizations are delving into GAI to uncover its limitless potential as its application expands in tandem with the Metaverse. In both the real and virtual worlds, GAI powers industry-leading solutions, like Google's Bard and OpenAI's ChatGPT. The difficulties and effects of GAI on society and the economy are the primary topics of this article. When it comes to GAI, businesses need to reevaluate their strategy and processes in order to build hybrid real and virtual experiences. In order to assist company managers in creating efficient plans to improve their operations, this research suggests a framework. The paper examines the early

GAI implementations in various industries with an eye toward fostering the creation of future customer solutions, delves into the ways GAI can assist businesses in developing novel customer value propositions and experiences, as well as exploring the possibilities of information Technology and digital communication. In order to improve organizational efficiency, an agenda for research is suggested for creating GAI for use in company management. From the findings, a favorable conversation about GAI's power to strengthen the consumer experience in several sectors has begun.

Megahed et al. (2023) There is impressive potential for GenAI models like OpenAI's ChatGPT to reshape the instruction, research, and practice of Statistical Process Control (SPC). Still, these resources are still at a primitive stage, so they are especially vulnerable to misunderstanding or misuse. This work provides a historical overview of Gen AI. In detail, they analyze ChatGPT's power to create code, make basic ideas more clear, and supply current information relevant to education, training, and research in the SPC field. Looking at predetermined question responses helps them bring awareness to the strengths and weaknesses of the findings. According to their findings, the present ChatGPT delivers well in relation to organized tasks such as code translation and teaching prevalent ideas, however, it has considerable troubles with more complex tasks such as defining obscure words or composing code from its inception. A discovery has been made that today's AI Technologies have the capability to enhance both efficiency and productivity in practise, education, and research. Some of the results are incorrect and misleading because they are still in their infancy of development. Performing both validation and combining with other methodologies is necessary for SPC to produce accurate results using Generative AI models.

Positive Effects on Brand Building

Cheung et al. (2019) As an essential way to reach customers with brand information, social media marketing has attracted a significant amount of recent focus from marketers. Though social media marketing is gaining in importance, little is understood about how it shapes customers' brand comprehension. The purpose of this study is to provide a conceptual framework for examining how social media marketing affects how consumers recognise and perceive brands for products with varying degrees of participation. Using this model, we plan to improve our insight into the effects of different marketing messages on social media on companies covering a range of products and engagement levels. We present some recommendations on how to test the model in the real world.

De Vries et al. (2017) The effectiveness of traditional advertising, the volume and tone of consumer-to-consumer (C2C) discourse on online forums, Twitter, and Facebook, as well as other pertinent indicators, are examined in this study to assess how well a company has established itself and drawn in new customers. The authors implement a unique dataset from a European telecom company in their vector autoregressive modelling. This model allows them to account for the relationships between standard advertising, F2C impressions, and the quantity and tone of social communication from consumers to consumers. The data shows that both brand growth and consumer acquisition benefit from traditional advertising. The supplemental role of F2C social messaging impressions enhances standard forms of advertising. To optimize a company's brand recognition and client generation, it may be sensible to skillfully synchronize traditional ads with its social media activities. Additionally, brands may impact their own growth and acquisitions by amplifying both the quantity and emotional content of customer-to-customer interactions

in traditional advertising. Based on these results, managers will be better able to use the various communication kinds.

Itam et al. (2020) Academics and professionals alike have been interested in workplace branding over the last 10 years. Still, the employer brand managers' goal was mostly unrealized due to their inactivity. The aim of this paper is to investigate the perspectives of HR managers about workplace branding tactics and their execution. Case studies of three multinational corporations operating in India are the foundation for this research. Conducting semi-structured interviews and using content analysis to realize the themes. The organizations under scrutiny's HR managers and I discussed an extensive range of issues related to the study's employer branding Technique and its execution. After the study, the main points and conversations from the interviews were categorized into three themes: The HRD standard, the awareness and distinctiveness of employer branding, and the meaningfulness and visibility are our areas of concern.

Business Expansion and Competitive Advantage

Azeem et al. (2021) Through empirical analysis, the study investigates the relationship existing amongst innovation, organizational culture, information sharing, and competitive advantage. PLS-SEM was our method for analyzing our data and verifying our hypotheses about the associations among the 294 industrial managers who provided their responses. The results showed that organizational innovation, information exchange, and culture all belayed a positive effect on competitive advantage. An organization’s culture which motivates employees to share their expertise and generate novel ideas, along with linking these actions to business strategy, may foster the development of advanced manufacturing skills. The present research illustrated that company culture is important for operational performance, while knowledge-sharing and organizational innovation are the key means for achieving a competitive advantage.

Annarelli et al. (2020) The research finds that all of these elements come together to create the competitive advantage of PSS: the unique kind of PSS designed for a market segment based on consumer behavior, the rigor in defending essential competencies from rival copying, the organizational processes, and the resources available, and finally the effectiveness of PSS in implementation. To account for the complicated interaction of the factors describing the phenomena under investigation, they used a multiple case study Technique, which included choosing 10 organizations and collecting data via interviews that are semi-structured. Both the within-case and cross-case analyses show that the physical resources and organizational processes give Use-Oriented PSS business models an edge, regardless of whether they are protected from replication threats or not, while the people competences provide PSS business models that are Result-Oriented.an edge. Though human resources are essential for Product-Oriented PSS models as well, businesses can't acquire an edge unless they're safe from copycats. This research adds to the expanding corpus of research on PSS by analyzing the critical success determinants, highlighting what may be unique aspects of the PSS business model, and offering helpful thoughts on the competitive and strategic potential of PSS.

Haseeb et al. (2019) Maintaining a competitive edge in today's postmodern industrial age requires businesses to execute sustainably. Medium and small businesses in Malaysia are up against a number of societal and Technical obstacles on the road to long-term success. To what extent do social and Technical difficulties play a part in the pursuit of long-term competitive advantage and company performance sustainability? That was the question this research set out to answer. To achieve this goal, we gathered data directly from SMEs in Malaysia. The management staff at these SMEs was asked about the significance of social and Technical challenges in preserving a competitive edge and enhancing long-term firm success, and their opinions were supported. Data was collected

using an email survey. The management team of SMEs were each given one of 500 questionnaires. We used basic random sampling to distribute the questionnaires. The research used structural equation modelling to determine that social and Technical difficulties were big factors in improving long-term company performance and competitive advantage. In addition, the favorable effects of social and Technical aspects on long-term competitive advantage may only be captured via strategic alignment. The study's conclusions may be useful to practitioners since they will enable them to include company success and long-term competitive advantages into their strategy.

Xuhua et al. (2019) Business-to-business, or B2B, e-commerce is becoming increasingly popular among SMEs as a means of gaining and maintaining a competitive edge. There is absolute correspondence between the degree to which a firm adopts business-to-business (B2B) e-commerce and the extent to which it captures windows of competitive alright. Researchers in this study surveyed Ghanaian business owners and managers of medium and small manufacturing enterprises using a questionnaire, and they received 315 valid replies. Using structural equation modelling, this study investigates the effects of varying degrees of B2B e-commerce adoption on several forms of competitive advantage. The primary takeaway is that a rise in B2B e-commerce usage may help SMEs save money, which in turn helps them save money on operational operations. The study's limitations, ramifications, and recommendations for additional research are also provided.

Research Gap: However, a huge gap emerges when one considers business-to-business marketing inside the IT/Tech industry. The study on Generative AI has been considerable on its B2C equivalent, but its use in business-to-business scenarios has received less attention. According to the current literature, research into the IT/Tech B2B sector is urgently needed due to the unique opportunities and challenges it presents. The literature review also makes clear how little we know about how Generative AI will affect

the development and reputation of IT and Tech companies. Though its promise has been recognized, comprehensive studies that provide industry decision-makers with valuable information have been scarce.

Findings from this literature review indicate a lack of understanding of B2B marketing within the IT sector. Business-to-business marketing offers a unique opportunity to delve deeper into the revolutionary potential of Generative AI, while AI marketing generally has garnered considerable interest. An in-depth examination of how IT and Tech companies might leverage Generative AI to drive their growth and marketing campaigns is laid out in this overview.

2.11 Summary

Based on the detailed literature review presented, several important conclusions can be formulated. First of all, in terms related to the market segmentation and customer targeting, the new data mining Techniques that are acquired by internet shops enable a much better understanding of the consumer behavior. By using approaches including decision tree induction and clustering algorithms it is very much possible to segment the customers in businesses through monetary, frequency, recency models. On the dynamics of IT/Tech sector, digitalization at a breakneck speed has created a stir in the automotive companies to assess their strategies for sourcing IT. The back sourcing or the transfer of previously outsourced tasks into one's own corporation is revealed as a strategic response to the altering context. On the other hand, in Generative AI (GAI) transforming landscape, Real and Virtual world is changing many industries. As a customer-centric GAI applications such as Google's Bard and Open AI 'ChatGPT demonstrate, there is also the ability to produce new types of consumer experience. In addition, the benefits on brand development are reinforced by information about social media marketing's impact on brand image; the reciprocal nature of traditional advertising and online popularities: as well

as the organizational culture, leadership plays a key role in building a better "image" (brand equity) for organizations. The role of innovation, organizational culture and also knowledge sharing play in the competitive advantage is emphasized by insights into business growth as well as the advantages that innovative enterprises have over their rivals. Also, research into PSS also reveals the factors influencing success in this business model. In the case of SMEs, long-term competitive advantage can only be achieved through sustainable practices and by overcoming both social and also Technical challenges. All in all, these studies highlight the multidimensional nature of the factors driving market changes, Technological innovations and future trends shaping brand strategies as well as competitive advantage within the complicated IT/Tech world.

CHAPTER III:

METHODOLOGY

3.1 Overview of the Research Problem

The dynamic nature of the IT environment puts pressure to provide an immediate solution to the problem that many organizations in B2B marketing face. The possibilities that come with the use of Generative AI are enormous, and it is possible to implement them through B2B Marketing Strategy changes in IT/Tech companies. However, some factors hinder this integration and there is a need to produce an unambiguous indication of the missing competence. This research is set out to respond to some key questions in this respect starting with the absence of practical guidance on how to harness Generative AI for B2B marketing. Thus identifying its feasibility the area does not offer a complete framework of the general concept and a set of strategies for implementing certain projects. Furthermore, the decisions are not precise in terms of adoption trends with contrasting efficiency tools, driving forces, and tangible advantages in the IT/Tech sector. Generative AI presents a new approach to how branding approaches can be questioned, or not questioned, depending on the case, which speaks volumes about the current lack of comprehensive treatment of expertise in the field. The ethical aspects add complexity because there are still questions about the implications of Generative AI on both moral and legal grounds in the context of B2B marketing. Information privacy, consent, and the responsible use of AI pose challenges that require further exploration. Last but not least, a major gap exists here in the form of a comprehensive comparative analysis of the various Generative AI for B2B marketing services, particularly within the IT/Tech sector. The problem is that the industry experts do not have sufficient information on specific abilities, as well as the advantages and disadvantages of the tools they have to work with. This

research attempts to fill these essential gaps, presenting useful information for businesses dealing with the revolutionary power of Generative AI in B2B marketing strategies.

3.2 Operationalization of Theoretical Constructs

Operationalizing the theoretical frameworks entails defining and measuring the variables so that a wide study can be conducted. In this case, the factors that are independent are Gen AI Capabilities, Personalization, Data Security & Privacy as well as Adoption Readiness. Gen AI Capabilities, Personalization involves individualizing marketing approaches, Data Security & Privacy stands for the protection of confidential data and Adoption Readiness concerns the businesses' preparedness to utilize Generative AI tools.

In contrast, the dependent variable is Business Development and B2B Marketing Optimization which indicates actual results and improvements due to the Generative AI implementation in B2B marketing approaches. Furthermore, the control variable is Company Size which recognizes that firm size might impact attitude towards and opportunity of adoption of Generative AI. Customer engagement, the intermediary variable in this relationship between the independent and dependent variables, is the last one.

Independent Variables	**Dependent Variable**	**Mediating Variable**	**Control Variables**
Gen AI Capabilities (GAIC)	Business Development and B2B Marketing Enhancement	Customer Engagement	Company Size
Personalization			
Data Security and Privacy (DSP)			
Adoption Readiness (AR)			

3.3 Research Purpose and Questions

This study's major goal is to investigate in detail the area where B2B marketing Techniques and Generative AI collide. Our goal is to create a detailed map that covers all the bases: adoption rates, benefits, and challenges that IT and Tech companies encounter when trying to use the many Generative AI tools and Technologies available to them. When applied to the highly competitive digital marketplace of today, Generative AI and B2B marketing can potentially change the game entirely. Our analysis reveals a compelling justification for its existence within the framework of this transitional period. The following will be the Objectives for the research, which are as follows:

- To Identify the various Generative AI tools that are being used in the Tech/IT Marketing Sector
- To investigate the Adoption Trends of Generative AI in the IT/Tech Marketing Industry
- To Evaluate the Opportunities and Benefits which are linked with the application of Generative AI
- To determine the various challenges that come with the adoption of Generative AI in today's scenario.
- To Perform a Comparative Analysis of the various Generative AI tools in helping the expertise to make a sound decision.

3.4 Research Design

A cross-sectional approach marks the selected research design that includes aggregating data from participants at a certain moment in time. In the scope of this research, the cross-sectional design is highly useful for depicting a picture of the current stage of adoption and beliefs about Generative AI in B2B marketing associated with IT/Tech. This method makes it possible to gain a deeper insight of the attitudes, practices,

and viewpoints that professionals and decision-makers currently have on the integration of Generative AI into B2B marketing strategies.

By choosing a cross-sectional design, the authors conform to the intent of their study as it implies that they attempt to get an understanding of current trends in Generative AI adoption and compare various perspectives at a single point in time. In this way, the researchers will be able to look at data collected from different types of participants within the IT/Tech sector allowing for a more well-rounded contextualization of not only where Generative AI within B2B marketing stands currently but further in terms of how it is perceived and implemented (Hunziker & Blankenagel, 2021)

This study uses online surveys as its main data collection method. Several advantages can be identified in using online surveys as a research method and they include: First of all, they are cost-saving, avoiding physical resources to be spent and manual data entry. Second, online surveys are easily accessible since one can provide responses from a place of choice, thanks to the readily available internet connection. This availability to the geographically dispersed audience makes it possible for the study to capture some perspectives of varied regions within IT Tech.

Online surveys allow for more anonymous answers, which encourages participants to be more honest. The platform is digitally designed whereby, participants are able to share their insights anonymously and this usually becomes important when dealing with controversial topics like the embrace of emerging Technologies such as Generative AI (Schreiber et al., 2022)

3.5 Population and Sample

This research efforts on selected targeted respondents who are the decision-makers in IT/Tech organs including marketing managers, business development managers, brand managers as well as AI and Technology experts among other senior executives such as

chief marketing officers (CMOs). These experts are chosen because they have an in-depth understanding of marketing methods and could share their unique point of view on how Generative AI can be wisely used and accepted by IT/Tech professionals.

A purposive sampling method will be used to ensure the research generates rich insights and informed opinions. Purposive sampling refers to the selection of respondents on a basis determined by certain specific factors that have been designed in agreement with the research goals. In this regard, the requirements include managerial professions with decision-making powers in marketing, business advancement; brand administration, and knowledge of AI and Technology within IT/Tech associations. The goal is to hire people who understand the field, marketing, and Generative AI's potential effects (Campbell et al., 2020).

The purposive sampling approach makes it easier for the researcher to select individuals who will be most relevant to the study. Target stakeholders are individuals who possess the know-how and decision-making authority about the issues under discussion, namely, the prospects and considerations for leveraging Generative AI in B2B marketing contexts. This method just serves to guarantee the high calibre of the data collected and to provide an answer to the study questions.

Sampling Techniques entail a determination of the possible respondents based on the roles and functions in IT/Tech organizations. The link will be established through professional contacts established organizational bodies and people already engaged in the positions of interest. These selected respondents will be offered the online survey, which will allow them to share knowledge as well as their perceptions regarding the matter.

With the use of the purposive sampling method, the research seeks to gain additional insights from the decision-makers who are at the center of the determination of B2B marketing in the rising competitive environment of the IT/Tech field. The study's

conclusions on B2B marketing-related dangers and the potential of Generative AI integration in the IT/Tech business are more relevant and practical due to the targeted demographic (Ames et al., 2019).

3.6 Participant Selection

It is LinkedIn that this study will use to call for volunteers. Tech-savvy workers and business executives consistently use LinkedIn for professional networking; therefore, it can be assumed that it has many IT/Tech decision-makers. The selection procedure has numerous steps: The selection procedure has numerous steps:

- **Identification of Relevant Profiles:** The first procedure is to look for LinkedIn user profiles that manifest the respondent trait characteristics. This category includes marketers such as marketing managers, business development managers, brand managers as well as Technology gurus and Chief Marketing Officers (CMOs) from IT/Tech organizations.
- **Screening and Verification:** However, a cross-check would be conducted to ascertain the actual roles of the individuals whose names have been identified as potential profiles. This stage validates that the chosen participants have adequate authority and any necessary prerequisite knowledge for the given research.
- **Outreach and Invitation:** once the participants of the study have been selected based on the screening questions, they will be invited to participate in the study through LinkedIn direct messages. The approach will consist of a short and concise message about participation; why the study is being conducted, why it is important to participate, and a link to the online questionnaire.
- **Personalized Communication:** To enhance the level of response likelihood, a tactic called personal communication will be adopted. This may involve identifying some aspects of their profile, stressing the relevance of the knowledge they possess,

and explaining how such information may help to transform the existing B2B marketing practices in the IT/Tech field.

- **Follow-up:** In the case where the first message does not reach the intended recipient, there will always be a second plan. Subsequent messages will stress on the importance of the task they provide and if something has to be stated more clearly, follow-up messages will be used.

By adopting LinkedIn as the main source of participant identification for the purpose of being utilized by this study, it is possible to determine the extent of relevance of these professions in one way or another within the sphere of IT/Tech. LinkedIn offers a way to establish direct contact with professionals, connect, and send them a message; this makes it efficient in finding the decision makers with the ability that would be needed in order to make any small or big contribution to the study. The participant selection approach is to identify and develop a working relationship with the participants who possess knowledge of the matters concerning Generative AI and its benefits and drawbacks in B2B marketing in the Information Technology/Technology industry.

3.7 Instrumentation

This study used Google Forms to distribute an online survey. Designing the questionnaire with a view to taking into consideration all aspects of respondents' thoughts, emotions, and opinions in terms of Generative AI implementation for business-to-business marketing as part of the IT/Tech industry. The questionnaire will comprise questions that are skilfully arranged to provide information on different points such as current thoughts concerning Generative AI capabilities, personalization considerations, data security and privacy matters related doubts, and readiness for adoption. The questions will be close-ended and will be on a Likert scale basis. However, this survey does not state how these closed-end items are going to be analysed but since numerical responses from them can

easily be analysed using the tools of descriptive statistics that mean it would make sense. First, an online questionnaire eliminates distribution and accessibility-related issues while ensuring a seamless user experience for respondents. Furthermore, the Internet survey facilitates data collection, management, and analysis in an easy manner to ensure quick research coupled with appropriate findings (Muley et al., 2021).

3.8 Data Collection Procedure

An online survey form has been the device utilised to collect data. This tool aims to collect information about respondents' views, attitudes, and opinions regarding the use of Generative AI in business-to-business marketing in the IT/Tech industry. The survey uses a well-structured questionnaire that closed-ended questions in a Likert scale pattern for quantitative analysis and qualitative emphasis.

For better distribution and ease of management, commonly used online platforms for surveys such as Google Forms was utilized. These platforms have researcher-friendly interfaces as well as respondent-friendly user interfaces, hence promoting a low threshold for data collection. These advantages of the online format include easy availability, submission responses with speed, and data storage that is organized effectively.

The potential respondents will receive notification of the survey via several channels. The targeted approach can be achieved by sending an email campaign to stakeholders in the IT/Tech industrial sphere using specialized lists. Further, the research seeks to gain access to professional circles on LinkedIn, which is one of the most popular social media sites among business executives. Participants will be sent an email invitation which will provide the research objectives and benefits of the study accompanied by a link to an online survey. Increasing stakeholder participation from pertinent IT/Tech stakeholders is the aim of this varied engagement approach.

3.9 Data Analysis

The research involves the utilization of quantitative methodology to determine the frequency, rate, and relationship between the adoption, usage, and perception of GenAI in B2B marketing among organizations in the IT/Tech sector. This approach ensures that data that has been transformed into numbers can be addressed systematically to deduce the reigning practices within the business and the understanding of the decision-makers.

This is because well-known research instruments like Excel and SPSS will be used to analyse the quantitative data. Microsoft Excel is also utilized as a general data entry and analysis tool to enter the data and perform preliminary statistical analysis. On the other hand, SPSS is a powerful statistical software that is more advanced for certain applications, and it has all the tools a researcher may need. These software applications are selected because they are primarily utilized in the performance of statistical analysis and can produce major metrics and evaluations (Rahman & Muktadir, 2021).

The collected survey data is expected to go through several statistical tests to help in the analysis and identification of various insights. The key features of the data set will be quantified using descriptive statistics, which will also be utilised to show participants descriptive statistics and provide an overview of measures of central tendency and variability. By using survey samples, descriptive statistics will be used to estimate and generalise about the larger IT/Tech population, while inferential statistics will be used to forecast the population of IT/Tech through survey samples. Furthermore, since there is no easy cause-and-effect relationship in the case of Generative AI in B2B marketing, multivariate analysis will be employed as a tool to analyse the interdependence among several variables at once.

3.10 Research Design Constraints

The cross-sectional design and online survey approach are ideal for studying Generative AI adoption in B2B marketing in the IT/Tech industry, however, they have drawbacks:

- **Cross-Sectional Design Constraints:** The cross-sectional design reduces the attitudes and behaviors of the participants in the study at one point in their lifetime. This design limitation prevents one from being able to study trends over time and thus makes it impossible to formulate any correlations or even changes in Generative AI adoption.
- **Sampling Bias:** The purposive sample method may be biassed since the participants are selected according to their level of authority and knowledge in the IT/Tech industry. Furthermore, because some points of view may be over-represented, this bias may restrict the generalisability of conclusions to a larger population (Borle et al., 2021).
- **Online Survey Limitations:** Online surveys provide convenience and affordability but tend to miss those without access to the internet or are less active on digital platforms. This restriction can impact the diversity and generalizability of this sample, which would undermine its findings (Iannelli et al., 2020).
- **Self-Reporting Bias:** This possibility can be introduced in the online survey responses; whereby social desirability bias or inaccuracy of reporting may affect participants' views. In this case, those surveyed can give answers that seem to be socially acceptable which in turn may bring differences between what is declared and what is practiced (Bergen & Labonté, 2020)
- **Limited Depth of Qualitative Insights:** The survey's quantitative nature will impede deep qualitative insights about the subtlety of participants' experiences and

perceptions. A more contextual approach, for instance by means of interviews or focus groups could yield richer contextual information.

- **Generalization to Other Industries:** Research is conducted on the IT/Tech sector only, and it results that findings may not be true for other industries. The specificities and peculiarities of the context of IT/Tech may not denote those typical for all B2B marketing.
- **External Factors:** The study results may have been inconsequential and irreducible to the intervention because of external factors such as Technological advancements, dynamic market forces, or different regulatory settings at the time of the study. It can also be argued that the cross-sectional design does not capture the dynamic nature of the roles that those external forces adopt (Booth et al., 2015).

Despite these constraints, the research team attempts to eliminate biases, improve survey validity, and shed light on Generative AI use in B2B marketing in the IT/Tech business.

3.11 Conclusion

To sum up, this chapter has provided a good framework for examining the adoption rates of GenAI and how it affects B2B marketing in the IT/Tech sector. Therefore, the selected cross-sectional design accompanied by the online survey approach offers practical inconveniences in terms of capturing the situation of the current Generative AI adoption state. In such a scenario purposive sampling method is most appropriate since it targets ICT/Tech companies' decision decision-makers hence targeting those with the required information and authority. It also enhances the outreach strategy since the company can use social networking sites as a platform for recruitment.

The main data collection tool used here is the questionnaire which is expected to offer more insight into what the respondents feel, think and even imagine concerning

Generative AI in B2B marketing. Incorporating the survey in this particular form makes the use of constructed online questionnaires like Google Forms efficient when it comes to the administration of the particular survey. The various outreaches, which employ email blasts and interactions on LinkedIn, are designed to encourage the highest levels of response and involvement.

Therefore, this methodology will be adopted to collect data that would be quantified and analyzed with statistical packages like Microsoft Excel or SPSS. This approach will unveil trends, patterns, and associations about the Generative AI adoption, which, in turn, will widen its awareness while underscoring its impacts on B2B marketing in the IT/Tech sector Although this selected methodology may entail certain weaknesses, it allows coming up with meaningful and novel insights that can add to the ever-evolving and expanding pool of knowledge.

CHAPTER IV:

RESULTS

4.1 Reliability Analysis

Table 4.1: Reliability

Cronbach's Alpha	N of Items
.972	48

These helps to at least clarify the image in the table above; the instrument, which really consists of 48 components, has a 972 Cronbach's Alpha, as the table illustrates. Additionally, a very high level of internal consistency has been shown, indicating that the items used to assess a certain construct consistently measure the same thing without yielding erroneous results.

4.2 Demographic Details of Respondents

Table 4.2: Descriptive Statistics

	N	Mean		Std. Deviation	Variance	Skewness	
	Statistic	Statistic	Std. Error	Statistic	Statistic	Statistic	Std. Error
Gender	200	1.30	.032	.457	.209	.906	.172
Age	200	3.26	.061	.864	.746	-.105	.172
Educational Background	200	3.88	.037	.526	.277	-.133	.172
Current Employment Status	200	3.04	.039	.548	.300	.767	.172
Company Size	200	3.55	.061	.861	.741	-1.851	.172

Occupation	200	2.45	.090	1.275	1.626	1.105	.172

The above table 4.2 presents descriptive data of the many demographic factors that were examined for 200 participants in the sample. With a mean score of 1.30, a standard deviation of 0.457, and a positive skewness of 0.906, the gender distribution indicates that there are more participants of one gender than the other. The age variable indicates a nearly symmetric age distribution across individuals, with a mean of 3.26, a standard deviation of 0.864, and a skewness of -0.105. The distribution of the educational background is almost normal, with a mean score of 3.88, a standard deviation of 0.526, and a minor negative skewness of -0.133. With a skewness of 0.767 and an average employment status of 3.04, the data indicates a higher concentration of participants in specific employment categories. The standard deviation is 0.548. With a substantial negative skewness of -1.851 and a mean of 3.55 and a standard deviation of 0.861 for company size, more participants are from smaller businesses. Last but not least, the occupation variable indicates a higher concentration of participants in particular jobs with a mean score of 2.45, a standard deviation of 1.275, and a positive skewness of 1.105.

Table 4.3: Gender

	Frequency	Percent
Male	141	70.5
Female	59	29.5
Total	200	100.0

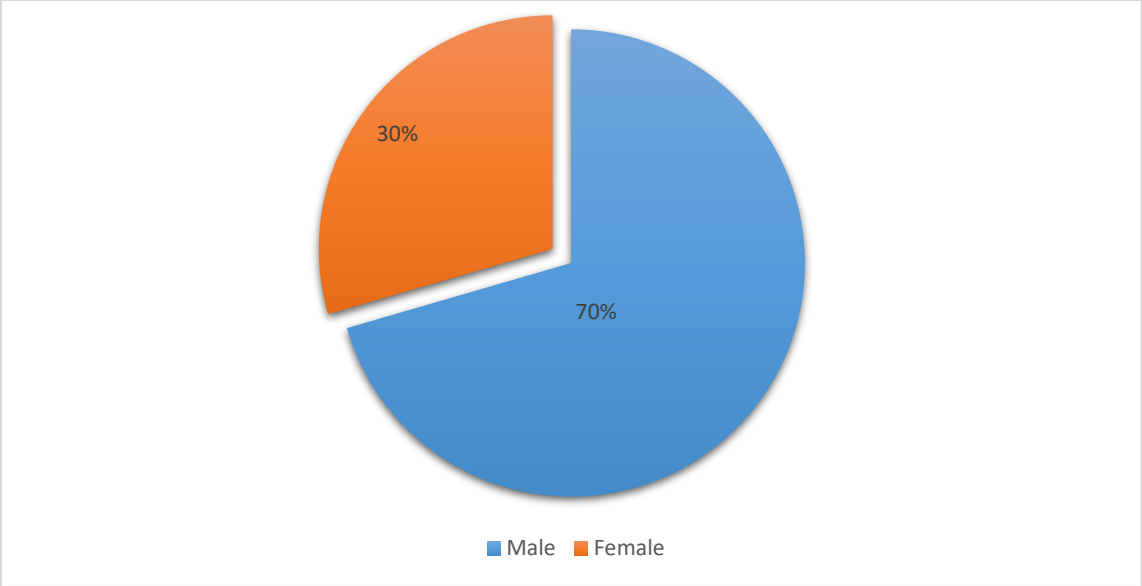


Figure 4.1: Gender

The above Figure 4.1 shows that according to the dataset's gender distribution, 141 people (70.5%) are men and 59 people (29.5%) are women. With more than twice as many men as women in the sample, this suggests a sizable male majority.

Table 4.4: Age

	Frequency	Percent
18-24 Years	3	1.5
25-34 Years	34	17.0
35-44 Years	83	41.5
45-54 Years	68	34.0
55-64 Years	12	6.0
Total	200	100.0

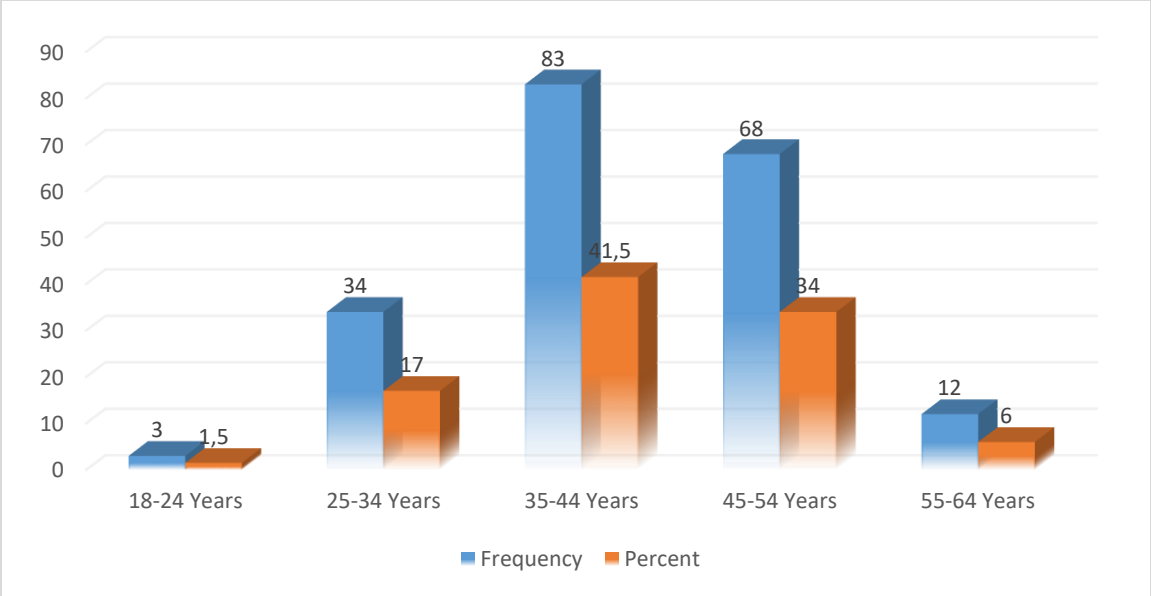


Figure 4.2: Age

The age distribution of the dataset, as seen in Figure 4.2 above, reveals that the largest group, consisting of 83 individuals (41.5%), is between the ages of 35 and 44. The next age group, comprising 68 individuals (34.0%), is 45–54 years old. The age group of 25–34 has 34 individuals (17.0%), while the age group of 55–64 has 12 individuals (6.0%). There are the fewest members in the 18 to 24 age group (only 3; 1.5%). This implies that the majority of the sample consists of individuals between the ages of 35 and 54.

Table 4.5: Educational Background

	Frequency	Percent
Higher secondary School	2	1.0
Bachelor's Degree	33	16.5
Master's Degree	154	77.0
Doctorate/Ph.D.	9	4.5
Other	2	1.0
Total	200	100.0

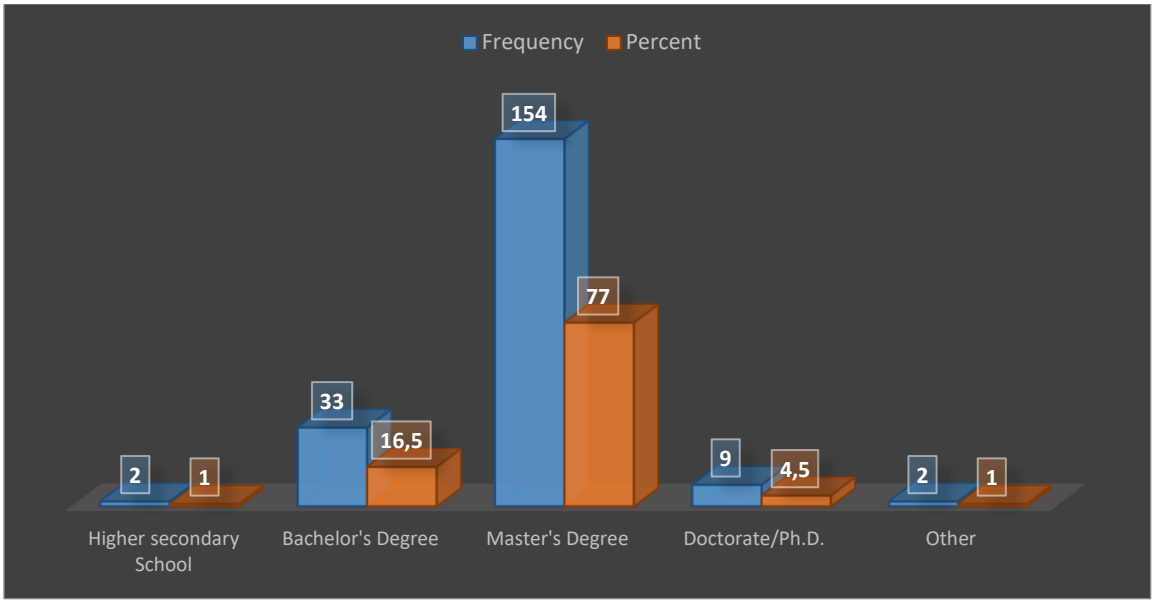


Figure 4.3: Educational Background

As can be seen from the distribution of educational backgrounds in Figure 4.3 above, the majority of individuals (154, or 77.0%) hold a master's degree. 33 individuals (16.5%) possessing a bachelor's degree, and 9 individuals (4.5%) holding a doctorate or Ph.D. follow this. The fact that only 2 people (1.0%) each have completed Higher Secondary School or are classified as "Other" suggests that the sample is highly educated, with the majority holding graduate degrees.

Table 4.6: Current Employment Status

	Frequency	Percent
Student	5	2.5
Unemployed	2	1.0
Employed	182	91.0
Retired	2	1.0
Other	9	4.5
Total	200	100.0

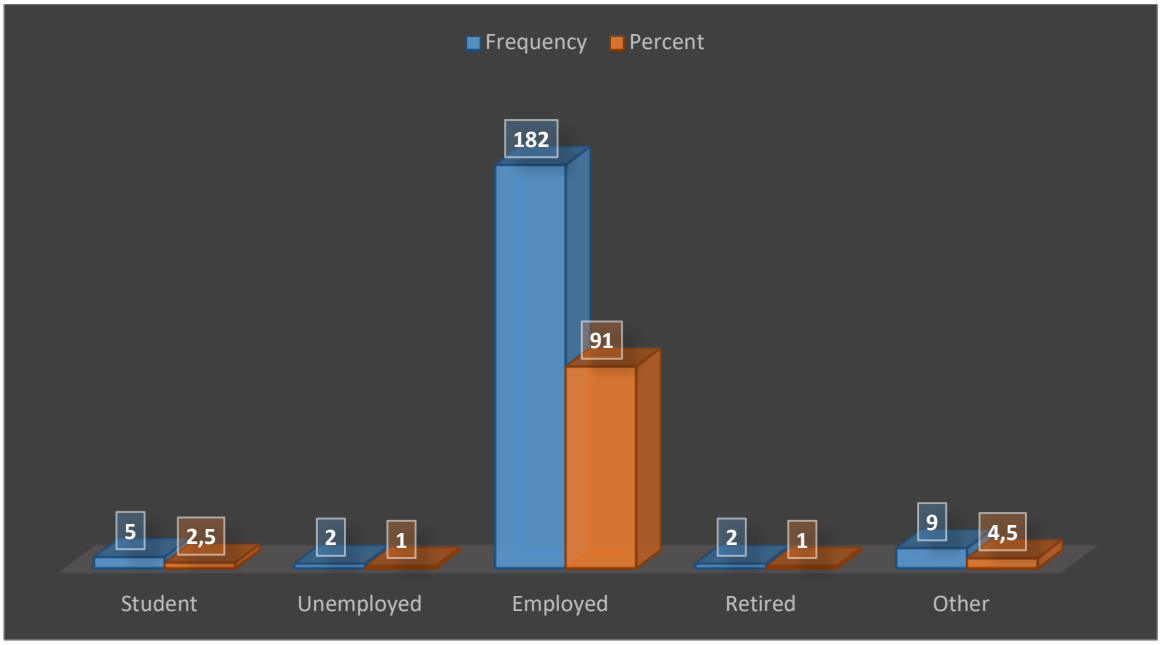


Figure 4.4: Current Employment Status

In the above Figure 4.4 the dataset's current employment status shows that 182 people, or 91.0% of the total, are employed. Five people, or 2.5 percent, are students, while nine people, or 4.5 percent, belong to the 'Other' category. There are just two people (1.0%) who are retired or jobless, suggesting that most people in the sample are employed.

Table 4.7: Company Size

	Frequency	Percent
Microenterprise: Less than 10 employees.	11	5.5
Small business: 10 to 49 employees.	16	8.0
Medium-sized companies: 50 to 249 employees.	25	12.5
Large companies: 250 or more employees.	148	74.0
Total	200	100.0

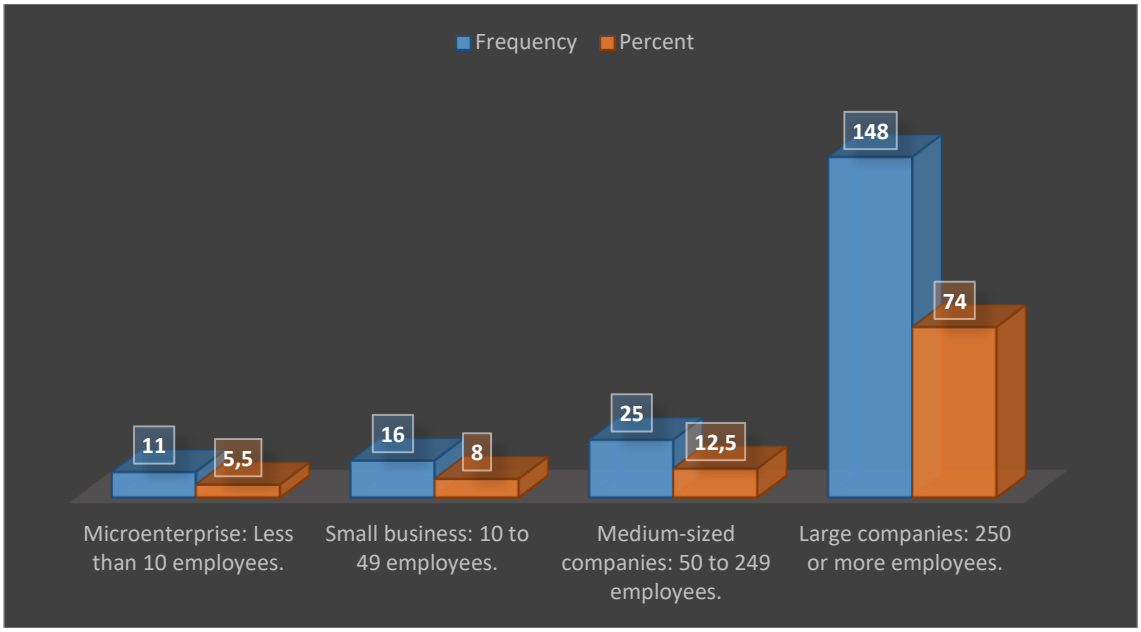


Figure 4.5: Company Size

The above Figure 4.5 displays that according to the firm size distribution, 148 people (74.0%) are employed by large companies that employ 250 people or more. 25 people (12.5%) who work for medium-sized businesses with 50–249 employees come next. Microenterprises with fewer than ten employees employ 11 people (5.5%), while small firms with 10 to 49 employees employ 16 people (8.0%). The data exhibits a robust representation of workers from big businesses.

Table 4.8: Occupation

	Frequency	Percent
AI/Technology Expert	33	16.5
B2B Marketing Professional	116	58.0
B2C Marketing Professional	11	5.5
Researcher/Academic	8	4.0
Other	32	16.0
Total	200	100.0

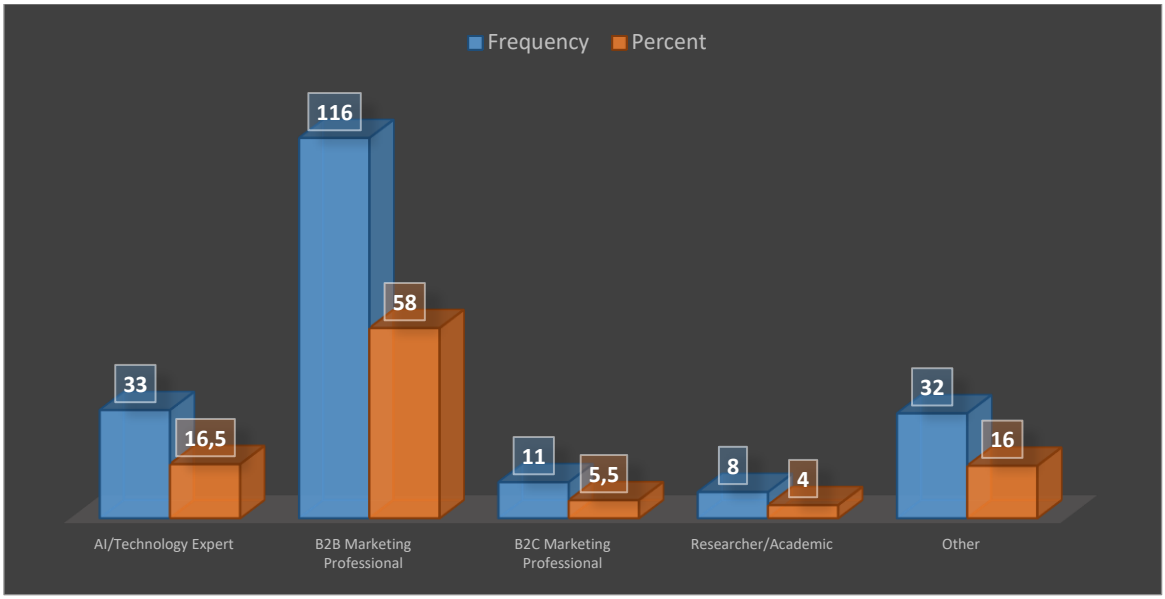


Figure 4.6: Occupation

In the above Figure 4.6 the majority of the population, or 116 (58.0%), are B2B marketing professionals, according to the occupation distribution. The next group of people are AI/Technology Experts, with 33 persons (16.5%), while the 'Other' category has 32 individuals (16.0%). There are eight researchers/academics (4.0%) and eleven B2C marketing professionals (5.5%) in the sample, demonstrating a high concentration of marketing professionals, especially in B2B roles.

4.3 Gen AI Capabilities (GAIC)

Table 4.9: Generative AI Capabilities (Descriptive Statistics)

	N	Mean		Std. Deviation	Variance	Skewness	
	Statistic	Statistic	Std. Error	Statistic	Statistic	Statistic	Std. Error
Gen AI Capabilities significantly enhance our organization's ability to	200	3.81	0.071	1.006	1.012	-0.766	0.172

understand customer needs.							
The implementation of Gen AI has improved the efficiency of our business processes.	200	3.95	0.064	0.903	0.816	-1.089	0.172
Gen AI contributes to a more personalized and targeted approach in our interactions with clients.	200	3.78	0.071	0.998	0.997	-0.678	0.172
The integration of Gen AI has positively impacted our organization's innovation and creativity.	200	3.91	0.063	0.889	0.79	-0.897	0.172
Gen AI plays a crucial role in enhancing the accuracy and reliability of our analytical predictions.	200	3.62	0.065	0.916	0.839	-0.415	0.172
Our staff is well-trained to effectively leverage Gen AI tools and Technologies.	200	3.07	0.077	1.082	1.171	0.004	0.172
Gen AI Capabilities have streamlined our communication processes	200	3.46	0.064	0.907	0.822	-0.294	0.172

both internally and externally.							
The implementation of Gen AI has led to a noticeable improvement in the speed of decision-making within our organization.	200	3.42	0.071	1.004	1.009	-0.259	0.172

The above table 4.9 presents the descriptive statistics for various statements regarding the impact of General AI Capabilities (GAIC) on organizational processes, with responses from 200 participants. The mean score for "Gen AI Capabilities significantly enhance our organization's ability to understand customer needs" is 3.81 (SD = 1.006, skewness = -0.766), indicating general agreement with some variability and slight negative skewness. "The implementation of Gen AI has improved the efficiency of our business processes" has a higher mean of 3.95 (SD = 0.903, skewness = -1.089), showing strong agreement and a more pronounced negative skewness. "Gen AI contributes to a more personalized and targeted approach in our interactions with clients" has a mean score of 3.78 (SD = 0.998, skewness = -0.678), while "The integration of Gen AI has positively impacted our organization's innovation and creativity" shows a mean of 3.91 (SD = 0.889, skewness = -0.897), indicating positive impacts in both areas with moderate variation and negative skewness. "Gen AI plays a crucial role in enhancing the accuracy and reliability of our analytical predictions" has a mean of 3.62 (SD = 0.916, skewness = -0.415), showing moderate agreement. "Our staff is well-trained to effectively leverage Gen AI tools and Technologies" has the lowest mean score of 3.07 (SD = 1.082, skewness = 0.004), indicating more variability and a neutral skewness. "Gen AI Capabilities have streamlined

our communication processes both internally and externally" has a mean of 3.46 (SD = 0.907, skewness = -0.294), while "The implementation of Gen AI has led to a noticeable improvement in the speed of decision-making within our organization" has a mean of 3.42 (SD = 1.004, skewness = -0.259), indicating moderate agreement with slightly negative skewness in both cases

Table 4.10: Gen AI Capabilities (GAIC)

Gen AI Capabilities (GAIC):		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Gen AI Capabilities significantly enhance our organization's ability to understand customer needs	Frequency	7	11	49	80	53
	Percent	3.5	5.5	24.5	40	26.5
The implementation of Gen AI has improved the efficiency of our business processes.	Frequency	6	5	36	100	53
	Percent	3	2.5	18	50	26.5
Gen AI contributes to a more personalized and targeted approach in our interactions with clients.	Frequency	6	13	51	79	51
	Percent	3	6.5	25.5	39.5	25.5
The integration of Gen AI has positively impacted our organizations innovation and creativity.	Frequency	4	9	38	100	49
	Percent	2	4.5	19	50	24.5
Gen AI plays a crucial role in enhancing the accuracy and	Frequency	4	15	66	82	33
	Percent	2	7.5	33	41	16.5

reliability of our analytical predictions.						
Our staff is well-trained to effectively leverage Gen AI tools and Technologies.	Frequency	14	48	68	50	20
	Percent	7	24	34	25	10
Gen AI Capabilities have streamlined our communication processes both internally and externally.	Frequency	4	23	73	78	22
	Percent	2	11.5	36.5	39	11
The implementation of Gen AI has led to a noticeable improvement in the speed of decision-making within our organization.	Frequency	7	26	72	66	29
	Percent	3.5	13	36	33	14.5

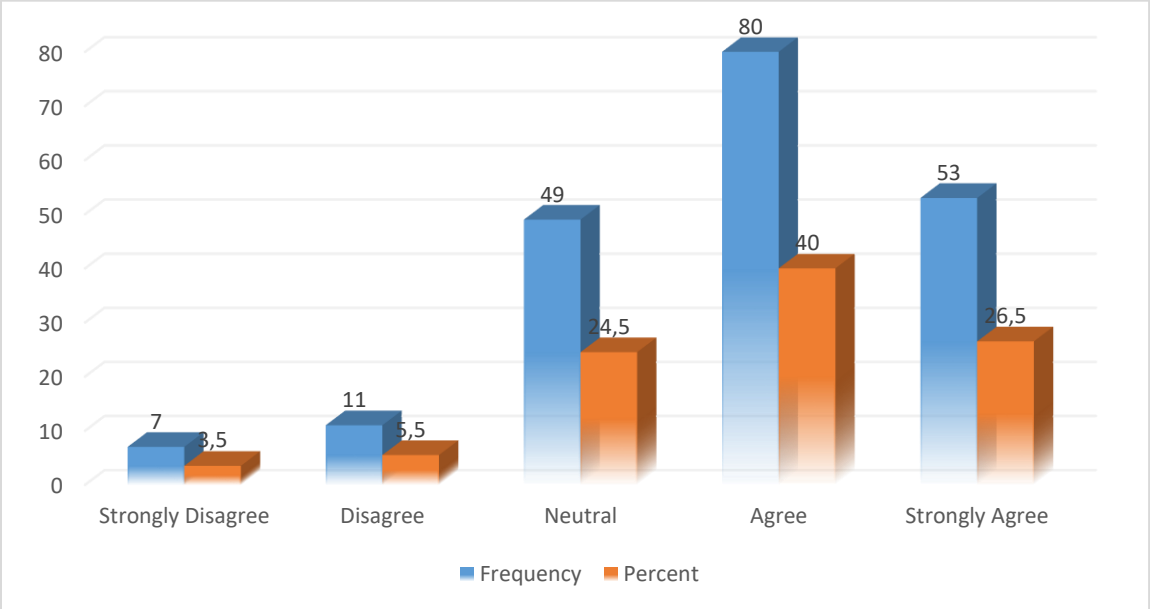


Figure 4.7: Gen AI Capabilities significantly enhance our organization's ability to understand customer needs.

The above Figure 4.7 shows the graphical representation of the frequency and percentage for the level of agreement on “Gen AI Capabilities significantly enhance our organization's ability to understand customer needs” in numbers. It shows the different views of the costumer. The highest frequency and percent is received as (agree) whereas strongly disagree is the lowermost.

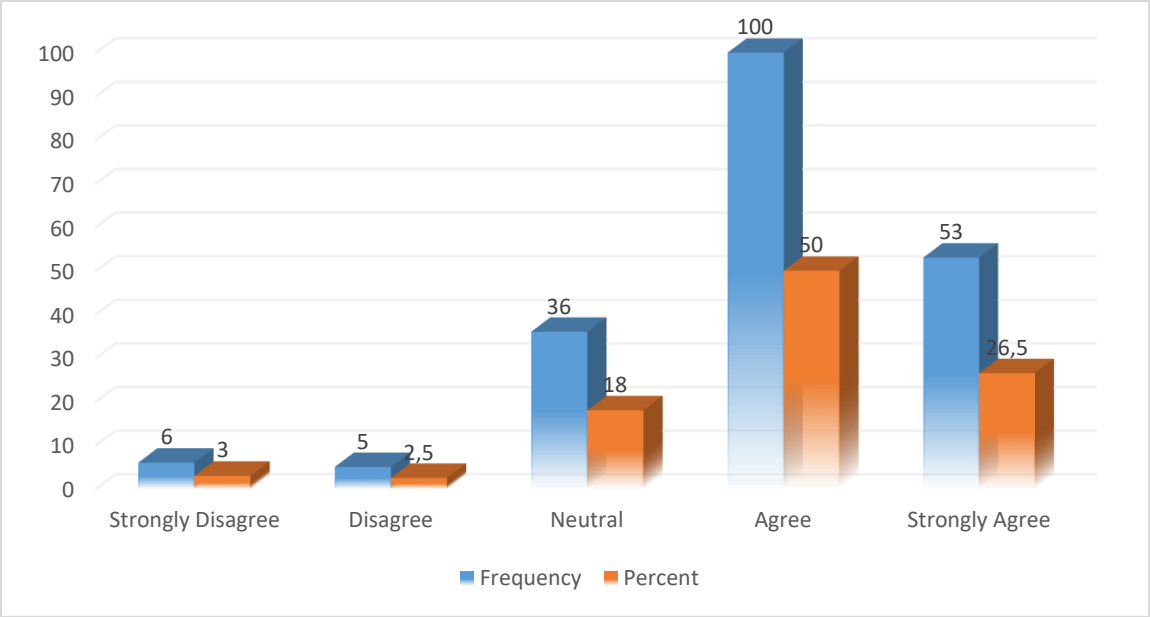


Figure 4.8: The implementation of Gen AI has improved the efficiency of our business processes.

The above Figure 4.8 displays Survey responses in a three-dimensional bar chart with percentages and frequency on a five-point agreement scale. A sizable portion (53, 26.5%) strongly agreed, with the majority of respondents (100, 50%) agreeing. Less people (36, 18%) expressed neutrality, and just a small percentage (5, 2.5%) or strongly opposed (6, 3%). This suggests that participants are generally in great agreement.

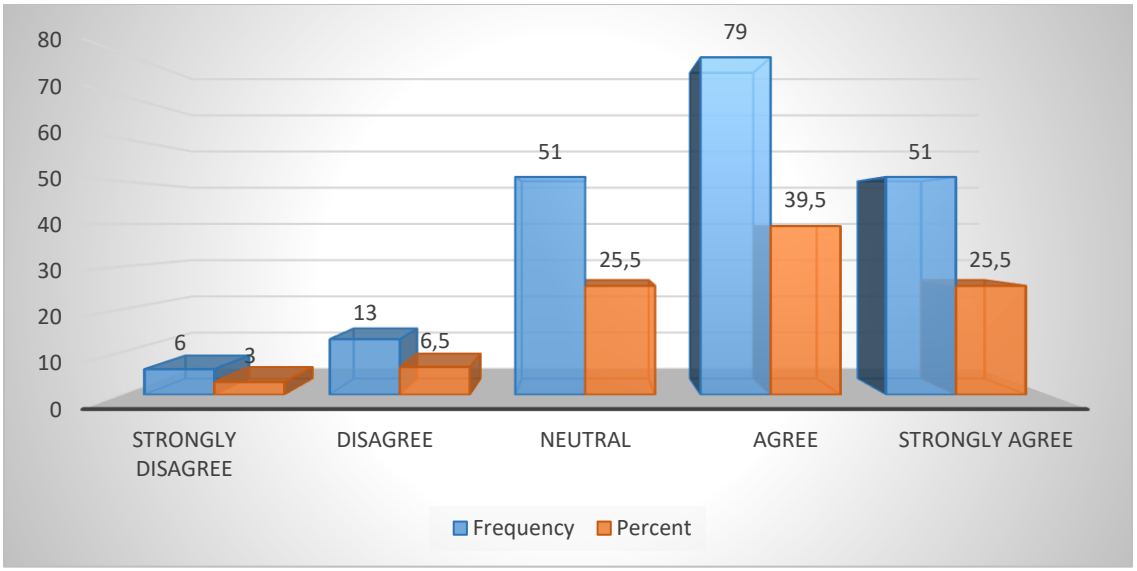


Figure 4.9: Gen AI contributes to a more personalized and targeted approach in our interactions with clients.

In the above Figure 4.9 shows the majority of respondents (79, 39.5%) agreed with the statement, with a notable portion also being neutral (51, 25.5%) or strongly agreeing (51, 25.5%). Disapproval came from fewer respondents (13, 6.5%) than did not agree at all (6, 3%), which suggested a general positive sentiment among participants.

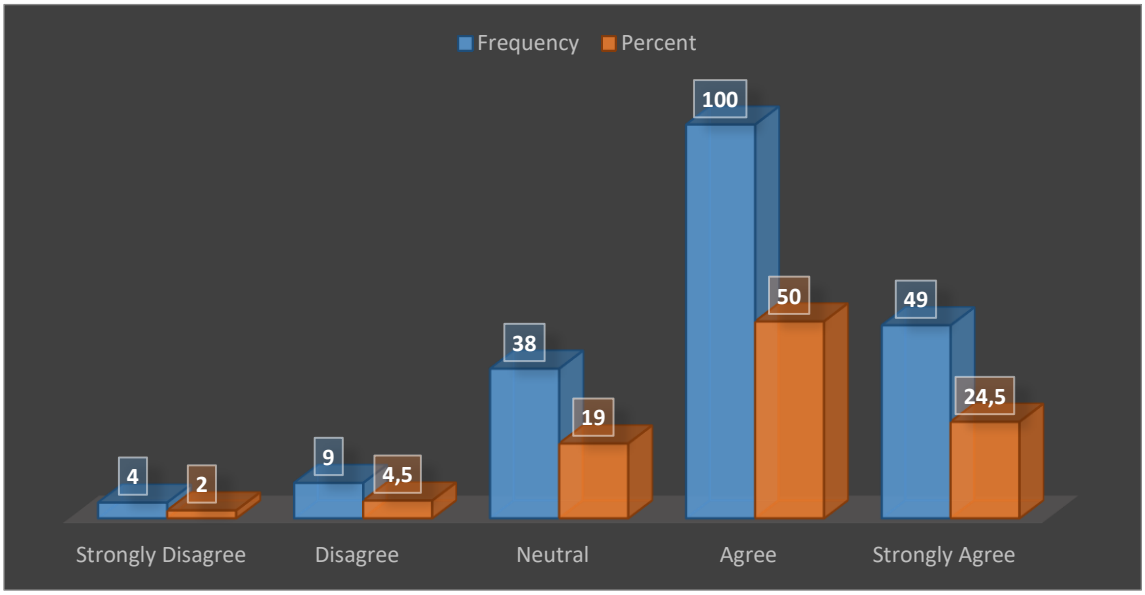


Figure 4.10: The integration of Gen AI has positively impacted our organization's innovation and creativity

The above Figure 4.10 shows that most of the respondents (100, 50%) agreed with this statement, and a further large number (49, 24.5%) strongly agreed. A considerable proportion were in the middle ground (38, 19%) with a few decrying it (9, 4.5%) and others disdainful of it (4, 2%), meaning there are generally high positive feelings among participants.

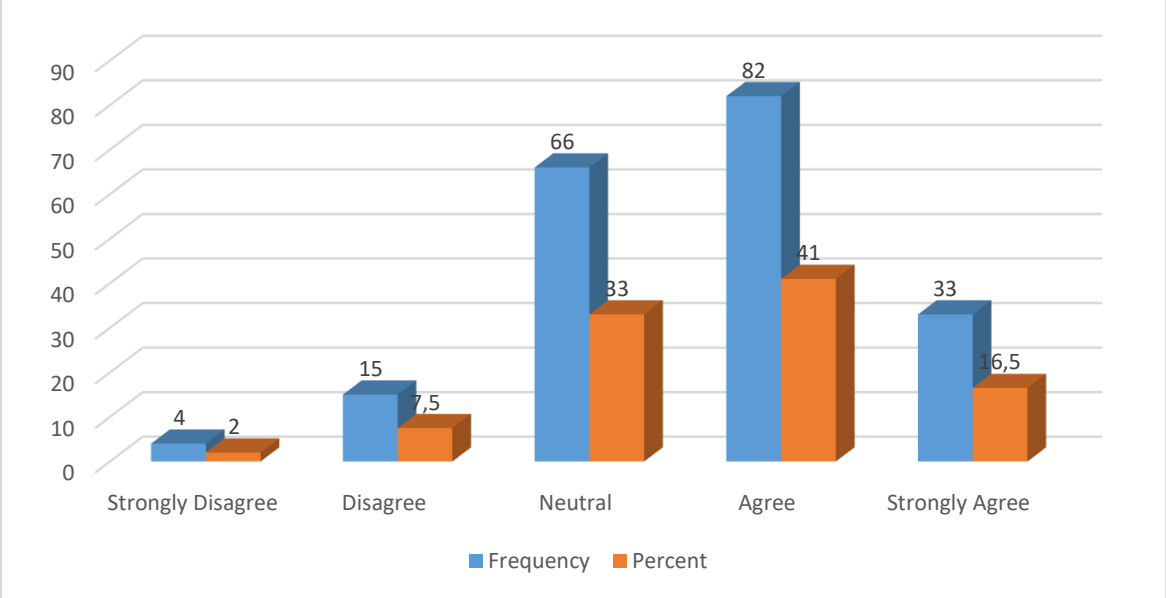


Figure 4.11: Gen AI plays a crucial role in enhancing the accuracy and reliability of our analytical predictions.

As seen in Figure 4.11 above, most respondents (57.5%) agree or strongly agree that Gen AI is essential to improving the precision and dependability of analytical forecasts. Meanwhile, a significant portion, 33%, remains neutral, neither affirming nor denying the statement. A smaller segment, totaling 9.5%, disagrees or strongly disagrees with the claim. This suggests a generally positive perception of Gen AI's impact on analytical predictions, though a considerable number of individuals are either undecided or skeptical.

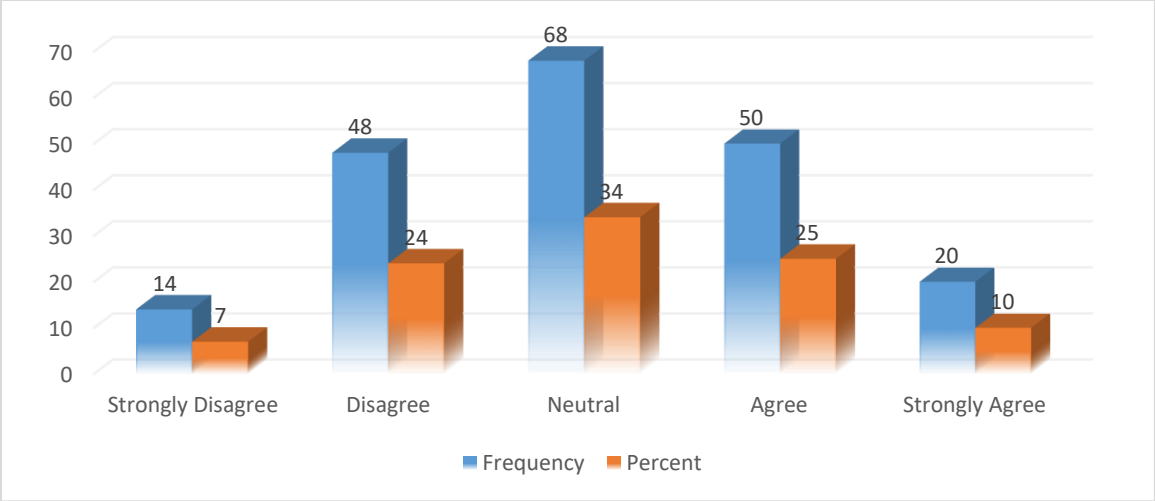


Figure 4.12: Our staff is well-trained to effectively leverage Gen AI tools and Technologies.

The above Figure 4.12 illustrates a poll on Gen AI training, the opinions fluctuate. While a third of the respondents, that is 34%, do not have a definitive view, 31% are dissatisfied. In a positive direction, 35% agree. This signals that immediate action is needed to improve the training programs to cater to the concerns of the majority and make them more effective.

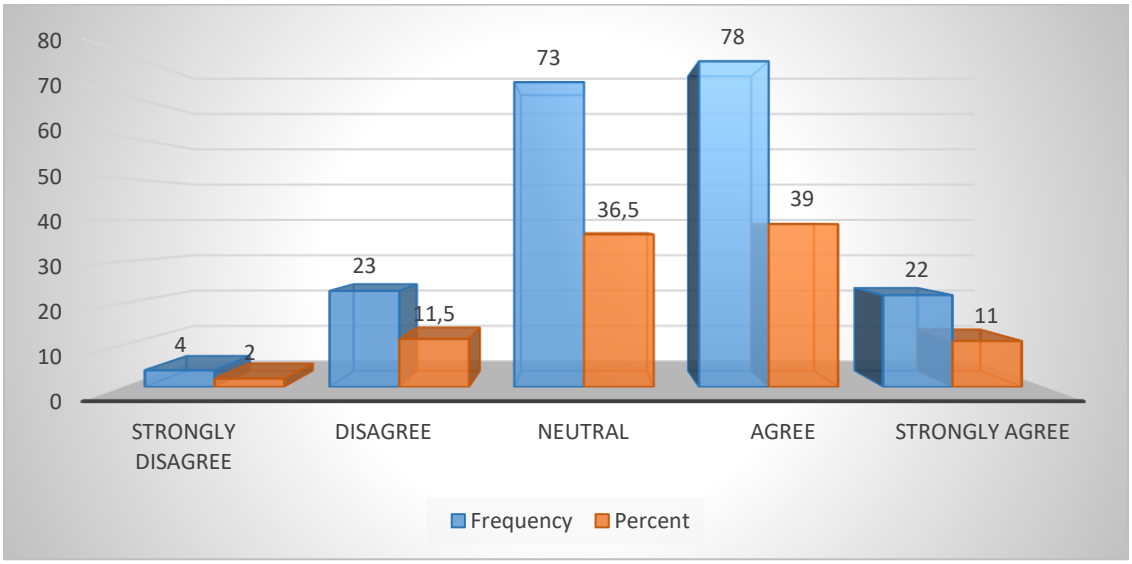


Figure 4.13: Gen AI Capabilities have streamlined our communication processes both internally and externally.

The above Figure 4.13 shows that Gen-AI capabilities have indeed attracted us and we have been able to talk properly since years and generations past. In a similar vein, 39% of the sample, on the positive side, tend to agree and endorse with which 11% of the other respondents have accorded in the disquisition. Still, and the mixed feelings are shared by 36.5%, either of their critique or positive critique. And they are just 13.5%, who even go to the extent of objecting at the level of the questionnaire. In the final analysis, Technological advances have indeed been making a positive impact, but one cannot lose.

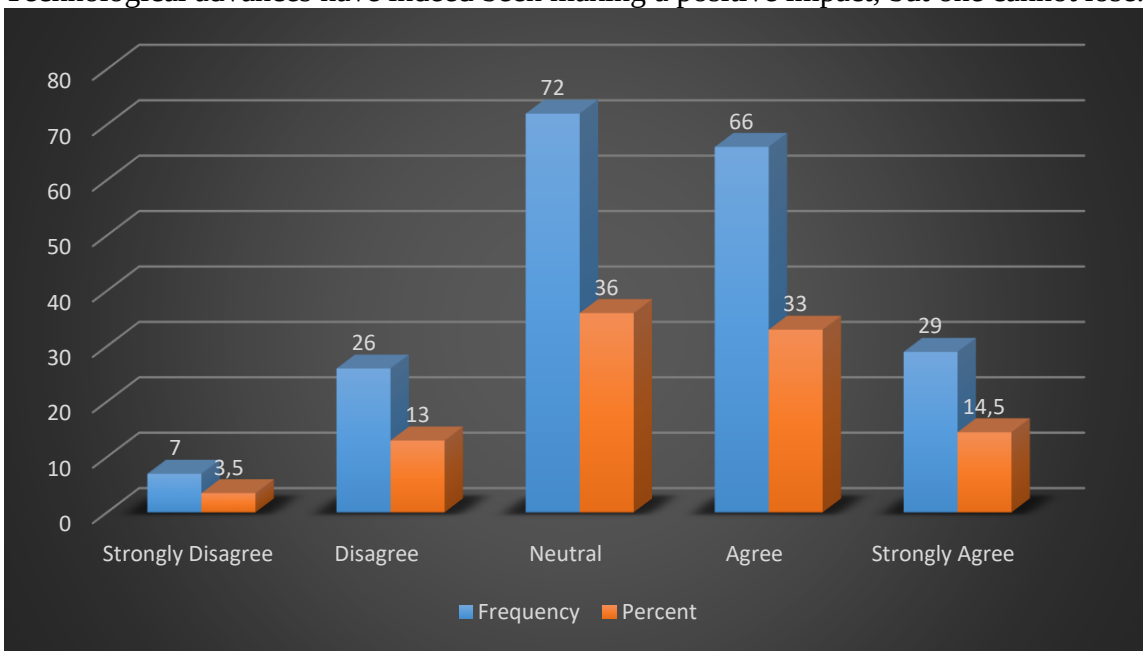


Figure 4.14: The implementation of Gen AI has led to a noticeable improvement in the speed of decision-making within our organization.

The above Figure 4.14 shows decisions given on a fast basis says 47.5% of people who responded positively to a study result. Out of that, 38.5% are neutral, implicating a mix-true of magnified view towards more aspects. Of those, the smallest number, 17.5%, disagreed or even strongly disagree at all. In general, Gen AI has positively influenced the speed of decision-making for most people, while there's still a need to refining or specifying its merits.

4.4 Personalization

Table 4.11: Personalization: (Descriptive Statistics)

	N	Mean		Std. Deviation	Variance	Skewness	
	Statistic	Statistic	Std. Error	Statistic	Statistic	Statistic	Std. Error
Gen AI-driven personalization enhances the relevance of content for our customers.	200	3.89	0.065	0.918	0.842	-0.765	0.172
Gen AI enables us to create personalized customer experiences across all touchpoints.	200	3.81	0.067	0.948	0.898	-0.791	0.172
Customers perceive a noticeable improvement in engagement due to personalized content.	200	3.62	0.069	0.974	0.949	-0.67	0.172
Personalized recommendations generated by Gen AI positively impact customer decision-making.	200	3.64	0.066	0.935	0.873	-0.504	0.172

Our organization efficiently uses Gen AI to customize marketing campaigns for different target segments.	200	3.47	0.071	1.007	1.014	-0.408	0.172
The level of personalization provided by Gen AI aligns with customer expectations.	200	3.49	0.059	0.839	0.703	0.006	0.172
Gen AI-driven personalization contributes to increased customer loyalty.	200	3.4	0.061	0.862	0.743	-0.146	0.172
Employees within our organization recognize the value of personalized customer interactions facilitated by Gen AI.	200	3.72	0.068	0.957	0.916	-0.593	0.172

The above table 4.19 shows the descriptive statistics for various statements regarding the impact of Gen AI-driven personalization on customer experiences and organizational processes show that respondents generally perceive a positive influence. The statement "Gen AI-driven personalization enhances the relevance of content for our customers" received a high mean score of 3.89, indicating strong agreement among participants, with a standard deviation of 0.918 and a negative skewness of -0.765. Similarly, "Gen AI

enables us to create personalized customer experiences across all touchpoints" had a mean of 3.81, suggesting a high level of agreement, and moderate variability (SD=0.948) with a skewness of -0.791. Statements about the perceived improvement in customer engagement (mean=3.62), positive impact on customer decision-making (mean=3.64), and efficient use of Gen AI for marketing campaigns (mean=3.47) also reflected moderate to strong agreement, although with varying degrees of variability and negative skewness. The alignment of personalization with customer expectations scored a mean of 3.49, showing moderate agreement and balanced responses. Furthermore, substantial diversity and a typically negative skewness in the responses were seen regarding the effect of personalisation on boosting customer loyalty (mean=3.4) and the workers' acknowledgement of its worth (mean= 3.72).

Table 4.12: Personalization

Personalization:		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Gen AI-driven personalization enhances the relevance of content for our customers.	Frequency	4	9	45	89	53
	Percent	2	4.5	22.5	44.5	26.5
Gen AI enables us to create personalized customer experiences across all touchpoints.	Frequency	5	13	43	93	46
	Percent	2.5	6.5	21.5	46.5	23
Customers perceive a noticeable improvement in engagement due to personalized content.	Frequency	7	17	53	90	33
	Percent	3.5	8.5	26.5	45	16.5
	Frequency	5	14	63	83	35

Personalized recommendations generated by Gen AI positively impact customer decision-making.	Percent	2.5	7	31.5	41.5	17.5
Our organization efficiently uses Gen AI to customize marketing campaigns for different target segments.	Frequency	6	30	55	81	28
	Percent	3	15	27.5	40.5	14
The level of personalization provided by Gen AI aligns with customer expectations.	Frequency	2	15	90	69	24
	Percent	1	7.5	45	34.5	12
Gen AI-driven personalization contributes to increased customer loyalty.	Frequency	4	19	90	68	19
	Percent	2	9.5	45	34	9.5
Employees within our organization recognize the value of personalized customer interactions facilitated by Gen AI.	Frequency	5	14	55	84	42
	Percent	2.5	7	27.5	42	21

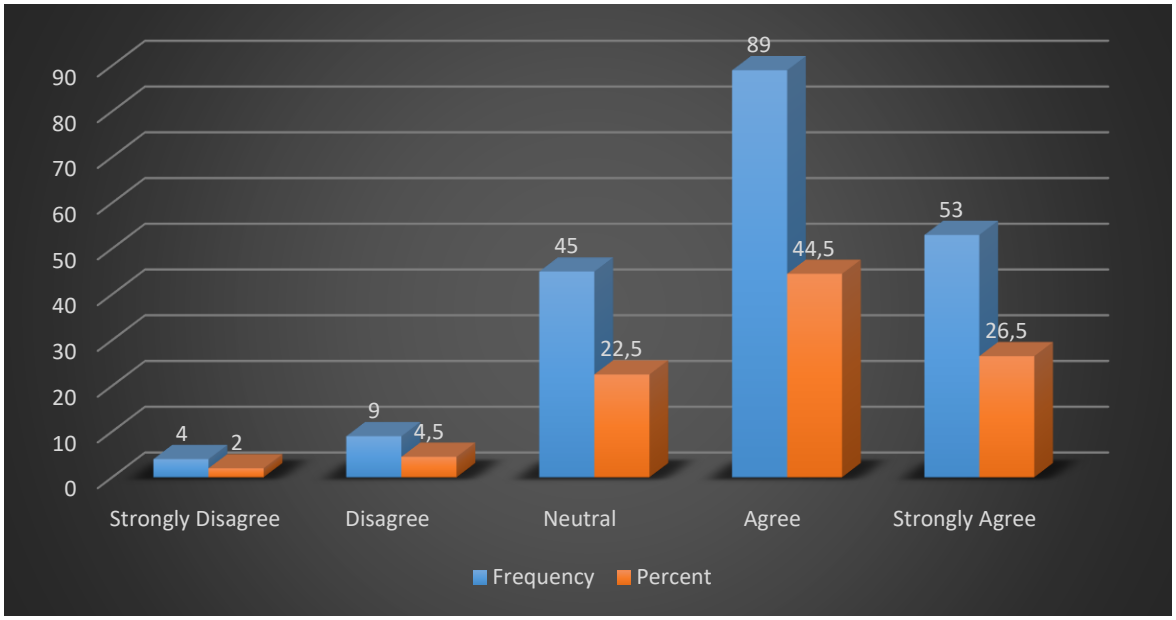


Figure 4.15: Gen AI-driven personalization enhances the relevance of content for our customers.

The above Figure 4.15 shows Gen AI-driven personalization Technology is generally regarded as a positive development among the vast majority of the respondents, with seven-tenths (71%) of them either agreeing or strongly agreeing that the use of this tool increases customer content relevance. However, 22.5% are neutral, showing need for more improvement. The approval of content relevance turnover among the customers is only 6.5% of the total, although the opinion of a very small percentage of the customers does not vary from the overall picture in the area of content relevance with Gen AI-driven personalization.

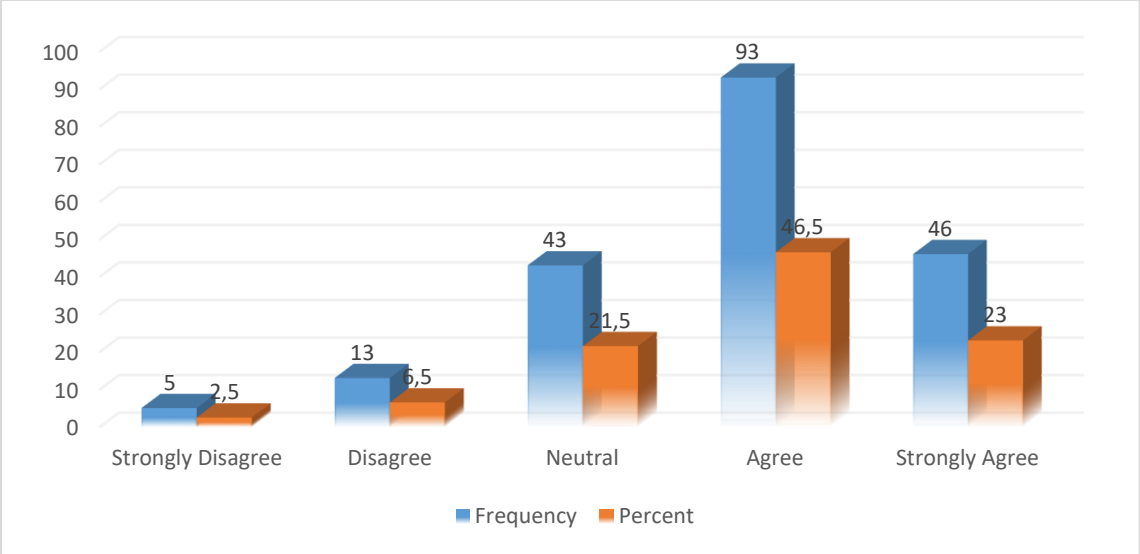


Figure 4.16 Gen AI enables us to create personalized customer experiences across all touchpoints.

69.5% of respondents think that Gen AI is a dynamic aspect in the personalization of client services across all touchpoints, as seen in Figure 4.16 above. Still, 21.5% of them decline their opinion in mentioning problem areas and ambiguities. Mostly a few participants (9%) opposite to it are of the point of view that Gen AI's influence on customer experiences is at a good level, which leads to the belief that it is a positive one.

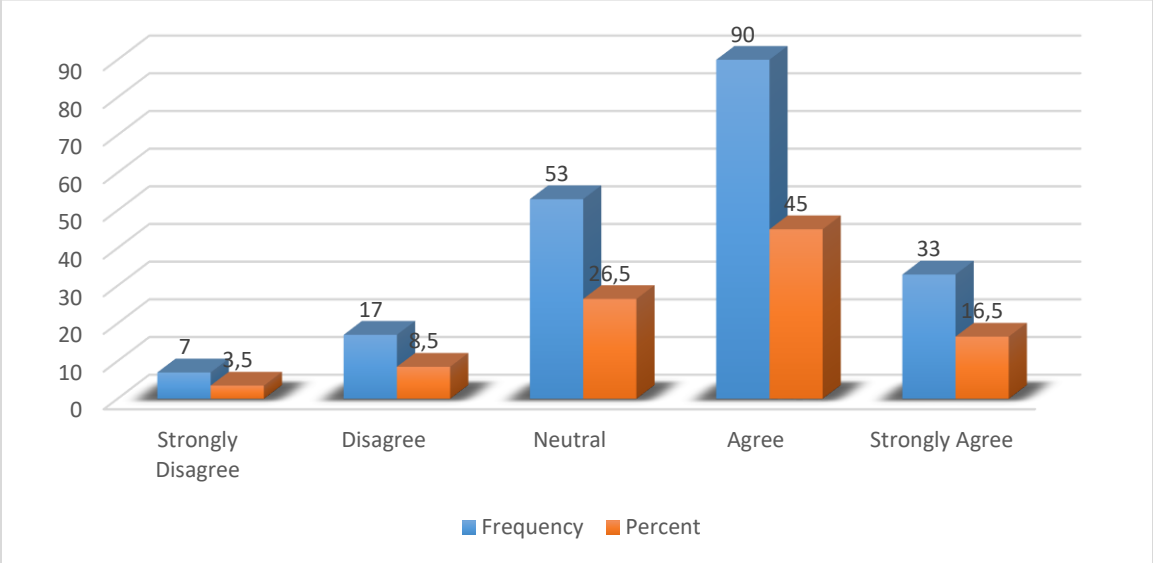


Figure 4.17: Customers perceive a noticeable improvement in engagement due to personalized content.

The above Figure 4.17 shows that customer reports having a great reconnection with personalized texts. However, 26.5% remain neutral, communicating that there is still hope for further improvement or revelation. Though just 12% are in disagreement or very much in disagreement, that implies that not all customers find personalized content engaging, but only a few who don't see it that way. The remaining majority group of 61.5% either agree or feel that the content being fully personalized showcases facilitated engagement. Furthermore, they very much found the personalized content engaged and indulged them showing themselves their own unique selves.

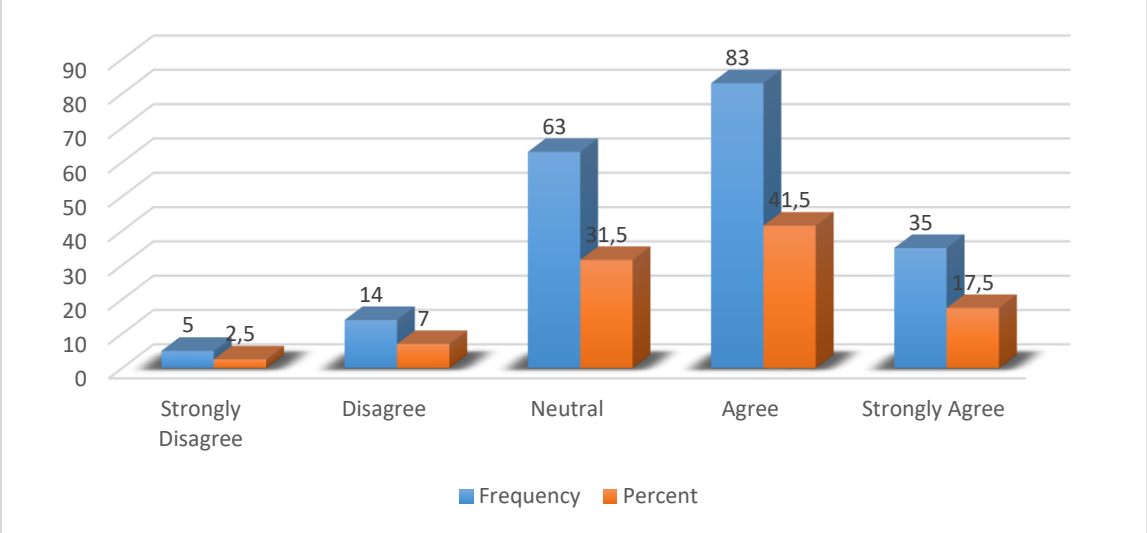


Figure 4.18: Personalized recommendations generated by Gen AI positively impact customer decision-making.

The above Figure 4.18 results Gen AI which shows a customer's positive choice are a good thing. Nearly 59% of them give a positive or strong positive answer to this statement. However, 30.5% have no opinion or do not agree, which means more work is needed in improving or clarifying the recommendations provided. Furthermore, the survey data reveals that only a small fraction (9.5%) of people do not like or outright disagree, suggesting that the majority of customers find a sense of worth in the customized recommendations voiced by Gen AI.

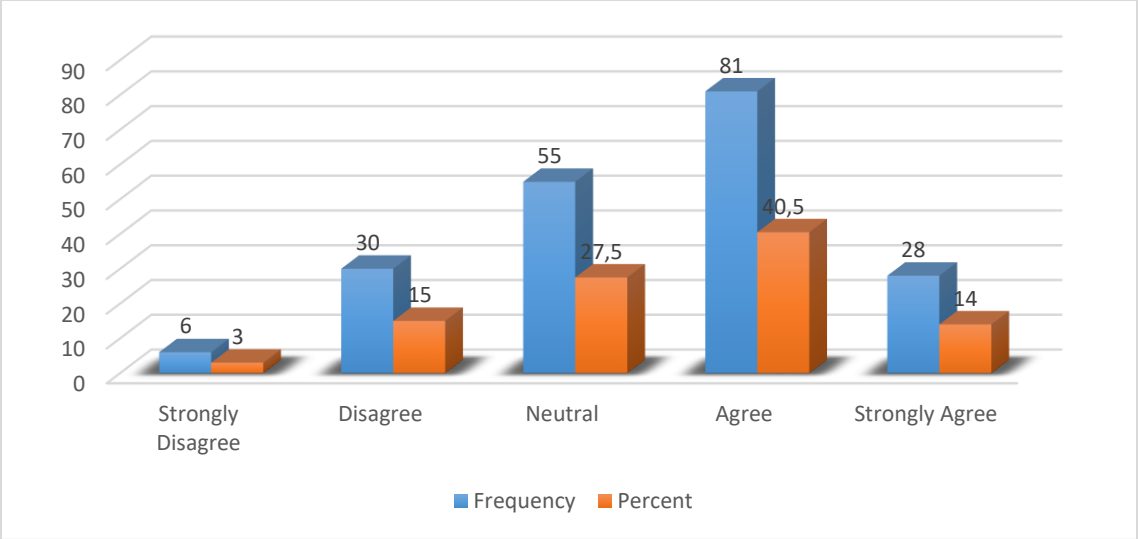


Figure 4.19: Our organization efficiently uses Gen AI to customize marketing campaigns for different target segments.

The above Figure 4.19 shows that most of the participants (54.5%) concur or fully agree that our organization is highly proficient in utilizing Gen AI to draft tailor-made marketing campaigns for various target segments. However, 27.5% are neutral, suggesting the point of concern for the regulation or arrangement into the system. Only a small portion (18.0%) are in disagreement or even very much so, indicating that although many people notice the usefulness, but also those who do not see the effectiveness of Gen AI fully in this aspect.

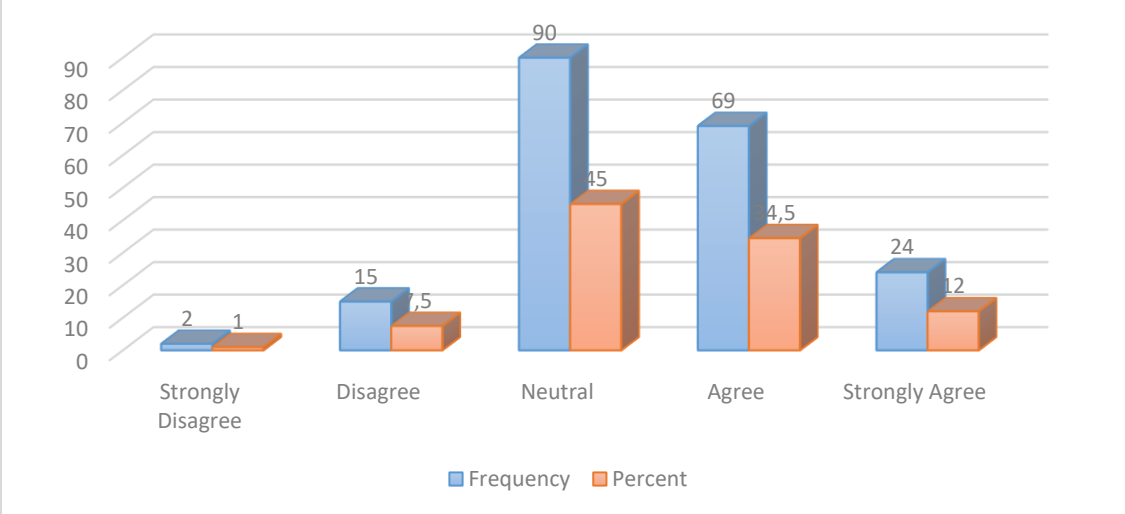


Figure 4.20: The level of personalization provided by Gen AI aligns with customer expectations.

The above Figure 4.20 shows most survey participants (46.5%) are indifferent or positive regarding Gen AI's customization quality to match the needs of consumers. On the other hand, nearly one-fifth of the respondents (19.5%) are in disagreement or even strong disagreement, which suggests that there may be a discrepancy between customers' ideal level of personalization and the level of personalization offered by Generation AI. This claim indicates the potential for discrepancy between customer expectations and the level of personalization provided by AI.

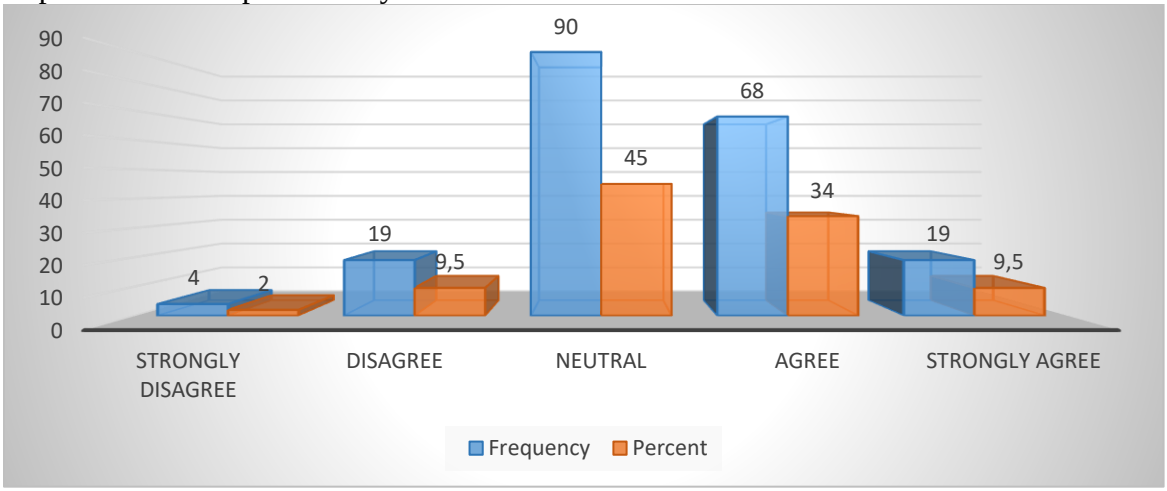


Figure 4.21: Gen AI-driven personalization contributes to increased customer loyalty.

The above Figure 4.21 illustrations participants (46.5%) are indifferent or positive regarding Gen AI's customization quality to match the needs of consumers. On the other hand, nearly one-fifth of the respondents (19.5%) are in disagreement or even strong disagreement, which suggests that there may be a discrepancy between customers' ideal level of personalization and the level of personalization offered by Generation AI. This claim indicates the potential for discrepancy between customer expectations and the level of personalization provided by AI.

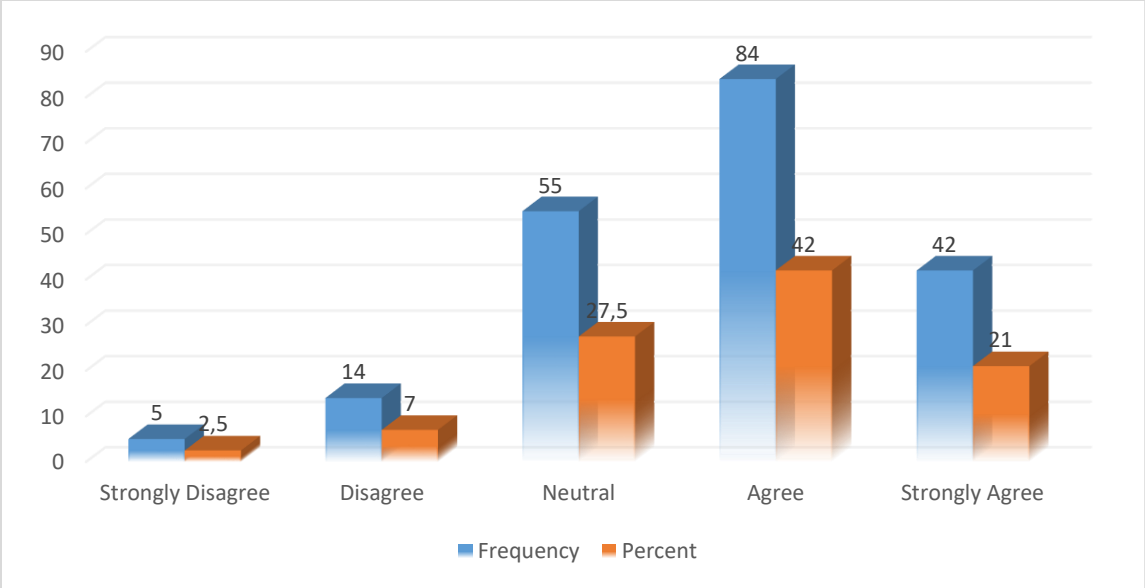


Figure 4.22: Employees within our organization recognize the value of personalized customer interactions facilitated by Gen AI.

In the above Figure 4.22 data shows that most of our employees in our company (63% - combined agree and strongly agree) see the value of Gen AI Technology to enable personal customer interactions. However, a significant proportion (27.5%) express no opinion, which suggests the need for dialogue or training sessions to deepen understanding and appreciation for Gen AI and its role in enabling personalized interactions. Only a few employees (9.5%) do not see the value of Gen AI.

4.5 Data Security and Privacy (DSP)

Table 4.13: Data Security and Privacy (DSP): (Descriptive Statistics)

	N	Mean		Std. Deviation	Variance	Skewness	
	Statistic	Statistic	Std. Error	Statistic	Statistic	Statistic	Std. Error

Gen AI tools implemented in our organization comply with industry-standard data protection regulations.	200	3.64	0.07	0.997	0.994	-0.253	0.172
Employees are well-trained on protocols for maintaining data security and privacy when using Gen AI.	200	3.26	0.082	1.157	1.339	-0.129	0.172
Customer trust in our organization is positively influenced by the robust data security measures enabled by Gen AI.	200	3.55	0.07	0.996	0.992	-0.355	0.172
We have implemented encryption and other security features to protect data processed by Gen AI tools.	200	3.61	0.074	1.046	1.093	-0.389	0.172
Our organization has a clear and transparent data privacy policy that encompasses Gen AI usage.	200	3.71	0.075	1.059	1.122	-0.525	0.172

Data breaches related to Gen AI usage are promptly addressed and mitigated within our organization.	200	3.63	0.07	0.989	0.978	-0.398	0.172
Gen AI Technologies contribute to maintaining the confidentiality of sensitive business information.	200	3.4	0.075	1.061	1.126	-0.321	0.172
Our organization continuously evaluates and updates security measures to align with evolving data protection standards in Gen AI usage.	200	3.8	0.079	1.122	1.259	-0.751	0.172

The above table 4.13 presented the distractive statistics of Data Security and Privacy (DSP) perceptions regarding Gen AI implementation within the organization indicating generally positive sentiments with some variations. Respondents agree moderately that Gen AI tools comply with industry-standard data protection regulations, as evidenced by a mean score of 3.64 with a standard deviation of 0.997 and a skewness of -0.253. However, employee training on data security protocols when using Gen AI shows slightly lower agreement (mean=3.26, SD=1.157) and a slight negative skewness (-0.129), suggesting variability in responses. The statement about customer trust being positively influenced by robust data security measures enabled by Gen AI received a mean of 3.55, indicating moderate agreement with a standard deviation of 0.996 and a skewness of -0.355. Similarly,

responses were moderately positive regarding the implementation of encryption and security features (mean=3.61, SD=1.046, skewness=-0.389) and the existence of a clear data privacy policy encompassing Gen AI (mean=3.71, SD=1.059, skewness=-0.525). Concerning data breach management related to Gen AI, respondents indicated a mean score of 3.63 with SD=0.989 and skewness of -0.398, reflecting moderate agreement. The ability of Gen AI Technologies to maintain the confidentiality of sensitive business information also received moderate agreement (mean=3.4, SD=1.061, skewness=-0.321). Lastly, the organization's proactive approach in evaluating and updating security measures aligns with evolving data protection standards, as indicated by a mean score of 3.8 with SD=1.122 and a skewness of -0.751.

Table 4.14: Data Security and Privacy (DSP)

Data Security and Privacy (DSP):		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Gen AI tools implemented in our organization comply with industry-standard data protection regulations.	Frequency	3	21	66	64	46
	Percent	1.5	10.5	33	32	23
Employees are well-trained on protocols for maintaining data security and privacy when using Gen AI.	Frequency	11	50	46	62	31
	Percent	5.5	25	23	31	15.5
Customer trust in our organization is positively influenced by the robust data	Frequency	5	24	62	74	35
	Percent	2.5	12	31	37	17.5

security measures enabled by Gen AI.						
We have implemented encryption and other security features to protect data processed by Gen AI tools.	Frequency	5	26	55	70	44
	Percent	2.5	13	27.5	35	22
Our organization has a clear and transparent data privacy policy that encompasses Gen AI usage.	Frequency	5	24	47	72	52
	Percent	2.5	12	23.5	36	26
Data breaches related to Gen AI usage are promptly addressed and mitigated within our organization.	Frequency	4	22	58	76	40
	Percent	2	11	29	38	20
Gen AI Technologies contribute to maintaining the confidentiality of sensitive business information.	Frequency	10	27	67	65	31
	Percent	5	13.5	33.5	32.5	15.5
Our organization continuously evaluates and updates security measures to align with evolving data protection standards in Gen AI usage.	Frequency	8	22	36	71	63
	Percent	4	11	18	35.5	31.5

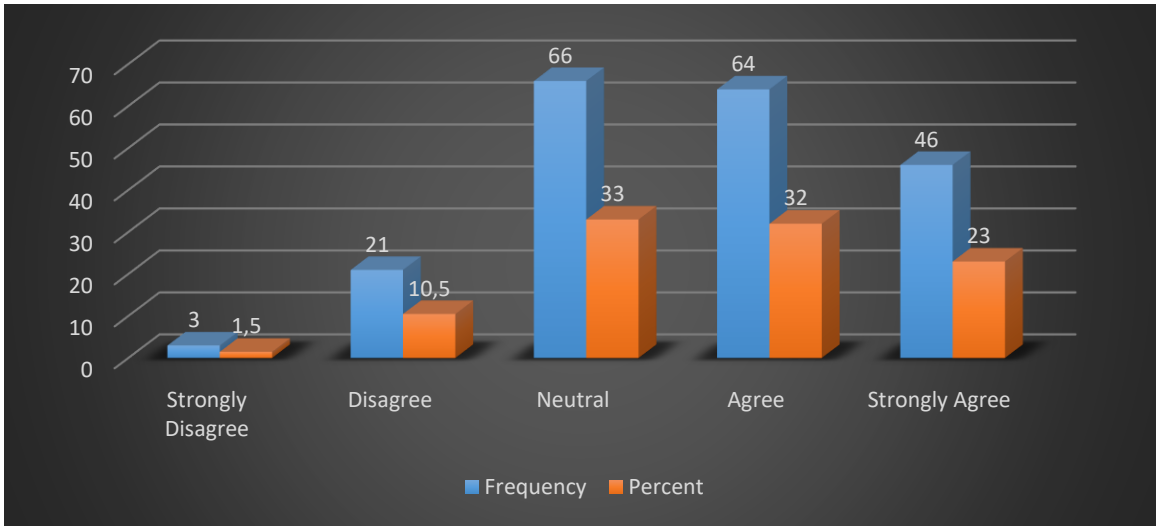


Figure 4.23: Gen AI tools implemented in our organization comply with industry-standard data protection regulations.

The above Figure 4.23 shows opinions on whether the Gen AI Technologies that our firm has adopted meet with industry-standard data privacy rules are mixed. A sizeable percentage (55%) either agree or strongly agree, while 33% are neutral, suggesting ambiguity or lack of understanding. However, 12% disagree or strongly disagree, raising questions about potential gaps in compliance.

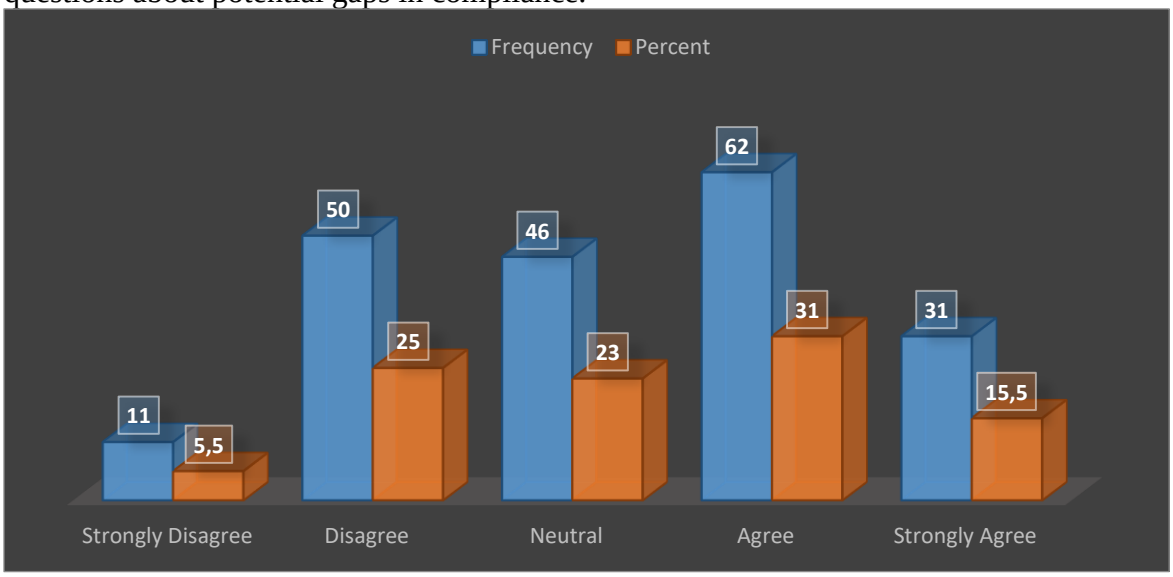


Figure 4.24: Employees are well-trained on protocols for maintaining data security and privacy when using Gen AI.

The above Figure 4.24 demonstrates that around 30.5% of respondents have negative opinions, 46% are indifferent or unsure, and 46.5% have good opinions. This suggests that responders have different viewpoints or differing degrees of comprehension about the topic at hand.

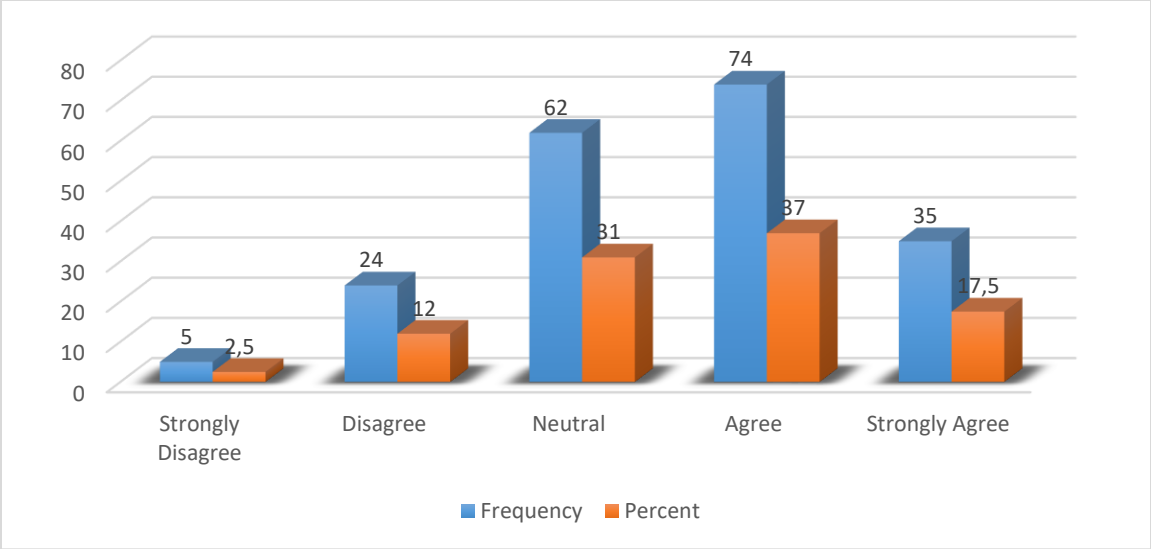


Figure 4.25: Customer trust in our organization is positively influenced by the robust data security measures enabled by Gen AI

The above Figure 4.25 shows the results of "Customer trust in our organization is positively influenced by the robust data security measures enabled by Gen AI." data shows a mixed bag of opinions: 14.5% expressed dislike, 31% were indifferent, and 54.5% showed positive.

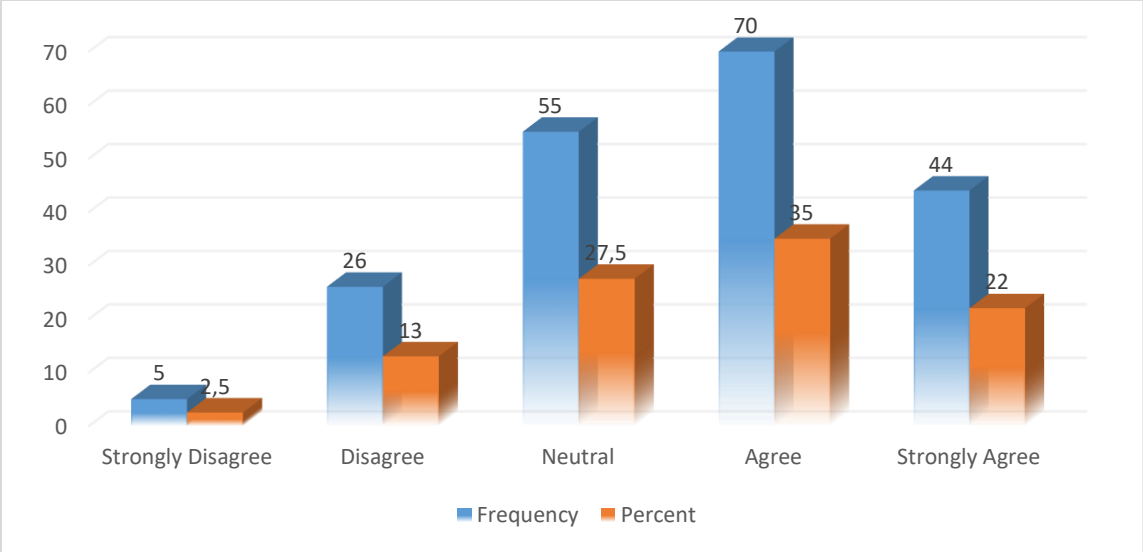


Figure 4.26: We have implemented encryption and other security features to protect data processed by Gen AI tools.

The information above Figure 4.26 shows several viewpoints on "We have implemented encryption and other security features to protect data processed by Gen AI tool". With 2.5% strongly disagreeing and 13% disagreeing, about 15.5% of respondents said they disagreed. The neutral position of about 27.5% suggests a lack of strong opinions. About 57% of respondents said they agreed (35%) or strongly agreed (22%). The range of answers indicates that respondents' degrees of certainty and comprehension about the subject vary.

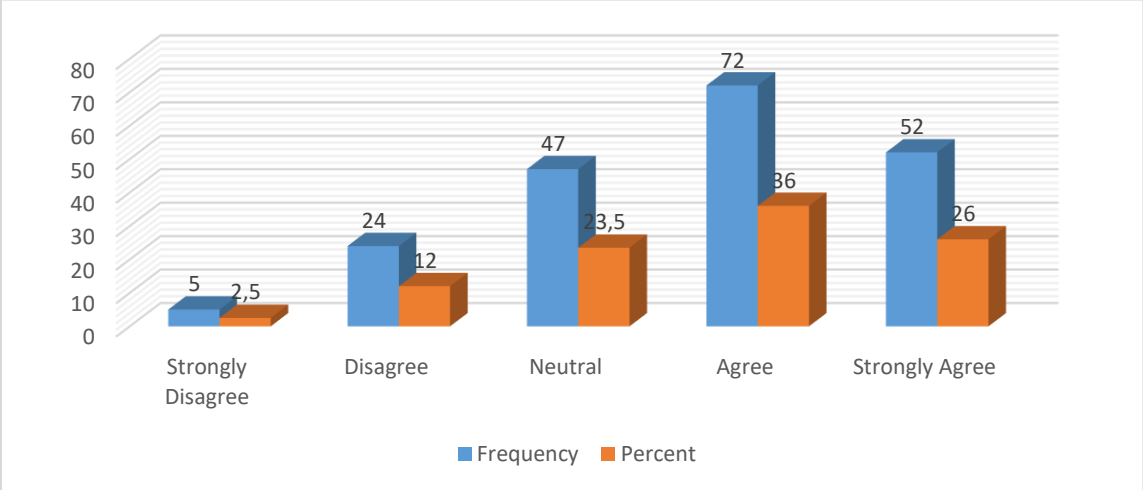


Figure 4.27: Our organization has a clear and transparent data privacy policy that encompasses Gen AI usage.

The above figure 4.27 shows that about 62% of respondents agree (36%) or strongly agree (26%) that our company has an open and understandable data privacy policy that covers the use of Gen AI. On the other hand, 23.5% are neutral and 14.5% disapprove (12% disagree, 2.5% strongly disagree). This suggests that the policy is seen favorably overall, but there may still be some areas that need adjustment or clarification to allay worries.

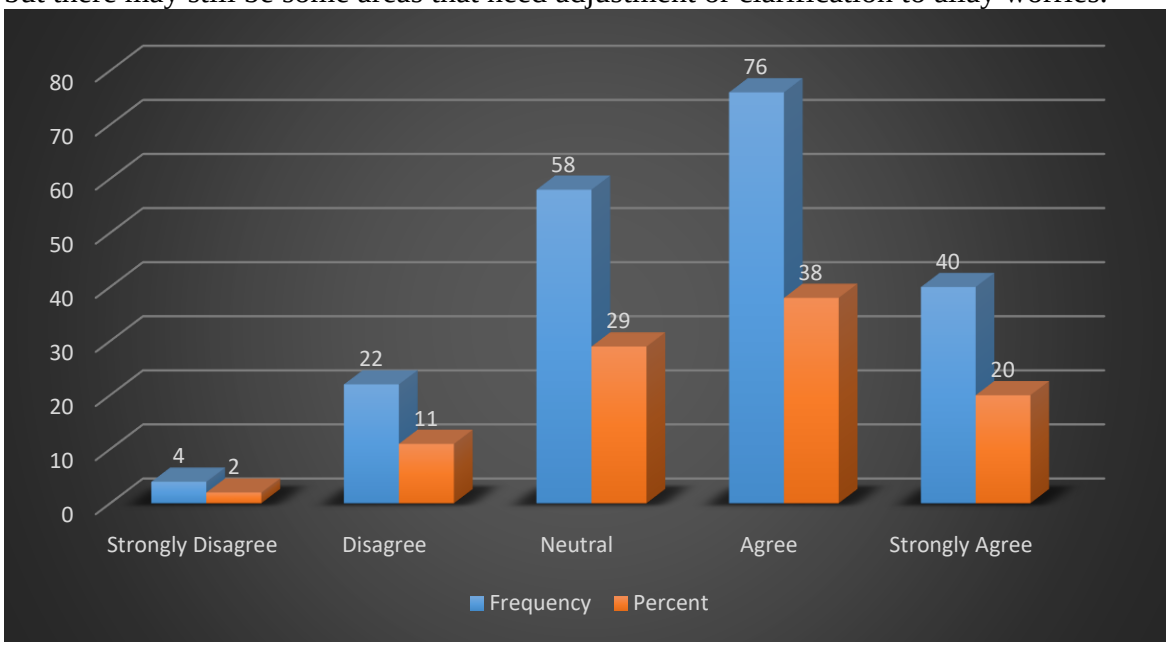


Figure 4.28: Data breaches related to Gen AI usage are promptly addressed and mitigated within our organization.

The above Figure 4.28 demonstrates that approximately 58% of respondents agree (38%) or strongly agree (20%) that our firm swiftly addresses and mitigates data breaches due to the use of Gen AI. Nonetheless, 29% are impartial, and 13% either disagree or strongly disagree (2%) or both (11%). This demonstrates that our organization's response to data breaches is typically well-received, although there are still issues and unbiased points of view that require discussion.

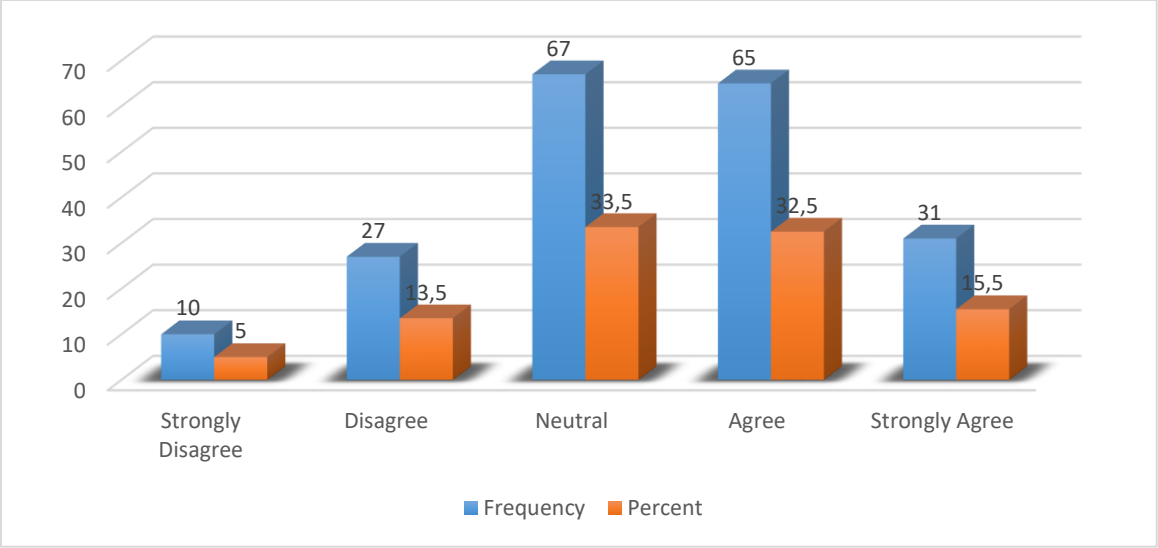


Figure 4.29: Gen AI Technologies contribute to maintaining the confidentiality of sensitive business information.

According to the data presented in the above Figure 4.29, 48% of respondents—32.5% agreeing and 15.5% strongly agreeing—think that Gen AI Technologies help to protect the privacy of critical company information. On the other hand, 18.5% disagree or show skepticism (13.5% disagree and 5% strongly disagree), with 33.5% remaining indifferent. This demonstrates a lack of consensus and emphasizes the need for clarification or enhancements about Gen AI's role in protecting sensitive data.

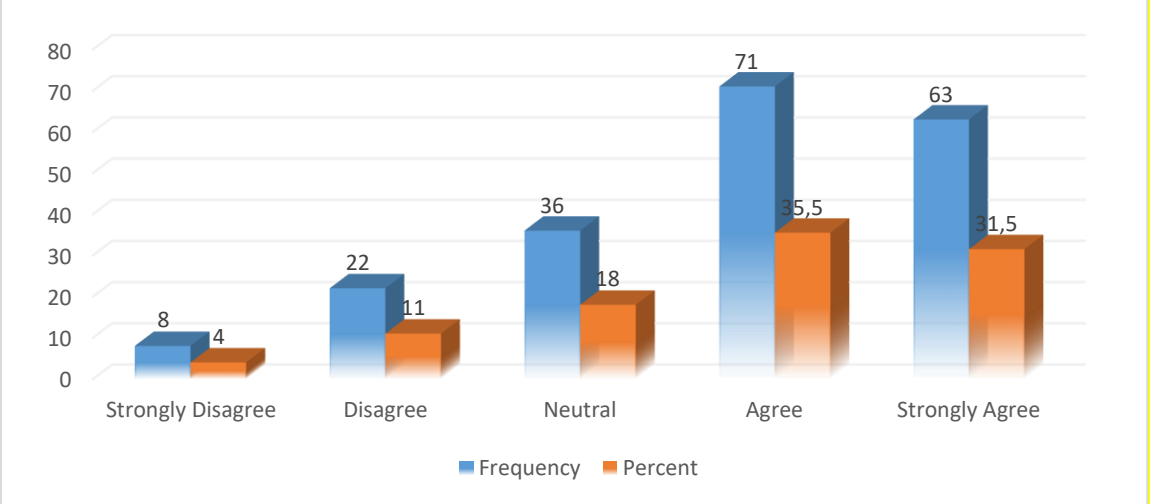


Figure 4.30: Our organization continuously evaluates and updates security measures to align with evolving data protection standards in Gen AI usage.

The above Figure 4.30 shows that approximately 66 percent of participants express agreement (35.5%) or strong agreement (31.5%) with the statement that our company regularly assesses and updates security protocols to conform to changing data protection regulations while using Gen AI. Nonetheless, 15% disagree (11%) or strongly disagree (4%), with 18% having no opinion.

This shows that, despite certain ongoing worries and neutral points of view that require addressed, people usually have a positive impression of our organization's efforts to maintain compliance with data privacy regulations in the use of Gen AI.

4.6 Adoption Readiness (AR)

Table 4.15: Adoption Readiness (AR): (Descriptive Statistics)

	N	Mean		Std. Deviation	Variance	Skewness	
	Statistic	Statistic	Std. Error	Statistic	Statistic	Statistic	Std. Error
Our organization possesses the necessary infrastructure to support the integration of Gen AI tools.	200	3.61	0.073	1.026	1.053	-0.652	0.172
Employees within our organization are receptive to embracing new Technologies, including Gen AI.	200	3.81	0.066	0.937	0.878	-0.759	0.172

There is a clear understanding among employees about the benefits of adopting Gen AI Capabilities.	200	3.67	0.073	1.033	1.066	-0.575	0.172
The leadership team actively promotes and encourages the adoption of Gen AI Technologies.	200	3.94	0.075	1.062	1.128	-0.907	0.172
Our organization has allocated sufficient resources for the training and onboarding related to Gen AI tools.	200	3.57	0.078	1.1	1.21	-0.513	0.172
Employees feel adequately supported in adapting to the changes introduced by the adoption of Gen AI.	200	3.57	0.07	0.985	0.97	-0.357	0.172
There is a well-defined strategy in place for the phased implementation of Gen AI Capabilities.	200	3.44	0.078	1.106	1.223	-0.321	0.172
Our organization actively seeks feedback from employees to address	200	3.49	0.074	1.042	1.085	-0.431	0.172

concerns and challenges related to Gen AI adoption.							

The above table 4.15 presented the distractive statistics of the Adoption Readiness (AR) regarding Gen AI tools within the organization suggesting a generally positive outlook with some areas of focus. A mean score of 3.61 with a standard deviation of 1.026 and a skewness of -0.652 indicates that respondents are moderately in agreement that the organization has the infrastructure to support Gen AI integration. The data indicates that employees are open to adopting new Technologies, such as Gen AI, with a mean score of 3.81, SD=0.937, and skewness of -0.759, solidifying the consensus. Additionally, respondents acknowledge the benefits of adopting Gen AI capabilities (mean=3.67, SD=1.033, skewness=-0.575) and perceive the active promotion of Gen AI adoption by leadership (mean=3.94, SD=1.062, skewness=-0.907). However, opinions vary slightly on resource allocation for training and onboarding (mean=3.57, SD=1.1, skewness=-0.513) and the extent of employee support in adapting to Gen AI changes (mean=3.57, SD=0.985, skewness=-0.357). The presence of a well-defined strategy for phased implementation of Gen AI capabilities received moderate agreement (mean=3.44, SD=1.106, skewness=-0.321), while actively seeking employee feedback on adoption challenges was also moderately agreed upon (mean=3.49, SD=1.042, skewness=-0.431).

Table 4.16: Adoption Readiness (AR)

Adoption Readiness (AR):		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Our organization possesses the	Frequency	7	25	42	91	35
necessary infrastructure to	Percent	3.5	12.5	21	45.5	17.5

support the integration of Gen AI tools.						
Employees within our organization are receptive to embracing new Technologies, including Gen AI.	Frequency	4	15	41	95	45
	Percent	2	7.5	20.5	47.5	22.5
There is a clear understanding among employees about the benefits of adopting Gen AI Capabilities.	Frequency	5	26	42	84	43
	Percent	2.5	13	21	42	21.5
The leadership team actively promotes and encourages the adoption of Gen AI Technologies.	Frequency	7	12	40	67	74
	Percent	3.5	6	20	33.5	37
Our organization has allocated sufficient resources for the training and onboarding related to Gen AI tools.	Frequency	9	26	49	73	43
	Percent	4.5	13	24.5	36.5	21.5
Employees feel adequately supported in adapting to the changes introduced by the adoption of Gen AI.	Frequency	5	21	65	73	36
	Percent	2.5	10.5	32.5	36.5	18
There is a well-defined strategy in place for the phased	Frequency	9	33	55	66	37
	Percent	4.5	16.5	27.5	33	18.5

implementation of Gen AI Capabilities.						
Our organization actively seeks feedback from employees to address concerns and challenges related to Gen AI adoption.	Frequency	8	26	58	75	33
	Percent	4	13	29	37.5	16.5

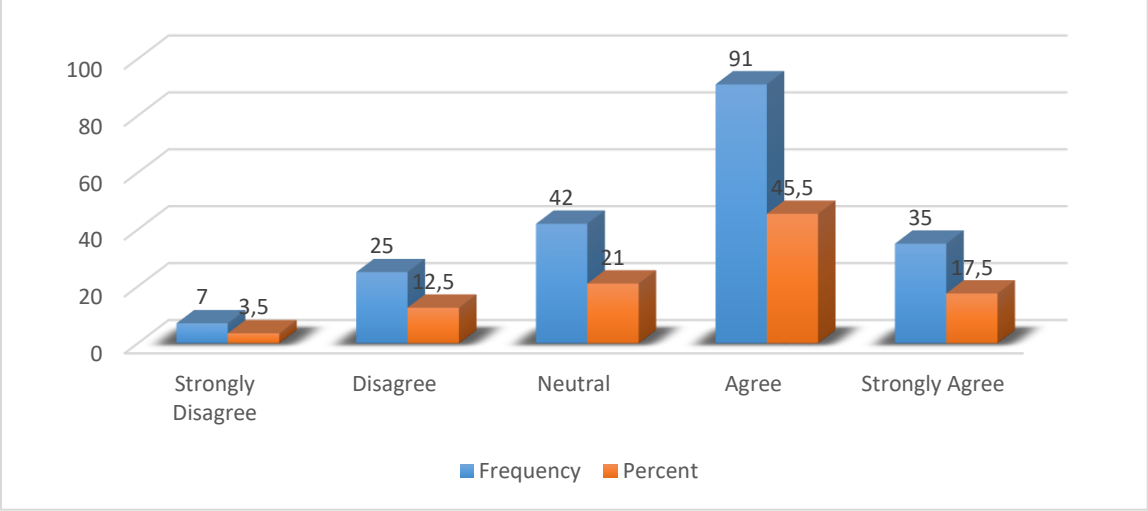


Figure 4.31: Our organization possesses the necessary infrastructure to support the integration of Gen AI tools.

The above figure 4.31 represents that most respondents (combined agree and strongly agree, 63%), think that our company has the infrastructure needed to facilitate the integration of Gen AI tools. Nonetheless, a sizeable percentage (15.5% when combining strongly disagree and disagree) also express uncertainty or disagreement over the organization's infrastructure readiness. This implies that even though a lot of people have faith in our infrastructure, there might be space for development or clarification for others who are unsure or unconcerned.

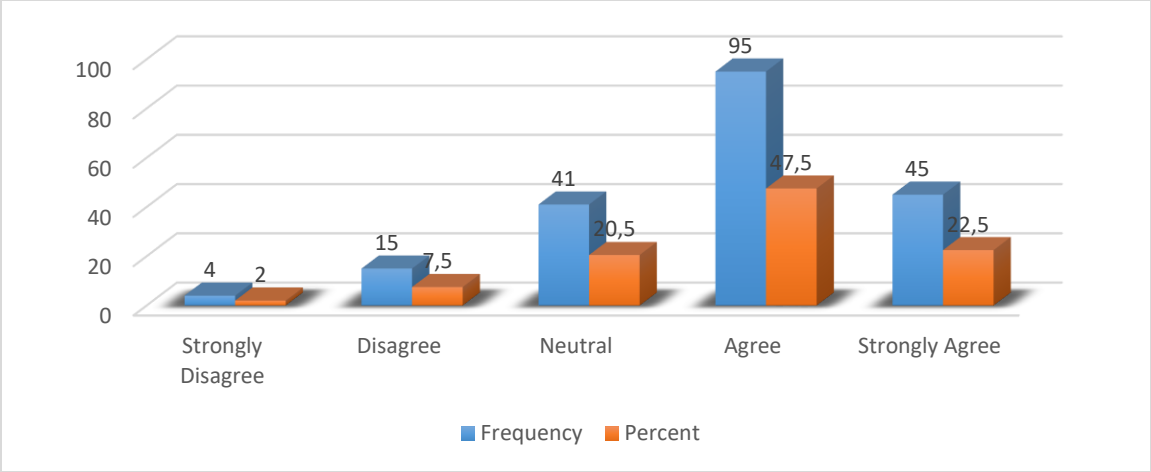


Figure 4.32: Employees within our organization are receptive to embracing new Technologies, including Gen AI.

Based on the research, employees have a positive attitude towards new Technologies like artificial intelligence (Gen AI), as seen in figure 4.43 above. Seventy percent of respondents are willing to use new Technologies (both strongly and agree). Nonetheless, a sizable percentage (28 percent, comprising neutral, disagree, and strongly disagree) either express reluctance or are ambivalent on adopting new Technology. This shows that in order to promote wider adoption and use of new Technology within the company, ongoing support and training are required.

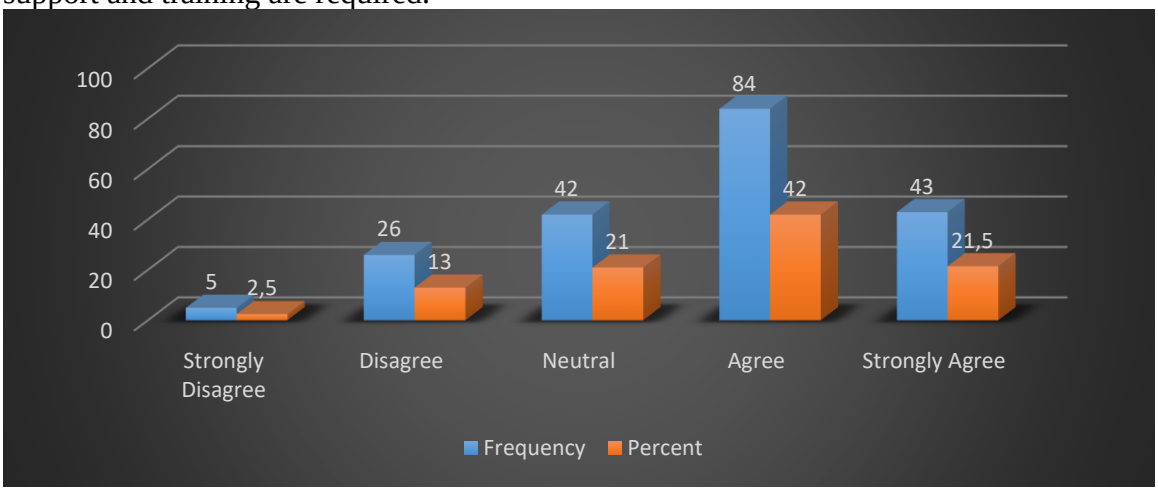


Figure 4.33: There is a clear understanding among employees about the benefits of adopting Gen AI Capabilities.

The research of the above figure 4.33 indicates that employees have a good knowledge of the advantages of implementing Gen AI capabilities, with 63.5% (42% agree + 21.5% strongly agree) indicating agreement. But a sizeable percentage (36.5%, comprising strongly disagree, disagree, and neutral) may not fully comprehend or recognize these advantages. This shows that more training or communication may be necessary to improve staff members' comprehension and enjoyment of Gen AI capabilities.

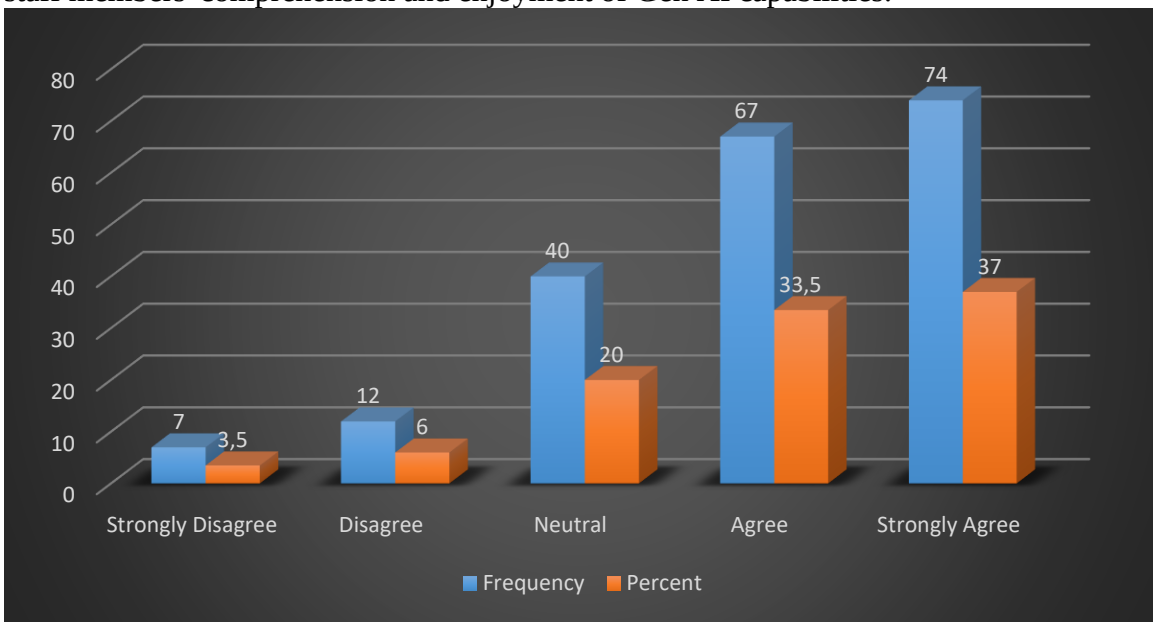


Figure 4.34: The leadership team actively promotes and encourages the adoption of Gen AI Technologies.

The above figure 4.34 shows the leadership team is strongly in favor of the implementation of Gen AI Technology, as indicated by the 70.5% of respondents who indicated agreement (33.5% agree + 37% strongly agree). However, 26.5% of respondents—strongly disagree, disagree, and neutral—are unsure or believe that the leadership group does not actively promote the application of artificial intelligence. This indicates that communication efforts to support and encourage the usage of Gen AI inside the organization may benefit from some improvement.

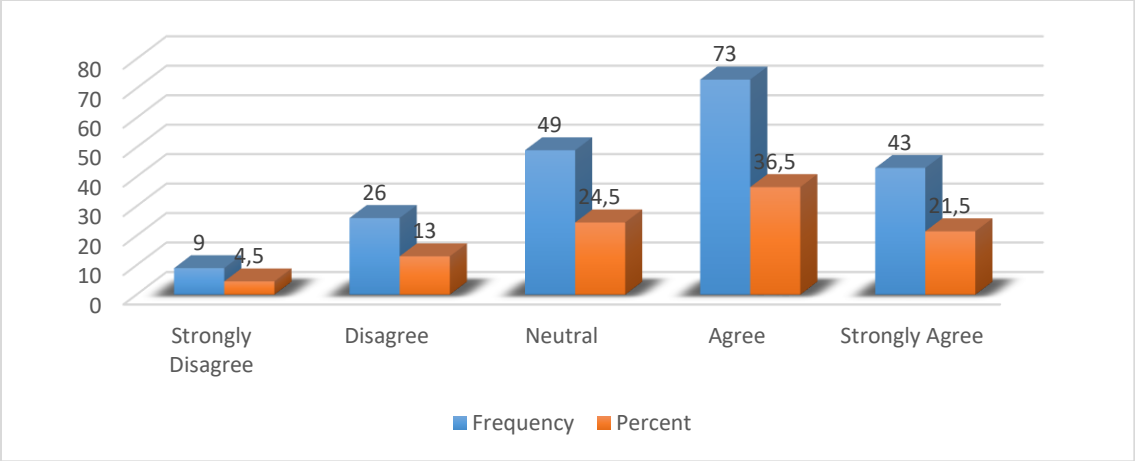


Figure 4.35: Our organization has allocated sufficient resources for the training and onboarding related to Gen AI tools.

In the above figure 4.35 there are differing opinions inside our business about how best to allocate resources for Gen AI tool training and onboarding. Although 58% of respondents (36.5% agree and 21.5% strongly agree) think that enough resources have been allotted, 42% (strongly disagree, disagree, and neutral) have doubts or are unsure if there have been enough resources assigned. This indicates that to facilitate efficient training and onboarding for Gen AI tools, additional evaluation or improvement of resource allocation may be required.

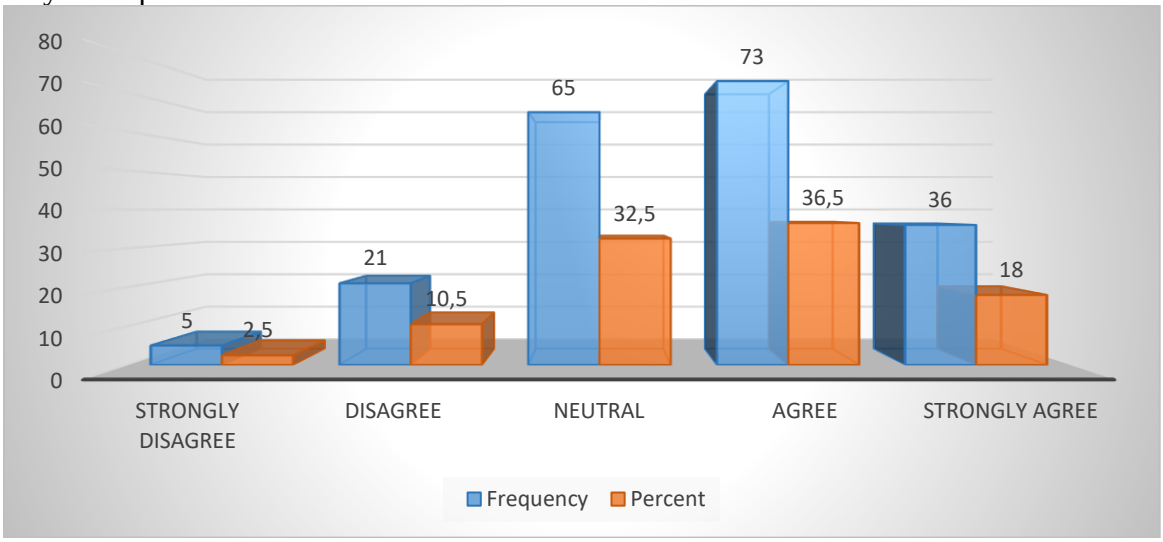


Figure 4.36: Employees feel adequately supported in adapting to the changes introduced by the adoption of Gen AI.

The above figure 4.36 summarizes that a sizable majority of workers (86%) agree or strongly agree that they have received enough assistance in adjusting to the changes brought about by general artificial intelligence. Merely 13% of the participants expressed extreme disagreement or disagreement with this assertion. Although there is potential for progress in addressing the concerns of the minority who feel less supported, this reflects an overall good view of support.

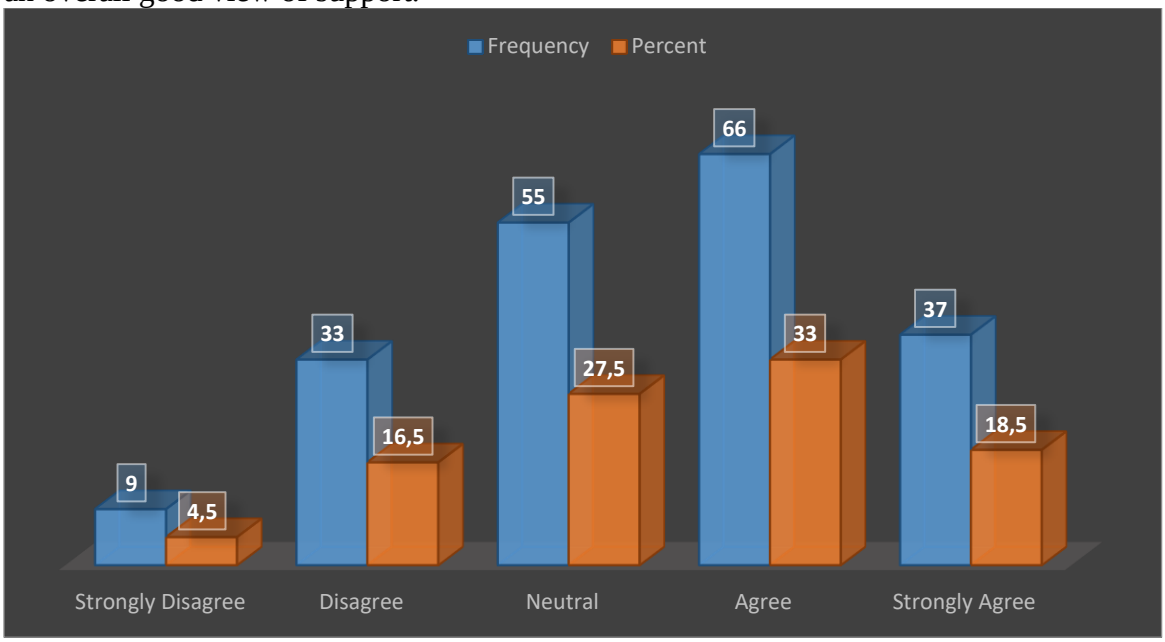


Figure 4.37: There is a well-defined strategy in place for the phased implementation of Gen AI Capabilities.

The above figure 4.37 shows that 33% agreeing and 18.5% strongly agreeing, over 51.5% of respondents think there is a well-defined strategy in place for the progressive introduction of Gen AI capabilities. 43.5% of respondents, however, are either unsure (27.5%) or disagree (16.5%) that there is a clear strategy in place. This shows that the organization's plan for implementing Gen AI capabilities has to be better communicated or aligned.

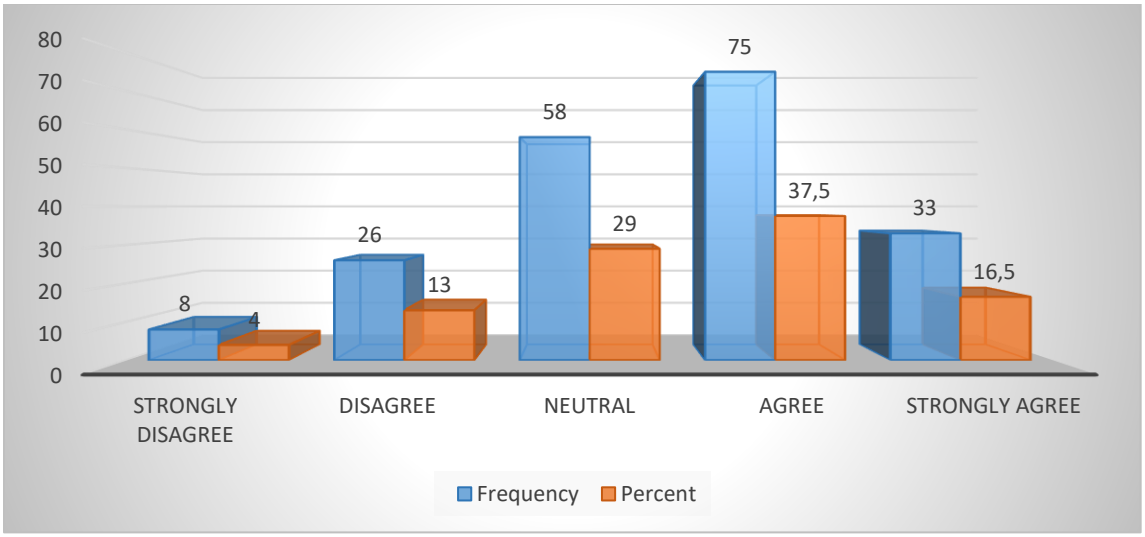


Figure 4.38: Our organization actively seeks feedback from employees to address concerns and challenges related to Gen AI adoption.

The above figure 4.38 illustrates, about 54% of respondents said our company actively solicits employee input on difficulties related to the implementation of Gen AI. But 46% are undecided or have misgivings. This emphasizes how crucial it is to have more proactive feedback systems.

4.7 Customer Engagement

Table 4.17: Customer Engagement: (Descriptive Statistics)

	N	Mean		Std. Deviation	Variance	Skewness	
	Statistic	Statistic	Std. Error	Statistic	Statistic	Statistic	Std. Error
Our organization actively seeks customer feedback to improve products/services.	200	3.97	0.069	0.974	0.949	-1.116	0.172

Customers feel a personal connection with our brand through our communication channels.	200	3.84	0.062	0.882	0.778	-0.79	0.172
Gen AI tools enhance our ability to tailor interactions based on individual customer preferences.	200	3.64	0.065	0.924	0.855	-0.726	0.172
Customers perceive our organization as responsive to their inquiries and concerns.	200	3.87	0.061	0.858	0.737	-0.757	0.172
The use of Gen AI contributes to a more interactive and dynamic customer experience.	200	3.71	0.068	0.964	0.928	-0.592	0.172
Our organization effectively uses Gen AI to anticipate and address customer needs proactively.	200	3.48	0.073	1.027	1.055	-0.508	0.172
Gen AI-powered recommendations and personalization positively	200	3.57	0.069	0.98	0.96	-0.668	0.172

influence customer purchasing decisions.							
Gen AI enhances customer loyalty by providing valuable and relevant information in real-time.	200	3.59	0.072	1.018	1.037	-0.867	0.172

The above table 4.17 presented the distractive statistics of Customer Engagement indicating a positive perception and utilization of Gen AI tools within the organization. According to the responses, there is strong agreement that the organization actively seeks customer feedback to enhance products and services (mean=3.97, SD=0.974, skewness=-1.116) and that customers feel a personal connection through communication channels (mean=3.84, SD=0.882, skewness=-0.79). Respondents also agree that Gen AI tools enhance the ability to tailor interactions based on customer preferences (mean=3.64, SD=0.924, skewness=-0.726) and perceive the organization as responsive to customer inquiries and concerns (mean=3.87, SD=0.858, skewness=-0.757). Additionally, Gen AI contributes to a more interactive customer experience (mean=3.71, SD=0.964, skewness=-0.592) and helps in anticipating and addressing customer needs proactively (mean=3.48, SD=1.027, skewness=-0.508). The use of Gen AI-powered recommendations and personalization positively influences customer purchasing decisions (mean=3.57, SD=0.98, skewness=-0.668), while enhancing customer loyalty through real-time, relevant information (mean=3.59, SD=1.018, skewness=-0.867).

Table 4.18: Customer Engagement

Customer Engagement:		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree

Our organization actively seeks customer feedback to improve products/services.	Frequency	7	8	32	91	62
	Percent	3.5	4	16	45.5	31
Customers feel a personal connection with our brand through our communication channels.	Frequency	5	5	51	95	44
	Percent	2.5	2.5	25.5	47.5	22
Gen AI tools enhance our ability to tailor interactions based on individual customer preferences.	Frequency	5	19	47	101	28
	Percent	2.5	9.5	23.5	50.5	14
Customers perceive our organization as responsive to their inquiries and concerns.	Frequency	3	9	43	101	44
	Percent	1.5	4.5	21.5	50.5	22
The use of Gen AI contributes to a more interactive and dynamic customer experience.	Frequency	6	11	60	80	43
	Percent	3	5.5	30	40	21.5
Our organization effectively uses Gen AI to anticipate and address customer needs proactively.	Frequency	11	16	70	72	31
	Percent	5.5	8	35	36	15.5
Gen AI-powered recommendations and personalization positively influence customer purchasing decisions.	Frequency	9	14	61	86	30
	Percent	4.5	7	30.5	43	15
	Frequency	13	9	56	91	31

Gen AI enhances customer loyalty by providing valuable and relevant information in real-time.	Percent	6.5	4.5	28	45.5	15.5

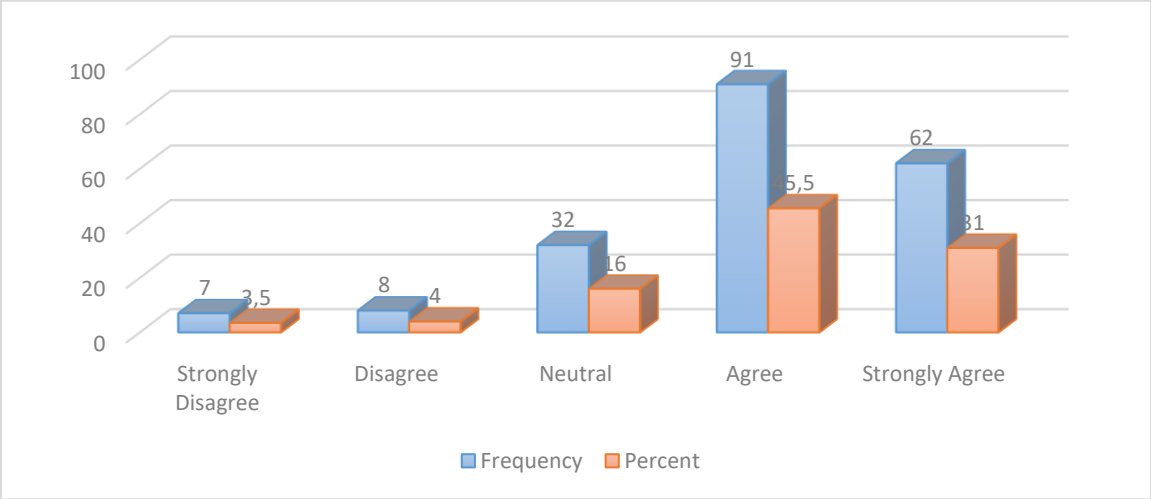


Figure 4.39: Our organization actively seeks customer feedback to improve products/services.

Figure 4.39 above illustrates how, based on the data, most responses (76.5%, including those who strongly agree) think that our company actively solicits client feedback to enhance its goods and services. Nonetheless, 23.5% (strongly disagree, disagree, and neutral) either have misgivings or are unsure about the company's attempts to get input from customers. This implies that obtaining and using consumer input to enhance goods and services must remain a top priority.

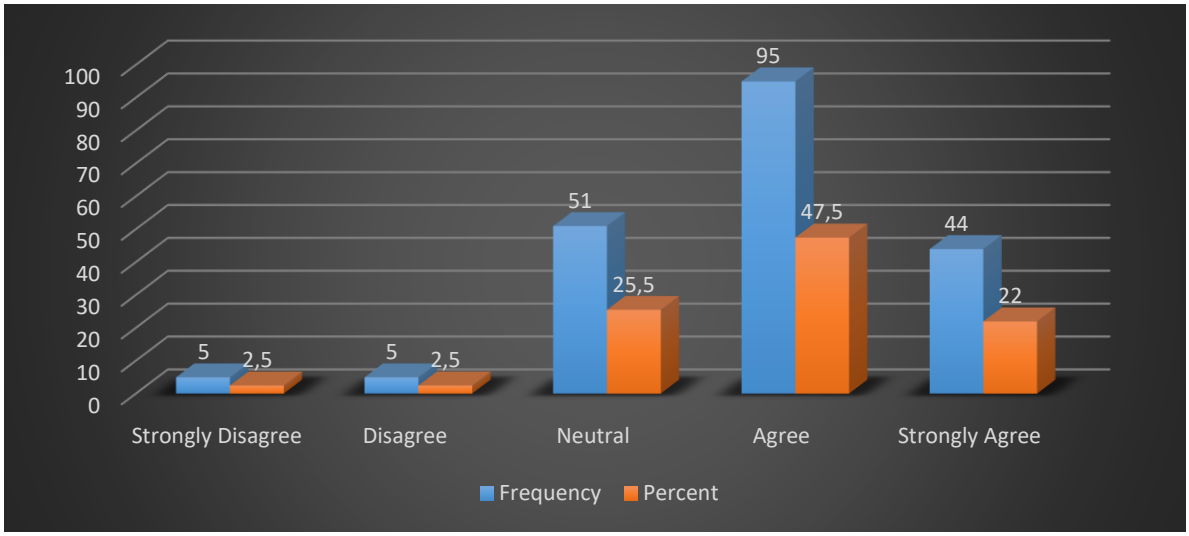


Figure 4.40: Customers feel a personal connection with our brand through our communication channels.

The above figure 4.40 shows most consumers (69.5% - combined agree and strongly agree) believe that they have a personal connection to our brand because of our communication channels. Nonetheless, 28% (strongly disagree, disagree, and neutral combined) either have misgivings or are unsure of the perceived personal connection. This implies that we need to further enhance our communication channels in order to raise the degree of personal connection that customers have with our brand.

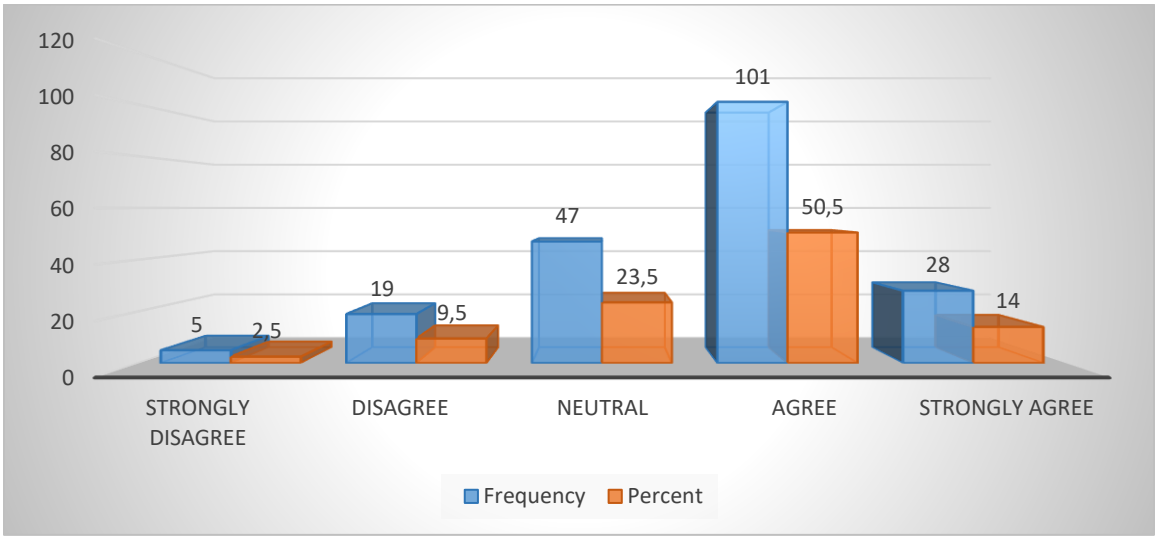


Figure 4.41: Gen AI tools enhance our ability to tailor interactions based on individual customer preferences.

The above figure 4.41 shows that about 64.5% of participants think that using Gen AI tools improves our capacity to customize interactions according to the preferences of specific customers. 35.5% of respondents, however, express doubts or uncertainty regarding this skill, suggesting that more work has to be done to increase our comprehension of and ability to use Gen AI tools for tailored interactions.

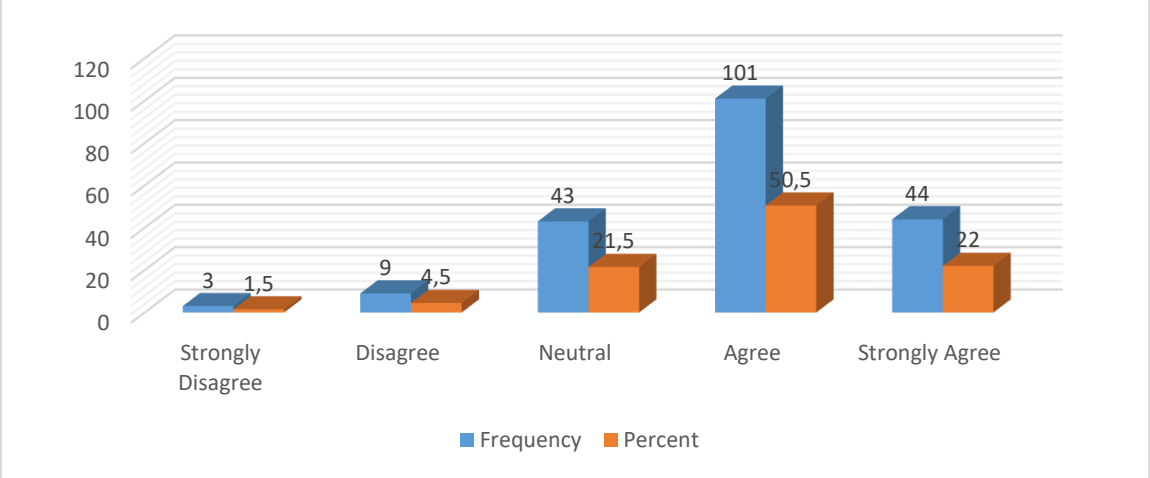


Figure 4.42: Customers perceive our organization as responsive to their inquiries and concerns.

The above figure 4.42 represents about 72.5 percent of clients think our company responds quickly to their questions and issues. Nonetheless, 26% are hesitant or unsure, highlighting the need for continued efforts to enhance communication and customer service.

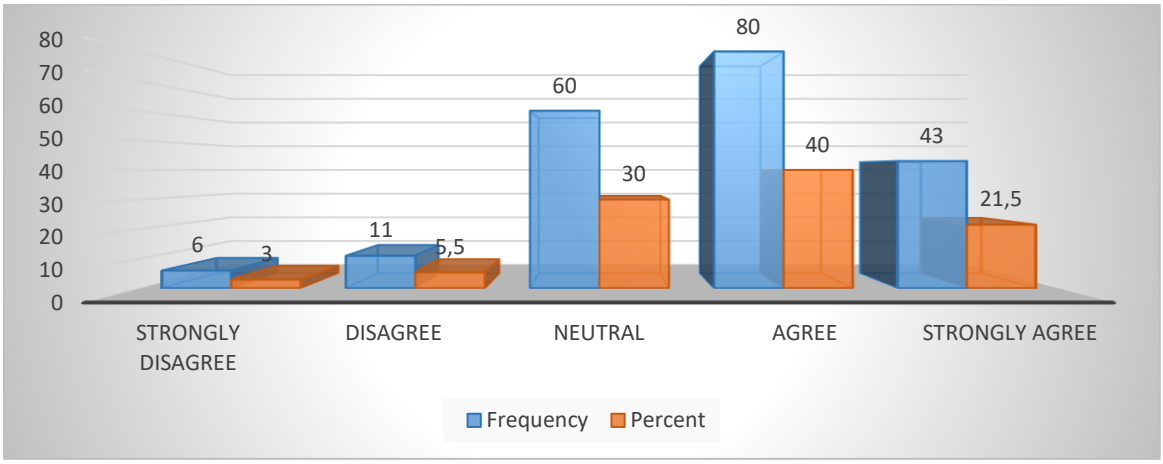


Figure 4.43: The use of Gen AI contributes to a more interactive and dynamic customer experience.

The above figure 4.43 illustrates that a little over 61.5% of respondents—40% agreeing and 21.5% strongly agreeing—think that using Gen AI results in a more dynamic and engaged consumer experience. But 35.5% (strongly disagree, disagree, and neutral) have doubts or are unsure about this contribution, indicating that more communication or optimization is required to fully realize the advantages of Gen AI in improving consumer experiences.

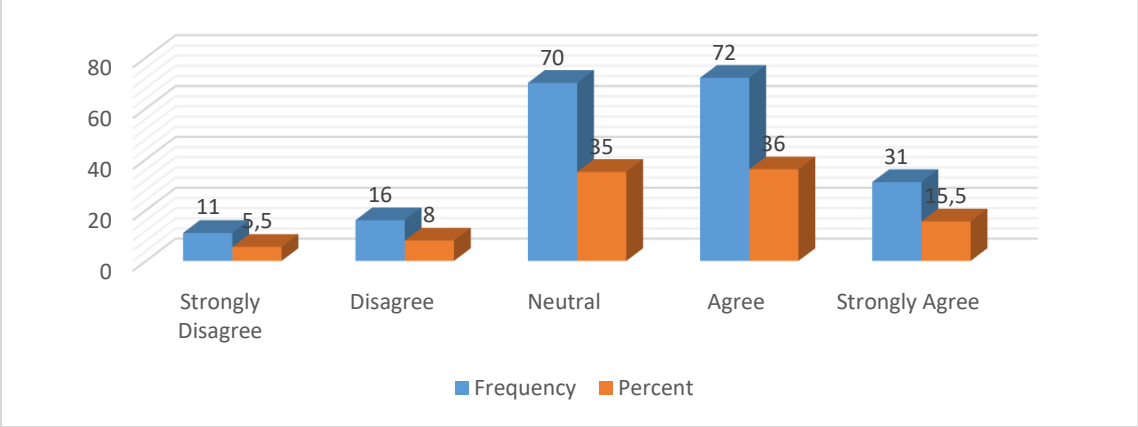


Figure 4.44: Our organization effectively uses Gen AI to anticipate and address customer needs proactively.

The above figure 4.44 presents that roughly 51.5% of respondents (36.5% who strongly agreed and 36.5% who agreed) think our company uses Gen AI well to prepare for and anticipate client needs. All told, 43.5% of respondents have doubts or are unsure about this effectiveness (strongly disagree, disagree, and neutral). This implies that more refinement or advocacy for the proactive application of Gen AI to meet client needs is required.

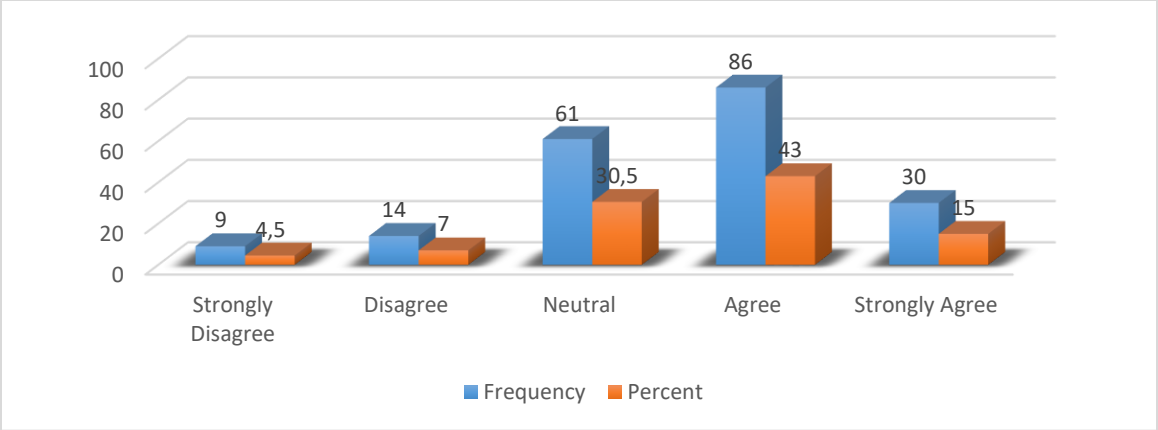


Figure 4.45: Gen AI-powered recommendations and personalization positively influence customer purchasing decisions.

In the above figure 4.45 about 58% of respondents (43 percent who agree and 15 percent who strongly agree) think that recommendations and personalization driven by Gen AI have a beneficial impact on customers' purchase decisions. Nonetheless, 41.5% of respondents—strongly disagree, disagree, and neutral—have uncertainties or questions about its influence. This indicates that more optimization or communication is required to fully convey the beneficial effects of suggestions and personalization driven by Gen AI on consumer purchase decisions.

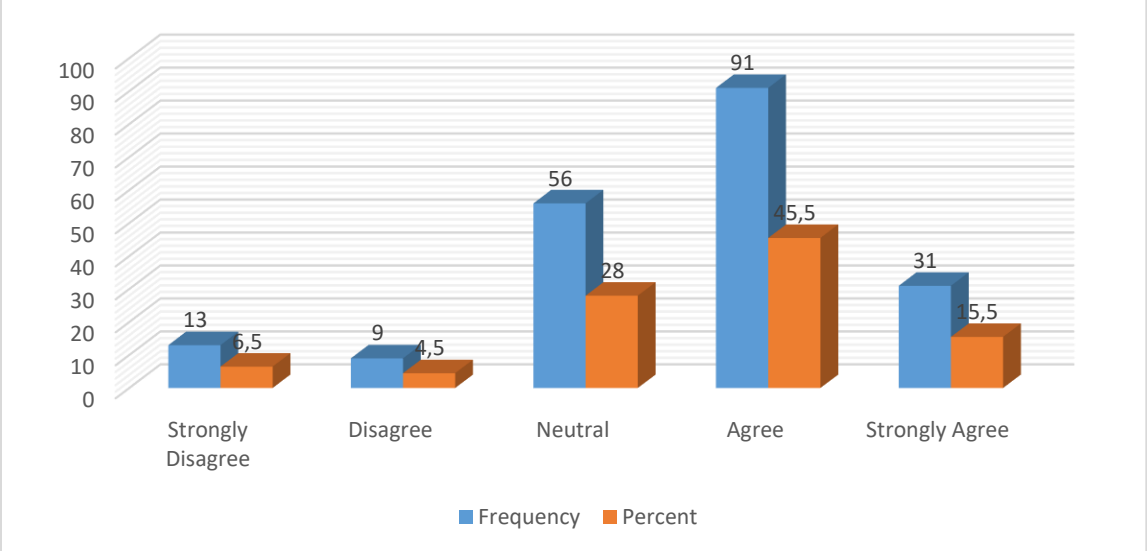


Figure 4.46: Gen AI enhances customer loyalty by providing valuable and relevant information in real-time.

The above figure 4.46 shows that 61% of respondents (45.5% agree + 15.5% strongly agree) think that Gen AI improves customer loyalty. But 34.5% (strongly disagree, disagree, and neutral) are unsure or have misgivings about this improvement. This implies that in order to increase customer loyalty, more explanations or examples of the benefits and significance offered by Gen AI in real-time are required.

4.8 Business Development and B2B Marketing Enhancement

Table 4.19: Business Development and B2B Marketing Enhancement: (Descriptive Statistics)

	N	Mean		Std. Deviation	Variance	Skewness	
	Statistic	Statistic	Std. Error	Statistic	Statistic	Statistic	Std. Error
Gen AI Capabilities contribute to the identification of new business opportunities within our target market.	200	3.44	0.074	1.04	1.082	-0.406	0.172
B2B marketing efforts are more effective and targeted with the integration of Gen AI tools.	200	3.76	0.067	0.952	0.907	-0.948	0.172
Gen AI enhances our organization's ability to analyze market trends and	200	3.58	0.07	0.994	0.989	-0.719	0.172

make informed strategic decisions.							
Gen AI facilitates the identification and prioritization of high-potential leads for business growth.	200	3.51	0.073	1.032	1.065	-0.498	0.172
B2B marketing campaigns driven by Gen AI result in higher engagement and conversion rates.	200	3.55	0.068	0.96	0.922	-0.539	0.172
Gen AI supports the customization of marketing messages for different B2B customer segments.	200	3.71	0.066	0.939	0.882	-0.885	0.172
The implementation of Gen AI has improved the efficiency of our B2B lead nurturing processes.	200	3.51	0.071	1.007	1.015	-0.461	0.172
Gen AI tools play a crucial role in enhancing our overall competitiveness in the B2B market.	200	3.68	0.066	0.939	0.882	-0.68	0.172

The above table 4.19 presents the distractive statistics of Business Development and B2B Marketing Enhancement highlighting several positive impacts of Gen AI tools within the organization. According to the survey results, respondents generally agree that Gen AI capabilities contribute to identifying new business opportunities within their target market (mean=3.44, SD=1.04, skewness=-0.406) and make B2B marketing efforts more effective and targeted (mean=3.76, SD=0.952, skewness=-0.948). Additionally, Gen AI enhances the organization's ability to analyze market trends and make informed strategic decisions (mean=3.58, SD=0.994, skewness=-0.719), and facilitates the identification and prioritization of high-potential leads for business growth (mean=3.51, SD=1.032, skewness=-0.498). Respondents also indicate that B2B marketing campaigns driven by Gen AI achieve higher engagement and conversion rates (mean=3.55, SD=0.96, skewness=-0.539), and support the customization of marketing messages for different B2B customer segments (mean=3.71, SD=0.939, skewness=-0.885). Furthermore, the implementation of Gen AI has improved the efficiency of B2B lead nurturing processes (mean=3.51, SD=1.007, skewness=-0.461), and plays a crucial role in enhancing overall competitiveness in the B2B market (mean=3.68, SD=0.939, skewness=-0.68).

Table 4.20: Business Development and B2B Marketing Enhancement

		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Gen AI Capabilities contribute to the identification of new business opportunities within our target market.	Frequency	9	26	62	73	30
	Percent	4.5	13	31	36.5	15
B2B marketing efforts are more effective and targeted with the integration of Gen AI tools.	Frequency	8	9	45	99	39
	Percent	4	4.5	22.5	49.5	19.5

Gen AI enhances our organization ability to analyze market trends and make informed strategic decisions.	Frequency	9	17	53	91	30
	Percent	4.5	8.5	26.5	45.5	15
Gen AI facilitates the identification and prioritization of high-potential leads for business growth.	Frequency	9	21	61	76	33
	Percent	4.5	10.5	30.5	38	16.5
B2B marketing campaigns driven by Gen AI result in higher engagement and conversion rates.	Frequency	8	13	70	79	30
	Percent	4	6.5	35	39.5	15
Gen AI supports the customization of marketing messages for different B2B customer segments.	Frequency	8	9	51	98	34
	Percent	4	4.5	25.5	49	17
The implementation of Gen AI has improved the efficiency of our B2B lead nurturing processes.	Frequency	8	21	64	76	31
	Percent	4	10.5	32	38	15.5
Gen AI tools play a crucial role in enhancing our overall competitiveness in the B2B market.	Frequency	7	9	61	87	36
	Percent	3.5	4.5	30.5	43.5	18

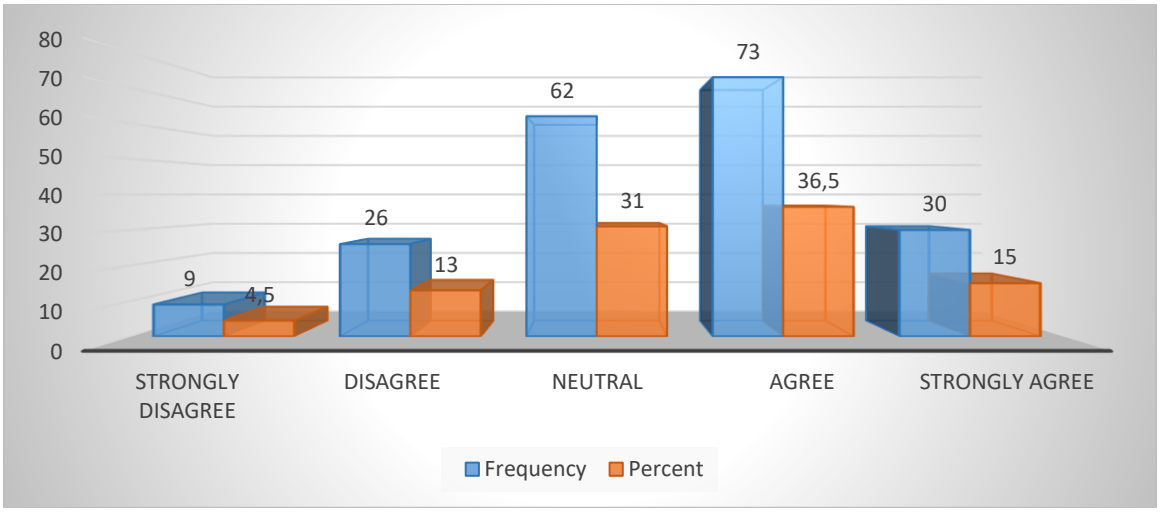


Figure 4.47: Gen AI Capabilities contribute to the identification of new business opportunities within our target market.

In the above figure 4.47, shows that 51.5% of respondents, including 36.5% of those who agree and 15% of those who strongly agree, think that Gen AI skills help uncover new business prospects in our target market. Nonetheless, 48.5% of respondents—strongly disagree, disagree, and neutral—have doubts or uncertainties regarding this contribution. This implies that more communication or improvement is required to fully understand how Gen AI can be used to find new business prospects inside the target market.

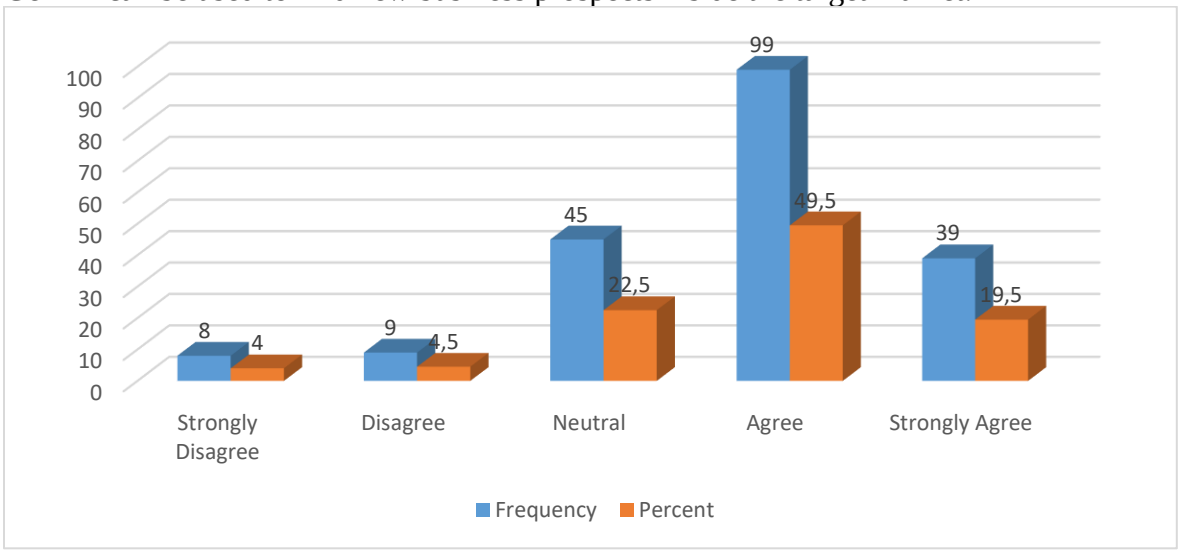


Figure 4.48: B2B marketing efforts are more effective and targeted with the integration of Gen AI tools.

The above figure 4.48 shows that approximately 69% of respondents (49.5% agree + 19.5% strongly agree) believe that B2B marketing efforts are more effective and targeted with the integration of Gen AI tools. However, 27% (combined strongly disagree, disagree, and neutral) have reservations or are uncertain about this effectiveness. This implies that additional optimisation or communication about the advantages and efficacy of incorporating Gen AI Techniques in B2B marketing campaigns is required.

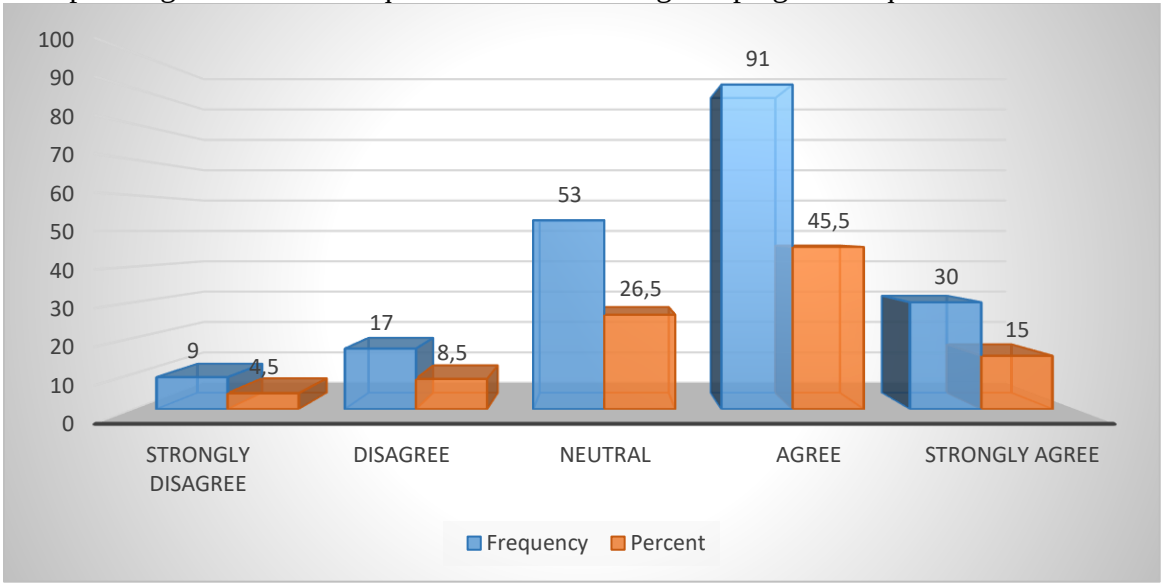


Figure 4.49: Gen AI enhances our organization's ability to analyze market trends and make informed strategic decisions.

The above figure 4.49 shows that approximately 60.5% of participants think that Gen AI improves our capacity to assess market trends and formulate wise strategic choices. 34.5%, however, express doubts or uncertainty regarding this improvement, indicating a need for more precise explanations or examples of how Gen AI is affecting these fields.

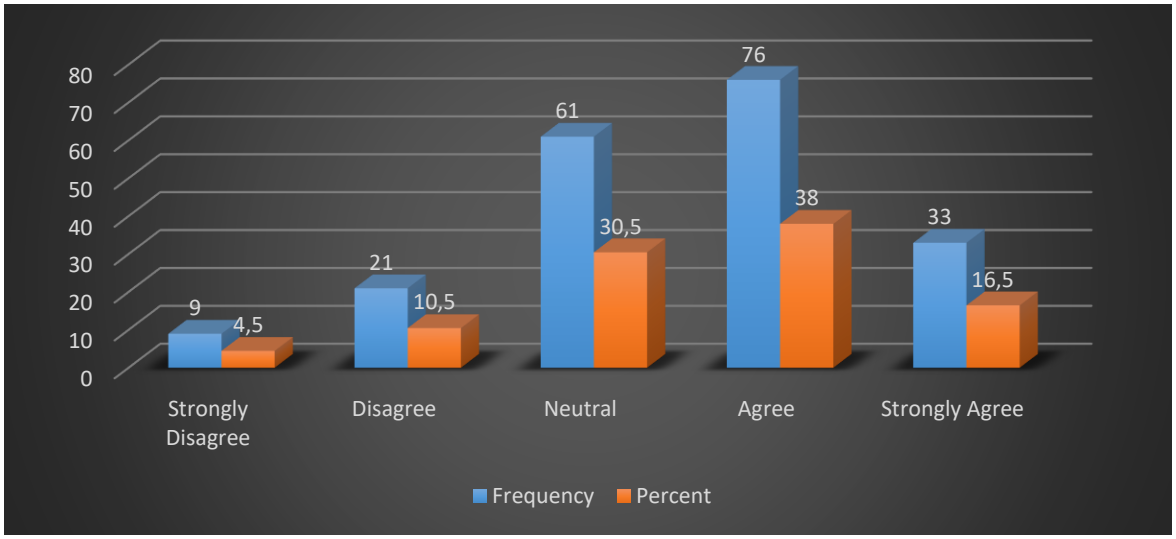


Figure 4.50: Gen AI facilitates the identification and prioritization of high-potential leads for business growth.

In the above figure 4.50 out of all the respondents, 54.5% think that Gen AI makes it easier to identify and rank high-potential leads for business expansion, whereas 41% have doubts or are unsure about this ability. This suggests that more explanations or examples of how Gen AI works well for lead management in the context of business expansion are needed.

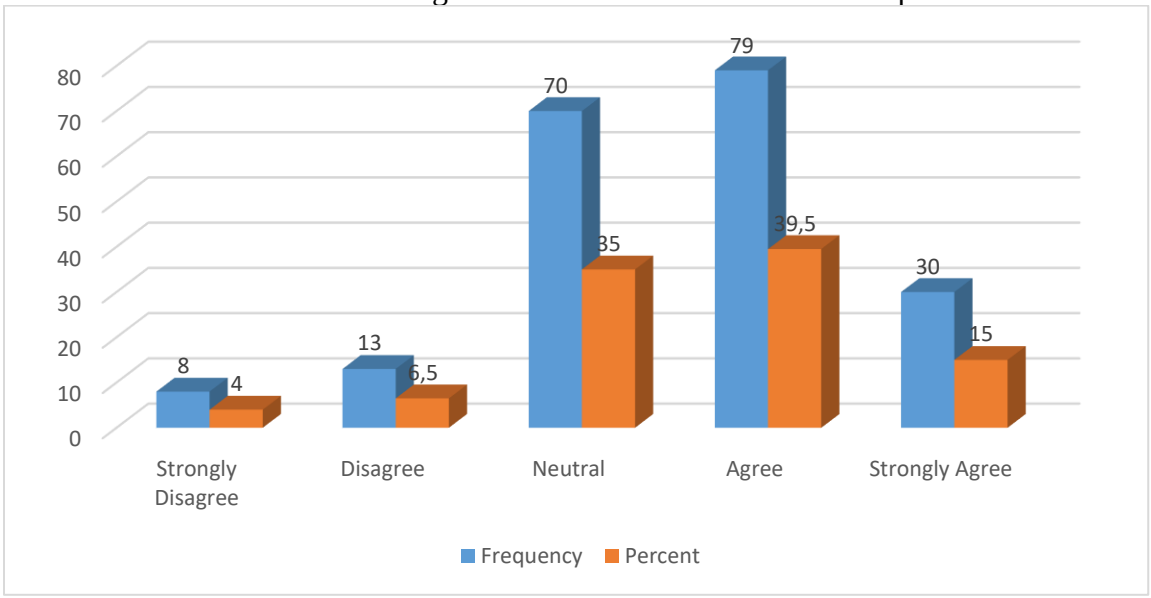


Figure 4.51: B2B marketing campaigns driven by Gen AI result in higher engagement and conversion rates.

The above figure 4.51 shows 54.5% of respondents (39.5% agree and 15% strongly agree) think that Gen AI-powered B2B marketing initiatives increase engagement and conversion rates. However, 45.5% of respondents had doubts or are doubtful of this influence, categorised as strongly disagree, disagree, and neutral. This demonstrates that in order to completely comprehend how Gen AI-driven B2B marketing activities may raise engagement and conversion rates, more communication or optimization is necessary.

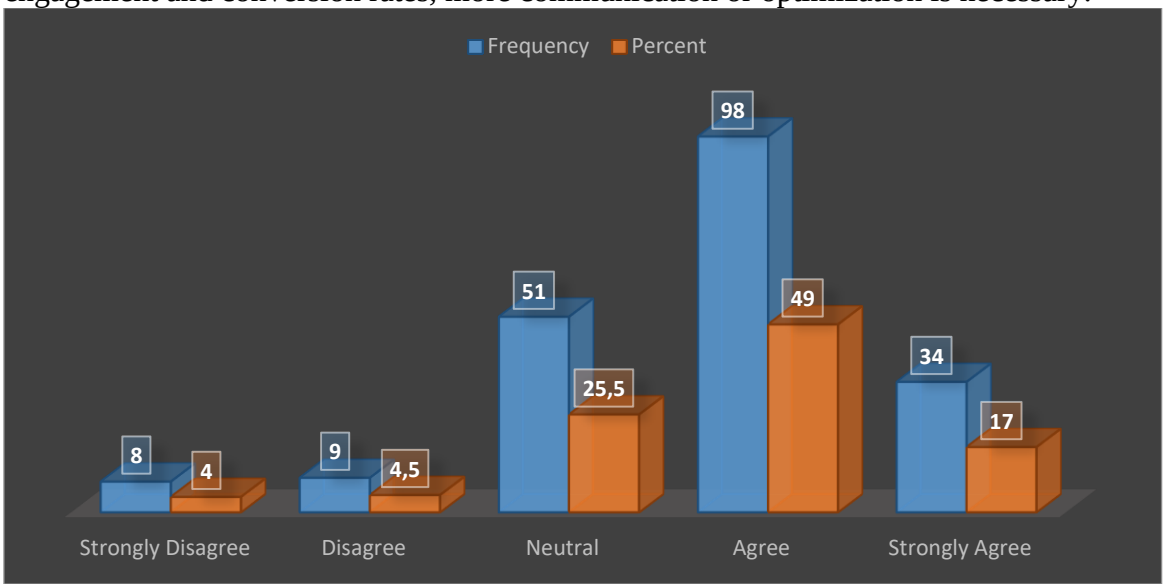


Figure 4.52: Gen AI supports the customization of marketing messages for different B2B customer segments.

According to Figure 4.52 above, sixty-six percent of respondents (seventeen percent strongly agree and fifty-nine percent agree) believe that Gen AI makes it easier to customise marketing messages for different B2B client segments. However, 30.5% of those who strongly disagreed, disagreed, and were indifferent expressed uncertainty or questions regarding this support. This implies that more research or discussion is required to fully understand how Gen AI can be used to tailor marketing messages to specific B2B client segments.

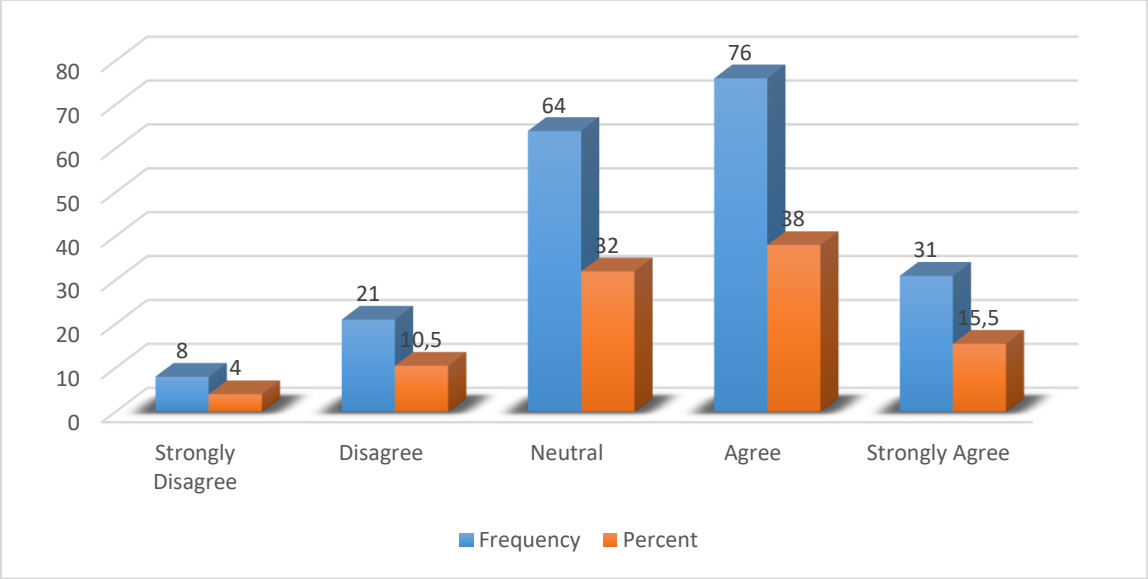


Figure 4.53: The implementation of Gen AI has improved the efficiency of our B2B lead nurturing processes.

In the above figure 4.53 the efficiency of our B2B lead nurturing processes has increased, according to 53.5% of respondents, whereas 46.5% expressed doubts or reservations about this improvement. This implies that there is a need for greater communication or demonstration of the effect of Gen AI on the effectiveness of B2B lead nurturing.

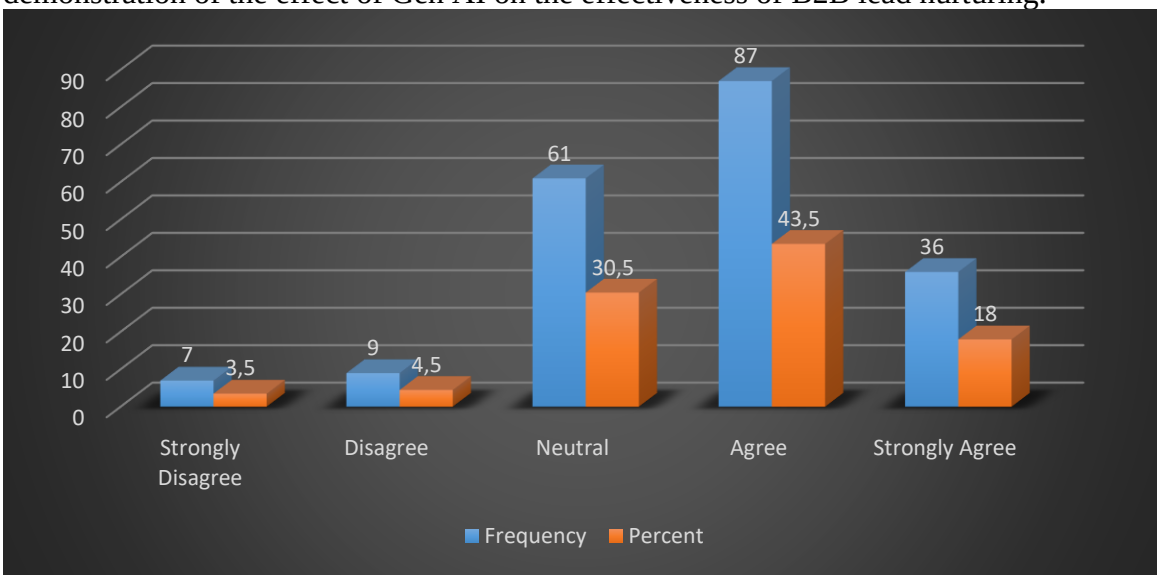


Figure 4.54: Gen AI tools play a crucial role in enhancing our overall competitiveness in the B2B market.

The above figure 4.54 shows, approximately 61.5% of participants hold the view that Gen AI tools are essential for improving our overall competitiveness in the B2B market, whilst 38.5% express hesitancy or uncertainty on this. This emphasizes how crucial it is to explain or provide further evidence of how Gen AI affects B2B market competitiveness.

4.9 Crosstabs Between Age of Respondents and Various Constructs

*Table 4.21: Age*Gen AI Capabilities (GAIC) Crosstabulation*

Count						
		Gen AI Capabilities (GAIC)				Total
		Disagree	Neutral	Agree	Strongly Agree	
Age	18-24 Years	0	1	0	2	3
	25-34 Years	1	6	19	8	34
	35-44 Years	2	12	53	16	83
	45-54 Years	4	6	36	22	68
	55-64 Years	0	3	8	1	12
Total		7	28	116	49	200

The above table 4.21 shows a crosstab comparing Age and Gen AI Capabilities (GAIC) revealing that younger people (18–24 years old) primarily strongly agree with GAIC (2, 66.7%). Most people between the ages of 25 and 34 agree (19, 55.9%). Also, most people in the 35–44 and 45–54 age groups (53, 63.9% and 36, 52.9%, respectively) agree. Of the 200 respondents, 116 (58.0%) and 49 (24.5%) agreed or strongly agreed with the capabilities of Gen AI across a range of age groups.

*Table 4.22: Age * Personalization Crosstabulation*

Count						
		Personalization				Total
		Disagree	Neutral	Agree	Strongly Agree	
Age	18-24 Years	0	1	2	0	3
	25-34 Years	2	5	21	6	34
	35-44 Years	4	13	48	18	83
	45-54 Years	1	7	35	25	68
	55-64 Years	0	2	9	1	12
Total		7	28	115	50	200

The above table 4.22 shows the different perceptions across age groups highlighted by the Age * Personalization crosstabulation. The 18–24 age group is divided between agreement and neutrality on personalization. The age group of 25–34 demonstrates considerable agreement to disagreement. While ages 55–64 are split between neutral and in agreement with personalization, ages 35–44 and 45–54 largely agree with it. There are differing levels of acceptability within the sample, as seen by the fact that out of 200 respondents, 115 (57.5%) agree and 50 (25.0%) highly agree with personalisation across all age groups.

*Table 4.23: Age * Data Security and Privacy (DSP) Crosstabulation*

Count							
		Data Security and Privacy (DSP)					Total
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	
Age	18-24 Years	0	0	1	0	2	3
	25-34 Years	0	3	6	14	11	34
	35-44 Years	2	1	23	35	22	83

	45-54 Years	0	2	18	23	25	68
	55-64 Years	0	0	4	7	1	12
Total		2	6	52	79	61	200

The above table 4.23 shows the across age groups, the Age * Data Security and Privacy (DSP) crosstab displays a wide range of results. The younger generation (18–24 years old) is generally neutral, and the 25–34 age bracket ranges from severe opposition to agreement. While those 65 and older are split between indifferent and in favor of DSP, those 35 to 54 typically agree with it. Across all age categories, 79 people (39.5%) agree and 61 people (30.5%) strongly agree with data security and privacy.

*Table 4.24: Age * Adoption Readiness Crosstabulation*

Count						
		Adoption Readiness				Total
		Disagree	Neutral	Agree	Strongly Agree	
Age	18-24 Years	0	1	0	2	3
	25-34 Years	1	9	12	12	34
	35-44 Years	6	18	35	24	83
	45-54 Years	3	13	27	25	68
	55-64 Years	0	4	7	1	12
Total		10	45	81	64	200

The above table 4.24 shows illustrates different opinions about adoption readiness across age groups in the Age * Adoption Readiness crosstabulation. The age range of 18 to 24 exhibits a mixture of strong and neutral agreement. Ages 25 to 34 exhibit a range of agreement levels, from great agreement to dissent. While ages 55–64 are split between neutral and agreement, ages 35–44 and 45–54 show a higher level of agreement with adoption readiness. Overall, 81 (40.5%) and 64 (32.0%) of the 200 respondents highly

agree and agree with adoption readiness, indicating a range of readiness levels within the sample.

4.10 Crosstabs Between Company Size and Various Constructs

*Table 4.25: Company Size * Gen AI Capabilities (GAIC) Crosstabulation*

Count						
		Gen AI Capabilities (GAIC)				Total
		Disagree	Neutral	Agree	Strongly Agree	
Company Size	Microenterprise: Less than 10 employees.	0	2	5	4	11
	Small business: 10 to 49 employees.	2	5	6	3	16
	Medium-sized companies: 50 to 249 employees.	0	4	18	3	25
	Large companies: 250 or more employees.	5	17	87	39	148
Total		7	28	116	49	200

The above table presents crosstabulation which shows the distribution of companies' agreement levels with their General AI Capabilities (GAIC) across different company sizes. Microenterprises (less than 10 employees) generally agree with their GAIC, with 9 out of 11 companies agreeing or strongly agreeing. Small businesses (10 to 49 employees) are more varied, with opinions spread across all categories, but a significant number still agree or strongly agree (9 out of 16). Medium-sized companies (50 to 249 employees)

show a stronger agreement, with 21 out of 25 companies agreeing or strongly agreeing. Large companies (250 or more employees) have the highest levels of agreement, with 126 out of 148 companies agreeing or strongly agreeing with their GAIC. Notably, large companies also show the most significant presence in the "Neutral" and "Disagree" categories, suggesting a broader range of opinions compared to smaller companies.

*Table 4.26: Company Size * Personalisation Crosstabulation*

Count						
		Personalisation				Total
		Disagree	Neutral	Agree	Strongly Agree	
Company Size	Microenterprise: Less than 10 employees.	0	0	9	2	11
	Small business: 10 to 49 employees.	1	7	6	2	16
	Medium-sized companies: 50 to 249 employees.	2	4	11	8	25
	Large companies: 250 or more employees.	4	17	89	38	148
Total		7	28	115	50	200

The above crosstabulation table which shows the relationship between company size and their opinions on personalization. In microenterprises, out of 11 respondents, the majority (9) agree, with 2 strongly agreeing, and none disagreeing or neutral. Small businesses, with 16 respondents, display a more varied perspective: 1 disagrees, 7 are neutral, 6 agree, and 2 strongly agree. Medium-sized companies have 25 respondents, with 2 disagreeing, 4

neutral, 11 agreeing, and 8 strongly agreeing. Large companies, comprising 148 respondents, show a trend towards agreement, with 89 agreeing and 38 strongly agreeing, although 4 disagree and 17 are neutral. Overall, out of 200 total responses, a significant portion (115) agrees with personalization, while fewer are neutral (28) or disagree (7). This indicates a general positive inclination towards personalization across different company sizes, especially pronounced in larger companies.

*Table 4.27: Company Size * Data Security and Privacy (DSP) Crosstabulation*

Count							
		Data Security and Privacy (DSP)					Total
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	
Company Size	Microenterprise: Less than 10 employees.	0	0	5	5	1	11
	Small business: 10 to 49 employees.	0	1	6	7	2	16
	Medium-sized companies: 50 to 249 employees.	2	1	8	5	9	25
	Large companies: 250 or more employees.	0	4	33	62	49	148
Total		2	6	52	79	61	200

The above table examines the relationship among company size and the opinions of the respondents on data security and privacy (DSP). Among microenterprises, out of 11 respondents, opinions are split with 5 neutral, 5 agreeing, and 1 strongly agreeing, and no disagreements. Out of the 16 answers, 1 disagrees, 6 are neutral, 7 agree, and 2 strongly agree with small enterprises. With 25 respondents, the distribution is larger for medium-sized businesses: 2 strongly disagree, 1 disagrees, 8 are neutral, 5 agree, and 9 strongly agree. Large businesses, which account for 148 respondents, exhibit a strong inclination to agree with DSP: 49 strongly agree, 62 agree, and 33 are neutral; only 4 disagree and none strongly disagree. Overall, out of 200 total responses, the majority (140) either agree or strongly agree with DSP, indicating a general positive sentiment across all company sizes. Notably, larger companies exhibit a stronger consensus in favor of data security and privacy.

*Table 4.28: Company Size * Adoption Readiness Crosstabulation*

Count						
		Adoption Readiness				Total
		Disagree	Neutral	Agree	Strongly Agree	
Company Size	Microenterprise: Less than 10 employees.	1	2	5	3	11
	Small business: 10 to 49 employees.	1	4	8	3	16
	Medium-sized companies: 50 to 249 employees.	2	5	13	5	25

	Large companies: 250 or more employees.	6	34	55	53	148
Total		10	45	81	64	200

The above table the presents explores the relationship between company size and adoption readiness. In microenterprises, out of 11 respondents, 5 agree and 3 strongly agree, while 2 are neutral and 1 disagrees. Small businesses, with 16 respondents, show a similar trend: 8 agree, 3 strongly agree, 4 are neutral, and 1 disagrees. Medium-sized companies, consisting of 25 respondents, display a wider spread: 13 agree and 5 strongly agree, with 5 neutral and 2 disagreeing. In large companies, of the 148 respondents, a majority are positive towards adoption readiness, with 55 agreeing and 53 strongly agreeing, though 34 are neutral and 6 disagree. Overall, out of 200 total responses, 145 respondents either agree or strongly agree with adoption readiness, indicating a general positive sentiment across all company sizes, with larger companies showing the highest readiness for adoption.

4.11 Hypotheses Testing

Hypothesis 1

- **H1:** Gen AI Capabilities (GAIC) positively influence Customer Engagement.

Table 4.29: Correlations

			Gen AI Capabilities (GAIC)	Customer Engagement
Spearman's rho	Gen AI Capabilities (GAIC)	Correlation Coefficient	1.000	.505**
		Sig. (2-tailed)	.	.000
		N	200	200

	Customer Engagement	Correlation Coefficient	.505**	1.000
		Sig. (2-tailed)	.000	.
		N	200	200
**. Correlation is significant at the 0.01 level (2-tailed).				

Using the Spearman's Rho correlation test, the relationship between the two variables (customer engagement and Generative AI capabilities) in Table 4.29 above is demonstrated. The objective of the test is to determine the statistical significance of the association. The correlation coefficient value in this case, which is.505, indicates a high moderate positive correlation between the variables. The value is highly significant ($p < 0.01$) and the p-value (sig.2-tailed) is.000, which is less than 0.01. This indicates that the null hypothesis is rejected. There are 200 samples in total for both variables. Thus, it demonstrates how Gen AI capabilities impact client interaction.

Hypothesis 2

- **H2:** Personalisation positively influences Customer Engagement

Table 4.30: Correlations

			Personalisation	Customer Engagement
Spearman's rho	Personalisation	Correlation Coefficient	1.000	.591**
		Sig. (2-tailed)	.	.000
		N	200	200
	Customer Engagement	Correlation Coefficient	.591**	1.000

		Sig. (2-tailed)	.000	.
		N	200	200
**. Correlation is significant at the 0.01 level (2-tailed).				

The Spearman's Rho correlation test illustrates the relationship between the two variables (client engagement and Generative AI capabilities) in Table 4.29 above. The test's goal is to determine the association's statistical significance. The correlation coefficient value in this case is.505, which indicates a high moderate positive correlation between the variables. The p-value (sig.2-tailed) of.000, which is less than 0.01 and indicates that the value is highly significant ($p < 0.01$), rejects the null hypothesis. There are 200 samples in total for both variables. It follows that personalisation has a big impact on customer engagement.

Hypothesis 3

- **H3:** Data Security and Privacy (DSP) positively influence Customer Engagement.

Table 4.31: Correlations

			Data Security and Privacy (DSP)	Customer Engagement
Spearman's rho	Data Security and Privacy (DSP)	Correlation Coefficient	1.000	.477**
		Sig. (2-tailed)	.	.000
		N	200	200
	Customer Engagement	Correlation Coefficient	.477**	1.000
		Sig. (2-tailed)	.000	.
		N	200	200
**. Correlation is significant at the 0.01 level (2-tailed).				

The above table 4.31 illustrates the Spearman's Rho correlation test between two variables (customer engagement, data security and privacy). This test is used to determine the statistical significance of the correlation. The results show a moderately positive correlation between our variables (correlation coefficient value of.477), and the null hypothesis is rejected ($p < 0.01$). The p-value (sig.2-tailed) is.000, which is less than 0.01. There are 200 samples in total for both variables. Thus, it demonstrates how consumer involvement is impacted by data security and privacy.

Hypothesis 4

- **H4:** Adoption Readiness (AR) positively influences Customer Engagement.

Table 4.32: Correlations

			Adoption Readiness	Customer Engagement
Spearman's rho	Adoption Readiness	Correlation Coefficient	1.000	.534**
		Sig. (2-tailed)	.	.000
		N	200	200
	Customer Engagement	Correlation Coefficient	.534**	1.000
		Sig. (2-tailed)	.000	.
		N	200	200
**. Correlation is significant at the 0.01 level (2-tailed).				

The preceding table 4.32 The Spearman's Rho correlation test is used to determine the statistical significance of the relationship between two variables: adoption readiness and customer engagement. A moderately positive correlation between the variables is indicated

by the correlation coefficient value of.534, and the null hypothesis is rejected by the p-value (sig.2-tailed) of.000, which is less than 0.01 and shows that the value is highly significant ($p < 0.01$). There are 200 samples in total for both variables. Thus, it demonstrates how adoption readiness influences client interaction.

Hypothesis 5

- **H5:** Customer Engagement mediates the relationship between Gen AI Capabilities (GAIC), Data Security and Privacy (DSP), Adoption Readiness (AR), Personalization, and Business Development and B2B Marketing Enhancement.

Relation between Gen AI in B2B Marketing and Customer Engagement

Table 4.33: Model Fitting Information

Model	-2 Log Likelihood	Chi-Square	df	Sig.
Intercept Only	143.695			
Final	46.909	96.785	1	.000
Link function: Logit.				

The regression analysis on the two variables (the model) is displayed in Table 4.33 above. The log likelihood in Table 2 indicates the goodness of fit (lower value, better fit), and the chi-square indicates the improvement of the final modal over the intercept-only modal. The degrees of freedom are represented by df, and the p-value, or sig, indicates the significance of the chi-square test. In conclusion, the Final model predicts the dependent variable better than the Intercept Only model by a large margin; this outcome was probably achieved using a logistic regression strategy.

Table 4.34: Goodness-of-Fit

	Chi-Square	df	Sig.
Pearson	18.344	11	.074
Deviance	17.545	11	.093

Link function: Logit.

The above table 4.34 illustrates the chi-square statistic, which is a way to evaluate how well our model fits reality. Consider the "Pearson" test: where this chi-square number reaches 18.344 while being bound by 11 degrees of freedom; its p-value equaling .074 unveils that under normal circumstances, our model should not deviate significantly from those values expected at a 0.05 significance level. Note that even though we are not quite there in terms of statistical importance, this value floats close to border territory— almost about to be thought of as significant despite falling short by just a whisker. The chi-square value for the "Deviance" test is 17.545, and it has 11 degrees of freedom with a p-value of .093. The lack of significant deviation from expected values is noted here; however, this result is also noted to be nearly significant.

Table 4.35: Pseudo R-Square

Cox and Snell	.384
Nagelkerke	.427
McFadden	.212
Link function: Logit.	

According to Cox and Snell R2 (0.384), the dependent variable's percentage that the logistic regression model can explain in the preceding table 4.35 is 38.4%. Nagelkerke R2 is a better measure as it shows an improved percentage— 42.7%— of the variation explained by the model, thus showing a better fit. Another metric, McFadden R2 (0.212), suggests that model explains 21.2% of the variability— a figure considered reasonable for logistic regression models.

Table 4.36: Parameter Estimates

		Estimate	Std. Error	Wald	df	Sig.	95% Confidence Interval	
							Lower Bound	Upper Bound
Threshold	[CE = 1.00]	4.391	1.193	13.549	1	.000	2.053	6.729
	[CE = 2.00]	6.388	1.041	37.645	1	.000	4.348	8.429
	[CE = 3.00]	8.400	1.100	58.352	1	.000	6.245	10.555
	[CE = 4.00]	11.789	1.283	84.378	1	.000	9.273	14.304
Location	GAI_B2BM	2.438	.275	78.851	1	.000	1.900	2.976
Link function: Logit.								

The threshold estimates (CE = 1.00, 2.00, 3.00, and 4.00) in table 4.36 above are all highly significant ($p < 0.001$), suggesting different stages where the outcome's probability varies between categories. The predictor variable GAI_B2BM applies a strongly positive and significant effect (estimate = 2.438, $p < 0.001$); with the 95% confidence interval crossing from 1.900 to 2.976, it implies that upon an increase in GAI_B2BM, the likelihood of the outcome also elevates significantly.

Relation between Business Development in B2B Marketing and Customer Engagement

Table 4.37: Model Fitting Information

Model	-2 Log Likelihood	Chi-Square	df	Sig.
Intercept Only	147.308			
Final	66.200	81.109	1	.000
Link function: Logit.				

The above table 4.37 shows the regression analysis on the two variables (model) (intercept only, final) in table 2 log likelihood presents the goodness of fit (lower value better fit), and chi-square indicates the improvement of final modal over intercept-only modal, df this is degrees of freedom and lastly sig is the p-value which shows the significance of chi-square test. in summary, the Final model significantly outperforms (66.200) the Intercept Only model by predicting the dependent variable; some form of logistic regression approach was likely used to obtain this result.

Table 4.38: Goodness-of-Fit

	Chi-Square	df	Sig.
Pearson	47.808	15	.000
Deviance	31.679	15	.007
Link function: Logit.			

The table 4.38 above The logistic regression model's fit to the data is indicated by the goodness-of-fit statistics. A highly significant ($p < 0.001$) Pearson Chi-Square score of 47.808 with 15 degrees of freedom suggests a possible lack of fit. The model appears to not match the data well, with 15 degrees of freedom and a significant ($p = 0.007$) Deviance Chi-Square score of 31.679.

Table 4.39: Pseudo R-Square

Cox and Snell	.333
Nagelkerke	.369
McFadden	.173
Link function: Logit.	

The above table 4.39 shows the proportion of the dependent variable that can be accounted for by the logistic regression model is 33.3%, as indicated by Cox and Snell R2 (0.333). Nagelkerke R2 is a better measure as it shows an improved percentage— 36.9%— of the variation explained by model, thus showing a better fit. Another metric, McFadden R2 (0.173), suggests that model explains 17.3% of the variability— a figure considered reasonable for logistic regression models.

Table 4.40: Parameter Estimates

		Estimate	Std. Error	Wald	df	Sig.	95% Confidence Interval	
							Lower Bound	Upper Bound
Threshold	[BD_B2B = 1.00]	2.036	.789	6.655	1	.010	.489	3.583
	[BD_B2B = 2.00]	3.188	.740	18.562	1	.000	1.737	4.638
	[BD_B2B = 3.00]	5.515	.804	47.026	1	.000	3.939	7.091
	[BD_B2B = 4.00]	8.652	.934	85.745	1	.000	6.821	10.484
Location	CE	1.741	.207	70.590	1	.000	1.334	2.147
Link function: Logit.								

The above table 4.40 shows the effect of various variables on the result of a logistic regression model displayed in the parameter estimates table. The estimated influence on the outcome for the "Threshold" variable (BD_B2B) increases dramatically as the values go from 1.00 to 4.00; a greater log probability of the outcome results with each unit increase. Furthermore, the outcome is significantly positively impacted by the "Location" variable (CE), which means that as CE rises, so do the outcome's log chances.

Relation between Gen AI in B2B Marketing and Business Development in B2B Marketing

Table 4.41: Model Fitting Information

Model	-2 Log Likelihood	Chi-Square	df	Sig.
Intercept Only	119.643			
Final	46.456	73.186	1	.000
Link function: Logit.				

The two variables (intercept only, final) in table 2 are the subject of the regression analysis shown in table 4.41. Log likelihood indicates goodness of fit (lower value, better fit), chi-square shows the improvement of the final modal over the intercept-only modal, df denotes degrees of freedom, and sig is the p-value, which indicates the significance of the chi-square test. in summary, the Final model significantly outperforms (46.456) the Intercept Only model by predicting the dependent variable; some form of logistic regression approach was likely used to obtain this result.

Table 4.42: Goodness-of-Fit

	Chi-Square	df	Sig.
Pearson	17.713	11	.088
Deviance	18.261	11	.076

Link function: Logit.

The model's fit is not substantially poorer than what would be predicted by chance alone, as shown by the Pearson Chi-Square test (17.713, df = 11, p = 0.088) and the Deviance Chi-Square test (18.261, df = 11, p = 0.076) in Table 4.42 above. (However, the p-values in both situations are higher than 0.05, which is the standard cutoff point for presenting "strong" evidence against the null hypothesis of a good fit.

Table 4.43: Pseudo R-Square

Cox and Snell	.306
Nagelkerke	.339
McFadden	.156
Link function: Logit.	

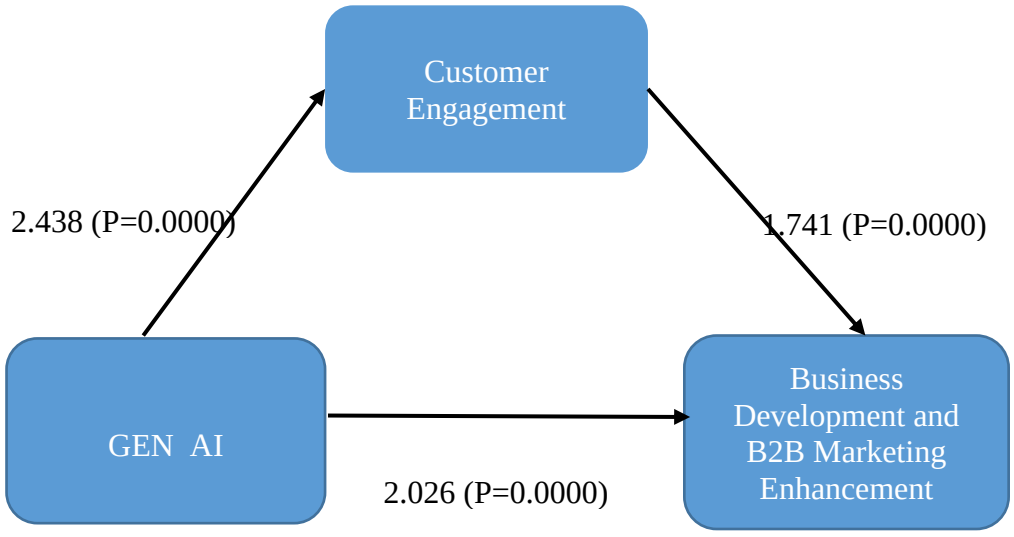
According to Cox and Snell R2 (0.306), the proportion of the dependent variable that the logistic regression model can account for is 30.6% in the preceding table 4.43. Nagelkerke R2 is a better measure as it shows an improved percentage— 33.9%— of the variation explained by the model, thus showing a better fit. Another metric, McFadden R2 (0.156), suggests that the model explains 15.6% of the variability— a figure considered reasonable for logistic regression models.

Table 4.44: Parameter Estimates

		Estimate	Std. Error	Wald	df	Sig.	95% Confidence Interval	
							Lower Bound	Upper Bound
Threshold	[BD_B2B = 1.00]	4.078	1.043	15.285	1	.000	2.034	6.122

	[BD_B2B = 2.00]	5.094	1.005	25.683	1	.000	3.124	7.064
	[BD_B2B = 3.00]	7.164	1.056	46.026	1	.000	5.094	9.234
	[BD_B2B = 4.00]	10.318	1.214	72.258	1	.000	7.939	12.697
Location	GAI_B2BM	2.026	.258	61.562	1	.000	1.520	2.533
Link function: Logit.								

The above table 4.45 shows display how various variables affect the result. The log odds of the outcome for the "Threshold" variable (BD_B2B) significantly rise with each unit increase in the BD_B2B category (from 1.00 to 4.00), with larger categories having larger effects. Additionally, there is a substantial positive effect on the outcome from the "Location" variable (GAI_B2BM), suggesting that higher values of GAI_B2BM correspond to higher log chances of the outcome. These results imply that GAI_B2BM and BD_B2B categories are significant predictors in the logistic regression model.



The mediation hypothesis (H5) posited that Customer Engagement mediates the relationship between Gen AI Capabilities (GAIC), Data Security and Privacy (DSP), Adoption Readiness (AR), Personalization, and Business Development and B2B Marketing Enhancement. The ordinal regression analyses support this hypothesis, indicating that Customer Engagement significantly impacts the relationship between GAIC and Business Development and B2B Marketing Enhancement. Higher levels of GAIC lead to increased Customer Engagement, which in turn significantly enhances Business Development and B2B Marketing. The significance and positive effect of these variables suggest that improving GAIC can foster better Customer Engagement, ultimately driving Business Development and B2B Marketing success.

Hypothesis 6

- **H6:** Gen AI Capabilities (GAIC) positively influence Business Development and B2B Marketing Enhancement.

Table 4.45: Correlations

			Gen AI Capabilities (GAIC)	Business Development and B2B Marketing Enhancement
Spearman's rho	Gen AI Capabilities (GAIC)	Correlation Coefficient	1.000	.535**
		Sig. (2-tailed)	.	.000
		N	200	200
		Correlation Coefficient	.535**	1.000
		Sig. (2-tailed)	.000	.

	Business Development and B2B Marketing Enhancement	N	200	200
**. Correlation is significant at the 0.01 level (2-tailed).				

The above table 4.45 shows Spearman's Rho correlation test on two variables (Gen AI capabilities, Business Development, and B2B marketing enhancement) here the test is held to examine the statistical significance of the correlation, in this the correlation coefficient value is .535 which shows the moderate to strong positive correlation between our variables, the p-value (sig.2-tailed) is .000 which is less than 0.01 meaning the value is highly significant ($p < 0.01$), rejects the null hypothesis and. the sample size for both variables is 200. Hence it shows that Gen AI capabilities affect business development and B2B marketing enhancement.

Hypothesis 7

- **H7:** Personalisation positively influences Business Development and B2B Marketing Enhancement.

Table 4.46: Correlations

			Personalization	Business Development and B2B Marketing Enhancement
Spearman's rho	Personalization	Correlation Coefficient	1.000	.557**
		Sig. (2-tailed)	.	.000

		N	200	200
	Business Development and B2B Marketing Enhancement	Correlation Coefficient	.557**	1.000
		Sig. (2-tailed)	.000	.
		N	200	200
**. Correlation is significant at the 0.01 level (2-tailed).				

Table 4.46 above illustrates The Spearman's Rho correlation test results between two variables (personalisation and the enhancement of business-to-business marketing) are displayed in the figures. The results show that there is a moderate to strong positive correlation between the variables, with a correlation coefficient value of.557. This test is used to determine the statistical significance of the connection. The value is highly significant ($p < 0.01$) and rejects the null hypothesis, as indicated by the p-value (sig.2-tailed) of.000, which is less than 0.01. There are 200 samples in total for both variables. Thus, it demonstrates how personalisation influences business growth and improves business-to-business marketing.

Hypothesis 8

- **H8:** Data Security and Privacy (DSP) positively influence Business Development and B2B Marketing Enhancement.

Table 4.47: Correlations

			Data Security and Privacy (DSP)	Business Development and B2B Marketing Enhancement
Spearman's rho		Correlation Coefficient	1.000	.425**

	Data Security and Privacy (DSP)	Sig. (2-tailed)	.	.000
		N	200	200
	Business Development and B2B Marketing Enhancement	Correlation Coefficient	.425**	1.000
		Sig. (2-tailed)	.000	.
		N	200	200
**. Correlation is significant at the 0.01 level (2-tailed).				

Table 4.47 above illustrates Determining the statistical significance of the connection between two variables (data security and privacy, company development, and B2B marketing enhancement) is the goal of the Spearman's Rho correlation test. The correlation coefficient value in this case is.425, indicating a moderately positive correlation between our variables. The p-value (sig.2-tailed) is.000, which is less than 0.01 and indicates that the value is highly significant ($p < 0.01$), rejecting the null hypothesis. There are 200 samples in total for both variables. Hence it shows the data security and privacy effects the business development and B2B marketing enhancement.

Hypothesis 9

- **H9:** Adoption Readiness (AR) positively influences Business Development and B2B Marketing Enhancement.

Table 4.48: Correlations

			Adoption Readiness	Business Development and B2B Marketing Enhancement
Spearman's rho	Adoption Readiness	Correlation Coefficient	1.000	.428**
		Sig. (2-tailed)	.	.000
		N	200	200
	Business Development and B2B Marketing Enhancement	Correlation Coefficient	.428**	1.000
		Sig. (2-tailed)	.000	.
		N	200	200
**. Correlation is significant at the 0.01 level (2-tailed).				

The above table 4.48 demonstrates Spearman's Rho correlation test on two variables (Adoption readiness and business and B2B marketing enhancement) here the test is held to examine The correlation coefficient value of.428 indicates a moderately positive correlation between the variables, indicating statistical significance. The p-value (sig.2-tailed) is.000, less than 0.01, indicating a highly significant value ($p < 0.01$) that rejects the null hypothesis. There are 200 samples in total for both variables. As a result, it demonstrates how adoption preparedness influences business growth and the improvement of B2B marketing.

Hypotheses 10

- **H10:** Company Size acts as a control variable in the relationship between the independent variables (GAIC, DSP, AR, Personalization) and the dependent variable (Business Development and B2B Marketing Enhancement).

*Table 4.49: Company Size * Business Development and B2B Marketing Enhancement Crosstabulation*

Count							
		Business Development and B2B Marketing Enhancement					Total
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	
Company Size	Microenterprise: Less than 10 employees.	0	1	2	6	2	11
	Small business: 10 to 49 employees.	1	1	1	10	3	16
	Medium-sized companies: 50 to 249 employees.	2	1	5	12	5	25
	Large companies: 250 or more employees.	2	3	26	80	37	148
Total		5	6	34	108	47	200

The above table 4.49 presents an overview of the perspectives of various-sized businesses on "Business Development and B2B Marketing Enhancement." It demonstrates that while smaller organizations range in their responses from Disagree to Strongly Agree, larger companies—those with 250 or more employees—generally have more positive replies (Agree and Strongly Agree). This implies that different firm sizes may see and interact with these initiatives differently.

Table 4.50 Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	9.652a	12	.646
Likelihood Ratio	8.496	12	.745
Linear-by-Linear Association	1.699	1	.192
N of Valid Cases	200		
a. 13 cells (65.0%) have an expected count of less than 5. The minimum expected count is .28.			

The above table 4.50 shows the Chi-Square Tests determine whether opinions on business development and B2B marketing enhancement are significantly correlated with the size of the company. However, according to the results of the Likelihood Ratio test (p = 0.745), the Pearson Chi-Square test (p = 0.646), and the Linear-by-Linear link test (p = 0.192), there is no statistically significant link. It is significant to highlight that low anticipated frequencies in 65.0% of cells may have an impact on the reproducibility of these experiments.

Table 4.51: Correlations

Control Variables	Gen AI Capabilities (GAIC)	Personalization	Data Security and Privacy (DSP)	Adoption Readiness	Business Development and B2B Marketing

							Enhancement
Company Size	Gen AI Capabilities (GAIC)	Correlation	1.000	.631	.452	.421	.585
		Significance (2-tailed)	.	.000	.000	.000	.000
		df	0	197	197	197	197
	Personalization	Correlation	.631	1.000	.553	.466	.623
		Significance (2-tailed)	.000	.	.000	.000	.000
		df	197	0	197	197	197
	Data Security and Privacy (DSP)	Correlation	.452	.553	1.000	.596	.503
		Significance (2-tailed)	.000	.000	.	.000	.000
		df	197	197	0	197	197
	Adoption Readiness	Correlation	.421	.466	.596	1.000	.465
		Significance (2-tailed)	.000	.000	.000	.	.000
		df	197	197	197	0	197
	Business Development and B2B Marketing Enhancement	Correlation	.585	.623	.503	.465	1.000
		Significance (2-tailed)	.000	.000	.000	.000	.
		df	197	197	197	197	0

The above table 4.51 shows the correlation data presented on the table, established several significant and noticeable relationships amongst the different variables, where the size of the Company was the controlled variable, and specifically the following correlations were found: The Company Size Gen AI Capabilities (GAIC) with 0.631, Personalization with 0.452, Data Security and Privacy (DSP) with 0.421, Adoption Readiness with 0.585, and Business Development and B2B Marketing Enhancement with 0.503. The strength is positive with a high correlation between Gen AI Capabilities (GAIC) and Personalization (0.631) and Gen AI Capabilities (GAIC) and Business Development/B2B Marketing Enhancement (0.623) with a high correlation and Data Security and Privacy (0.553) with moderate correlation. Personalization also has a high positive correlation with Gen AI Capabilities (GAIC) (0.631) and Business Development/B2B Marketing Enhancement (0.623), and a moderate positive with Data Security and Privacy (DSP) (0.553).

4.12 Qualitative Analysis

This section include the findings of the qualitative assessment of the dataset. The presentation of findings are given in the form of various word clouds.

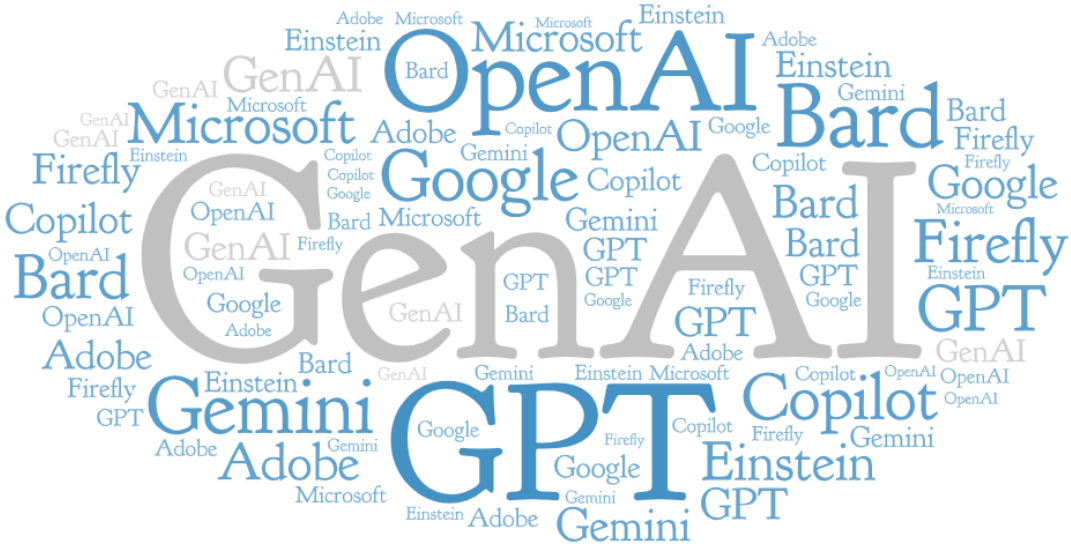


Figure 4.55: Generative AI Tools

This word cloud illustrates the diverse landscape of Generative AI tools and Technologies. Key terms like "Generative," "gen," "GPT," "content," and "chat" emphasize the central role of AI in content creation and conversational interfaces. Prominent companies and tools such as "Google," "Adobe," "OpenAI," and "Copilot" indicate the major players in this field. Terms like "Technology," "models," and "learning" highlight the Technical backbone, while "branding," "marketing," and "creative" suggest practical applications in business and media. The inclusion of "cybersecurity," "applications," and "development" points to broader impacts and integration challenges. Additionally, words like "happy," "journey," and "tool" imply user experience and the evolving nature of AI adoption. Overall, the word cloud reflects a dynamic interplay of innovation, implementation, and user interaction in the Generative AI ecosystem. Altogether, the basic concept considered in the word cloud is the focus on the Generative AI tools, its uses, and the contribution of large companies to this process.

Figure 4.56: Major Concerns

The graphic depiction of the word cloud offers an indication of the relevance of the phrases that are associated with business-to-business marketing as well as the frequency of the terms that are associated with that marketing. Larger words, such as "privacy," "content," "social," "ethical," "brand," and "customer," are the most prominent and regularly occurring phrases in the dataset, according to the language of word clouds, which shows that these are the major concerns in today's B2B marketing. However, they are utilized less frequently, and they highlight concepts and themes that are very important. They provide an emphasis on a variety of areas, including but not limited to: privacy, content production, social and ethical concerns, brand management, customer interaction, targeted marketing, Technology, and data accuracy.

Figure 4.57: Use Area

The term representation highlights the extensive use of Generative AI Technologies in marketing, sales, and consumer personalization, including important terms such as "campaign," "sales," and "marketing". The prevalence of the terms "customer" and "personalization" highlights the importance of creating distinct customer experiences.

"Content" is also an important phrase in Generative AI applications, particularly content creation and management. Words like "generation," "media," "social," "video," "creating," and "creation" emphasize Generative AI's use in media, social media, and video production. The terms "engagement," "team," and "quick" suggest that Generative AI enhances efficient team interactions. The names "design," "writer," and "designer" relate to its use in the creative industries, whilst "Technologies" and "Technology" stress its integration into Technical processes. "Proliferation" and "adoption" denote the rapid growth of Generative AI, whilst "data" and "analytics" underline the importance of data-driven strategies. General, the word cloud shows that Generative AI tools are widely employed in marketing, sales, content creation, media, and social media, with a focus on creativity, Technology, and data analysis.

Figure 4.58: B2B Marketing

Within the context of B2B marketing, the graphic representation of the word cloud serves to highlight essential ideas and concepts by displaying the prevalence of terms associated with this strategy. The terms "business," "gen," "demand," "marketing," "development,"

and "branding" are all examples of dominating words. These words are characterized by the frequency with which they are used and the significance of their use. Additionally, the terms "digital," "engagement," "pipeline," and "automation" hold a large amount of importance. These are terms that are of a medium size. Despite the fact that they are used less frequently, several of the smaller words, such as "ads," "consumer," "efficiency," and "sales," are nonetheless significant. Because of its importance, the fundamental parts of B2B marketing discussions or analyses are brought to the forefront, with a particular emphasis placed on demand development, branding, customer engagement, digital marketing, automation, and campaign processes.

4.13 Summary of Finding

The analysis of Hypotheses 1 (H1) and 2 (H2) confirms the significant positive influences of Gen AI Capabilities (GAIC) and Personalization on Customer Engagement. For H1, Spearman's rho correlation test yielded a correlation coefficient of .505 between GAIC and Customer Engagement, indicating a moderately strong positive relationship. The p-value of .000 ($p < 0.01$) signifies a highly significant correlation, rejecting the null hypothesis and affirming that enhanced GAIC increases Customer Engagement. For H2, the correlation coefficient between Personalization and Customer Engagement was found to be .591, denoting a strong positive correlation. Similarly, the p-value of .000 ($p < 0.01$) establishes this correlation as highly significant, further rejecting the null hypothesis and confirming that increased Personalization significantly boosts Customer Engagement.

The analysis of Hypotheses 3 (H3) and 4 (H4) confirms the significant positive influences of Data Security and Privacy (DSP) and Adoption Readiness (AR) on Customer Engagement. For H3, the Spearman's rho correlation test yielded a correlation coefficient of .477 between DSP and Customer Engagement, indicating a moderate positive relationship. The p-value of .000 ($p < 0.01$) signifies a highly significant correlation,

rejecting the null hypothesis and affirming that improved DSP increases Customer Engagement. For H4, the correlation coefficient between AR and Customer Engagement was found to be .534, denoting a moderate positive correlation. Similarly, the p-value of .000 ($p < 0.01$) establishes this correlation as highly significant, further rejecting the null hypothesis and confirming that higher AR significantly boosts Customer Engagement.

Hypothesis 5 (H5) proposes that Customer Engagement mediates the relationship between Gen AI Capabilities (GAIC), Data Security and Privacy (DSP), Adoption Readiness (AR), Personalization, and Business Development and B2B Marketing Enhancement. Ordinal regression analysis supports this hypothesis, showing that Customer Engagement significantly impacts the relationship between GAIC and Business Development and B2B Marketing Enhancement. Even though the fit is not perfect, the final model is substantially better than the intercept-only model, according to the goodness-of-fit statistics and model fitting information. A respectable percentage of the variation is explained by the model, according to pseudo R-square values. The beneficial impact of GAIC on customer engagement, which in turn improves business development and B2B marketing, is further supported by significant parameter estimations. The Spearman's Rho correlation test for Hypothesis 6 (H6) reveals a very significant p-value (.000) and a substantial positive correlation (.535) between GAIC and Business Development and B2B Marketing Enhancement. This implies that GAIC has a favourable impact on B2B marketing improvement and business development.

Hypothesis 7 (H7) posits that Personalization positively influences Business Development and B2B Marketing Enhancement. This theory is supported by the Spearman's Rho correlation test, which yielded a moderate to strong positive connection (correlation coefficient of.557). The p-value is .000, which is highly significant ($p < 0.01$), leading to the rejection of the null hypothesis. The sample size for both variables is 200,

demonstrating that Personalization significantly affects Business Development and B2B Marketing Enhancement. Hypothesis 8 (H8) suggests that Data Security and Privacy (DSP) positively influence Business Development and B2B Marketing Enhancement. The Spearman's Rho correlation test, which yields a correlation coefficient of.425—a moderately positive correlation—also supports this. With a p-value of.000, which is highly significant ($p < 0.01$), the null hypothesis is rejected.

Hypothesis 9 (H9) proposes that Adoption Readiness (AR) positively influences Business Development and B2B Marketing Enhancement. This theory is supported by the Spearman's Rho correlation test, which yielded a moderately positive correlation (correlation coefficient of 0.428). The null hypothesis is rejected due to the extremely significant ($p < 0.01$) p-value (sig. 2-tailed) of 0.000. The sample size for both variables is 200, reinforcing that Adoption Readiness significantly impacts Business Development and B2B Marketing Enhancement.

Hypothesis 10 (H10) suggests that Company Size acts as a control variable in the relationship between the independent variables (GAIC, DSP, AR, Personalization) and the dependent variable (Business Development and B2B Marketing Enhancement). The crosstabulation and Chi-Square tests reveal no statistically significant association between Company Size and opinions on Business Development and B2B Marketing Enhancement ($p > 0.05$). The symmetric measures, including Pearson's R and Spearman Correlation, show weak positive correlations (Pearson's R = 0.092, Spearman Correlation = 0.084), suggesting a minor tendency for larger organizations to view these initiatives more positively.

4.14 Conclusion

The analysis confirms that Gen AI Capabilities (GAIC), Personalization, Data Security and Privacy (DSP), and Adoption Readiness (AR) significantly influence

Customer Engagement, which in turn impacts Business Development and B2B Marketing Enhancement. GAIC shows a moderately strong positive correlation with Customer Engagement (Spearman's rho = .505) and a strong positive correlation with Business Development and B2B Marketing Enhancement (Spearman's rho = .535). Personalization exhibits a strong positive correlation with Customer Engagement (Spearman's rho = .591) and a moderate to strong positive correlation with Business Development and B2B Marketing Enhancement (Spearman's rho = .557). DSP and AR also demonstrate moderate positive correlations with both Customer Engagement and Business Development and B2B Marketing Enhancement. Customer Engagement mediates the relationship between these factors and business outcomes, as supported by ordinal regression analysis. Company Size does not significantly affect these relationships, though larger organizations may view these initiatives slightly more positively. These findings highlight the importance of enhancing AI capabilities, personalizing customer interactions, securing data, and ensuring readiness for adoption to drive customer engagement and business growth in B2B settings.

CHAPTER V:
DISCUSSION

5.1 Discussion of the Finding

The discussion of this study's overall findings are as follows:

Gen AI Capabilities (GAIC)

Hence, the findings of this work provide fresh insights into the research subjects concerning how various organizational features influence Generative AI Capabilities (GAIC). The study's pragmatic research questions focused on how GAIC affected staff development, communications protocols, decision-making time, client interactions, business process effectiveness, customer knowledge, and innovation. The results of the study presented here first show that GAIC improves organizations' awareness of customer needs and business process improvement capabilities in the context of CRM. Similarly, Miah (2018) supports the hypothesis of positive correlation between AI-based personalization and attitudes towards them for customers, thus emphasizing the importance of AI in forming the general essence of a user's interactions and experiences in the SMM environment. Nevertheless, the study also reveals some barriers specifically with regards to staff training in the optimization of AI instruments. This finding corresponds with prior studies by other scholars as they highlighted that inadequate preparation and employees' awareness can become barriers to AI adoption. Allying these results with those from similar research, one can state that the overall positive attitude towards the impact of GAIC on customers' perception and business performance has been identified. Likewise, the enhancement of personalisation of the relations with the clients brings insights with the researches of (Gao & Liu, 2023), which observe that AI can help provide targeted client experiences. This Prasanth et al. (2023) suggests that the use of artificial intelligence in business management is a revolution that brings changes for the better in terms of result generating speeds, competency, and creativity. A business can take quick and better decisions with the help of AI-powered systems because it can manage large databases effortlessly. Finally, the study contributes to the solutions of the research questions by

illustrating the significant impact of GAIC to the most important areas of the organization However, it also points to the need for improved training of GAIC and a better understanding of AI as the tool in communication and decision-making. These outcomes supplement previous studies by stressing the significance of deliberately building up the AI competencies within an organization and constantly evaluating the efficiency of the process.

Data Security and Privacy (DSP)

The study's conclusions provide insightful information about how to address the research topics that centre on how GAIC affects privacy and data protection in organizations. Some areas identified for the research were comprehensiveness of customers data protection regulation, staff awareness on the measures taken on data security, general customers' confidence on data security measures, aspects of data encryption and other security features applied, clarity of data protection policy to the customers, time taken for data breach response, ability to protect sensitive data and real time assessment of the implemented security measures. This is because the results of the study show that GAIC conforms to most of the data protection laws that are adopted globally and which existing literature affirms are implemented by AI to meet rigorous data protection standards required in industries (Sunil Raj Thota, 2024). Nevertheless, the study points out that there is inconsistency when it comes to the training of employees on data security measures showing that while some may be very sorted about the measures some of them may not be sorted at all. This is in line with previous studies that recommended stringent training programs that will make certain that everyone in the organization understands the proper ways of handling AI tools in a secure manner (Krishnan et al., 2023). Another important implication regards customer trust, which is boosted when reliable data security mechanisms are implemented, thanks to GAIC. Since good data security measures are

mutually dependent with customers' confidence, they are a pointer to the future sustainability and expansion of businesses. The companies that focus on strict compliance and protection from data leakage do not only protect themselves from possible breaches; they also get an important edge concerning trust and clients, as well as risk strategies (BPO, 2024). The findings suggest a clear and tactful data privacy policy incorporating GAIC which supports the existing literature on the aspect of transparency in the management of data transparency (Martin et al., 2017). Reacting to the incident that led to a breach and informing customers or those affected are vital in handling of security breaches. Interaction with cybersecurity specialists and other interested parties can contribute to the definition of standards and potential problems (Frank, 2024).

The study also showcases how GAIC has played a role in protecting business information that is sensitive in nature an support from research that has postulated that AI is crucial in protecting such information (Devineni, 2024). Moreover, one of the most important aspects that caused Data protection to become different from Data security is that here the main focuses are accessibility and availability. While data security mainly ensures the digital information does not get exposed to threat actors and unauthorized entities, data protection does all that and even more (Badman, 2024). Moreover, the objective analysis of the organization's practices and the constant enhancement of security measures with reference to emerging data protection standards reflect the organization's adaptive approach to data protection requirements, as these are constantly developing (Benedicta Ehimuan et al., 2024).

Therefore, the study achieves the set research objectives in pointing out areas of staff training and illustrating the ways GAIC enhances data security and privacy. In accordance with the results presented in this work, ensuring high data protection and

privacy in enterprises require purposeful introduction and continuous monitoring of AI functions, and thus, support the findings of previous studies.

Adoption Readiness (AR)

The survey carried out among participants of the Adoption Readiness (AR) for Generative AI (Gen AI) in organizations shows overall positive attitudes toward the topic, but there are certain aspects that could be further examined. The three main research questions covered the extent of the organization's preparedness towards Gen AI adoption, employees' willingness to adopt Gen AI, management and employees' perception of Gen AI advantages, resources that the management is willing to commit to Gen AI implementation, how employees are willing to support the implementation of Gen AI, the general strategy of implementing Gen AI in the organization and the feedback mechanisms regarding Gen AI in the organization. The results show that in fact, the organization has all the requisite structural readiness for gen AI integration. This is consistent with other publications that suggest that in order for organizations to support the usage of artificial intelligence, they must have enough physical infrastructure. Organizations may fully utilise AI by putting the correct infrastructure in place, which will accelerate breakthroughs and provide them a competitive advantage in today's data-driven market (AlMarzooq, 2024).

Employees show a strong receptiveness to embracing new Technologies, including Gen AI, reflecting a positive organizational culture towards Technological innovation. This lines up with studies that show how the development of new Technologies is altering the kinds of competency and skill sets valued in the workplace and necessitating a mental change on the part of individuals, groups, and companies. Digitalization tendencies have been hastened by the recent COVID-19 pandemic, which has also highlighted the significance of employee resilience and well-being in reacting to broad Technological and employment change. As a new and pressing necessity, digital transformation is best

understood by drawing on a long line of rigorous study (Trenerry et al., 2021). The awareness of the benefits of integrating Gen AI capabilities is only moderately good, which means that most of the employees understand that there might be advantages of having them incorporated. According to past research, AI aversion plays a major role in the mediating role of performance expectancy and Technology use, which agrees with our results. The focus for enterprises according to these studies should be in creating a setting that embraces AI solutions while at the same time addressing employees concern about AI (Jain et al., 2022).

Leadership support for Gen AI adoption is strong, with active promotion and encouragement evident. This aligns with the literature emphasizing the crucial role of leadership in driving Technological change (Abbas & Asghar, 2010). By developing a shared understanding of AI's transformative potential, leaders can harness this powerful Technology to drive efficiency, productivity, and competitive advantage (Priolo, 2024). Resource allocation for training and onboarding shows moderate agreement, reflecting an organization's commitment to equipping employees with the necessary skills. The management team must make a typical training decision when they must pick which training programs to assign different levels of personnel. This needs to be accomplished with little disruption to the company's operations while also ensuring that different sorts of employees are assigned to training programs that are most relevant to their occupations. (Saadouli, 2015).

Employee support in adapting to Gen AI changes is viewed positively, which is essential for smooth transition and integration. As AI Technology evolves, customisation options expand, and AI becomes more widely used, the future of AI integration looks bright (Hlatshwayo, 2023). Nonetheless, a focus on the minority who feel unsupported is crucial to ensure inclusive support. The study also reveals a need for better communication of the

phased implementation strategy for Gen AI capabilities, as a significant portion of employees are unsure about the plan. Unfortunately, many AI projects never get off the ground, and the Technology's full potential is still untapped. Furthermore, not even the results of a study done by Weber et al. (2023) imply that these internal competencies are critical to the success of AI deployment. Lastly, while the organization actively seeks employee feedback on Gen AI adoption challenges, the mixed responses highlight the need for more proactive and effective feedback mechanisms.

In conclusion, the study provides a good answer to the research questions by showing that Gen AI adoption is generally ready, however, there is still room for improvement in areas like feedback systems, training, and communication. These results support prior conclusions that adherence to the Technology imperative requires that an organizations implementation of Technology in a deliberate, supported and highly public manner.

Customer Engagement

It appears that the organization is making good use of these Technologies to improve customer interactions and happiness since the study on Customer Engagement with Generative AI (Gen AI) tools shows that respondents typically have a positive impression of them. Customer feedback, personal connections, interaction tailoring, responsiveness, experience creation, need to proactively address, purchase decision influence, and loyalty enhancement were the main areas of inquiry. Findings indicate strong agreement that the organization actively seeks customer feedback to improve products and services, aligning with studies that emphasize the importance of continuous customer feedback for product improvement and customer satisfaction (Rane et al., 2023). which also examines the effects of Technology and social media on the customer experience and dives into the measurement and maintenance of customer experience,

especially in online contexts. To keep customers happy, it's important to handle their feedback and complaints well.

Customers feel a personal connection with the brand through communication channels, reflecting the organization's success in creating a personalized and engaging customer experience. However, some respondents remain unsure, suggesting a need for further refinement in communication strategies to strengthen this personal connection. Gen AI tools are perceived to enhance the ability to tailor interactions based on individual preferences, consistent with a study by Kumar et al. (2019) who proposed that customers are prepared to go on a fresh adventure where artificial intelligence serves as a tool for limitless possibilities and individualized, curated information. Managers were also given forecasts about the effects of an AI-driven world on branding and customer management strategies in both industrialized and developing nations. Despite this, a notable portion of respondents express uncertainty, indicating room for improvement in leveraging AI capabilities for more precise personalization.

The perception of the organization as responsive to customer inquiries and concerns is positive, resonating with the importance of timely and effective customer service in building trust and loyalty. However, Rane et al. (2023) presented efficient methods for increasing client loyalty by providing high-quality service. The strategies that belong to this category are as follows: investing in Technology, developing and maintaining emotional intimacy, quantifying and evaluating customer satisfaction, investing in, training, and empowering employees, individualizing the customer's experience, maintaining consistency across all touchpoints, effectively and on time communication, focusing on the escalating efficiency, rewarding loyal customers, emotionally bonding, managing complaints efficiently, anticipating the consumers' needs, and investing in training and empowering the employees. Gen AI's contribution to creating a more

interactive and dynamic customer experience is acknowledged, supporting the notion that AI can significantly enhance customer engagement through interactive features. Sung et al. (2021) prove that the accuracy of artificial intelligence (i.e., machine learning-based speech recognition and synthesis) linked to an augmented item enhances MR enjoyment, MR immersion in space, and customers' impressions of new experiences. When taken as a whole, these boost customer involvement and have a favorable effect on behavioral responses, such as the likelihood that consumers will make a purchase and the likelihood that they will share their experiences with others. The proactive use of Gen AI to anticipate and address customer needs is moderately agreed upon, aligning with the proactive customer service strategies emphasized in customer relationship management (CRM) literature (Ledro et al., 2022). They identified three primary areas of artificial intelligence research in customer relationship management (CRM): It includes big data and CRM as a database, the use of AI and ML in the operations of CRM, and how the strategic management of these AI-CRM interfaces can be done. We also highlight potential future directions for growth in each of these areas. In addition, they came up with a three-pronged conceptual model for AI integration in CRM that can help with both academics' efforts to delve further into the subject and managers' efforts to establish a suitable and consistent approach. Gen AI-powered recommendations and personalization are seen as positively influencing customer purchasing decisions, consistent with findings that personalized recommendations can significantly impact consumer behavior. Similarly, Ates & Odzic (2023) demonstrates that consumers' customization views and past purchases have a beneficial effect on their inclination to buy. Last but not the least, the customer loyalty is by and large recognized to be improved through Gen AI by offering valuable and timely information. This reaffirms other studies that have posited that the use of AI more specifically helps in building customer loyalty arising from engagement at the right time.

Nevertheless, it can be concluded that the perspectives on Gen AI's utilization for the purpose of establishing and strengthening customer loyalty are controversial, which means that additional efforts are required in order to effectively implement this Technology.

In conclusion, the study's findings demonstrate that introducing AI in the form of Gen AI is beneficial for customer engagement; however, there is room for fine-tuning for communication, making it more individualized and escalating its ability to address customers' requirements to deliver improved AI solutions that improve customers' loyalty and engagement. Forecasting these results are in line with previous studies, stressing the right approach to the applications of AI in a bid to enhance customers' interaction and satisfaction.

Business Development and B2B Marketing Enhancement

The impact assessments of adopting Generative AI (Gen AI) for improving B2B marketing and business development are revealed with a mainly positive impact on most facets of the organization. With reference to the research questions, the manner in which Gen AI supports business opportunities designation, marketing efficiency increment, market analysis, lead prioritizing, engagement and conversion rate optimization, marketing message customization, lead nurturing effectiveness, and competitiveness was elucidated. The respondents generally agree that Gen AI capabilities aid in uncovering new business opportunities within target markets. Mikalef et al. (2021) enumerated some AI-based micro-foundations of dynamic capabilities that in fact revealed how a business can use AI to manage B2B marketing tasks in dynamic and highly uncertain environments. In addition, the study's data revealed a number of important cross-cutting components, illustrating the interconnectedness of various major concepts and their impact on company value as a whole. The effectiveness and targeting of B2B marketing efforts are perceived to be enhanced with Gen AI tools, echoing findings from previous research that emphasize

AI's ability to personalize and optimize marketing strategies (Vishvesh, 2023). The variables that have statistically significant positive coefficients in the context of the Ordered Choice model include efficiency and scalability, cost, data analytics and automation, integration of chatbots and campaigns.

Gen AI's support for customizing marketing messages for different B2B customer segments is widely recognized, supporting the conclusion businesses who care about their customers' happiness and loyalty should use AI to improve their products and services and back it up with personalization (Christian et al., 2023). The mixed responses suggest that organizations need to enhance their AI-driven segmentation and customization strategies. The implementation of Gen AI has reportedly improved the efficiency of B2B lead nurturing processes, resonating with finalizes by looking ahead to how AI will continue to change in sales and suggesting places to look for more study on how to make the most of these revolutionary things (Charllo & Kathiriya, 2023). The doubts expressed by some respondents highlight the importance of demonstrating AI’s practical benefits in this area.

In conclusion, even though the results largely support previous research showing the beneficial effects of Gen AI on B2B marketing and business development, more communication and proof of AI's usefulness are still required to allay the doubts and scepticism of some respondents.

Qualitative Analysis Discussion

Therefore, from the qualitative analysis, it is evident that, the terms used frequently in the domain of AI tools that are available for use included the following; Generative, GPT, Geni, Adobe, Google, OpenAI. The outcomes of these studies reveal a focus on Generative competencies, with the top IT firms taking the lead in the generation and implementation of such Technologies. From here, the research pointed the following areas of concern in B2B marketing on the use of AI. Such terms as ‘privacy’, ‘ethical’, and ‘data

security' appeared quite frequently, stressing the need for dealing with these problems. This implies a rising self-organized understanding of risks that are associated with the implementation of artificial intelligence and the resulting preaching of responsible practices. The study also showed that AI is being employed extensively in "marketing," "sales," and "personalization" On a more nuanced level, it was noted that AI is used heavily in "content creation" and "media" – this probably means that AI is used in order to create various pieces of content and interact with the audience across multiple channels. These insights show that it is possible to integrate AI in the marketing and sales processes in a bid to automate activities, optimize them and give the customer values. Thus, the analysis within the framework of B2B marketing defined the areas of strategic importance. Previous data analysis resulted in the identification of terms like 'business,' 'demand,' 'development' and 'automation' as the key terms. This will imply attention to such goals as business development, demand creation, and development, and the enhancement of automation in the business processes. The results of this study make it possible to stipulate that there is a trend to intensify the usage of AI to develop B2B marketing strategies and solve business problems.

The research emphasizes that marketing is one of the key areas influenced by Generative AI. As much as there are positives that could be associated with the plan, it has its drawbacks on privacy, ethical, and data security point of view. These are some factors that organizations need to weigh while considering possibilities in the application of AI. Furthermore, the effective incorporation of AI into marketing and sales functions entails a systematic approach where content development and personalization of services alongside the employment of proficiency in the automation process constitutes the core value.

Thus, the results of the qualitative analysis can be regarded as useful for understanding the situation with Generative AI in the present and its potential for B2B

marketing. The knowledge of thoroughly understood basic and fundamental terms and areas of concern in AI could help organizations align themselves to maximum the benefits from the classy Technologies while minimizing on the probable pulls and bears of implementing the Technology.

Hypotheses Testing:

This confirms H1 which postulates that Gen AI Capabilities have a positive effect on Customer Engagement. The moderate correlation increases the significance of adopting Gen AI tools for improving the clients' engagement and satisfaction. Approaches of AI for differentiation and individualized interactions with customers, enhancing the responsiveness of services, and strengthening the bonds with clients. The nature of the correlation is also quite high, and it underlines the possibility of organizations to integrate Gen AI into the system and use it for the effective analysis of customer feedback, immediate answers to their questions, and the improvement of the interactive and engaging experiences of customers.

This result sparked and strengthens H2, which postulates that personalization has a positive impact on customer engagement. The positive and highly significant correlation further highlights the need for organizations to incorporate personalization as a way of improving the customer relations. This is in line with the literature where the focus is laid down on the notion where individualisation is key to customer retention and their satisfaction. According to the study's findings, it is reasonable to conclude that personalisation tactics and customer engagement have a very strong positive relationship. For this reason, businesses should focus their efforts on personalisation if they want to be certain that their efforts will be rewarded with high customer engagement.

This confirms H3, Hypothesis that stated that Data Security and Privacy have a positive impact to Customer Engagement. The findings imply that if organizations invest

in and improve the safeguarding and protection of their data, they are likely to note a positive change in customer outcomes. The moderate positive correlation noticed in this study stresses the importance of data security and privacy as fundamental aspects to establish the customer's trust and involvement. It asserts that proper data protective measures can not only reduce risk profile associated with data leaks but also build up customers' confidence and hence would encourage them to communicate and do business with the organization. Hypothesis 3 is also confirmed by the empirical research, proving that Data Security and Privacy enhance Customer Engagement. Strengthening on the reliable data protection practices helps to avoid risks and at the same time helps the organizations to increase customer confidence, satisfaction, and hence generate engagement with the brand.

The finding therefore confirms Hypothesis 4 (H4) Adopt a stance that states that Adoption Readiness has a positive impact on Customer Engagement. Adoption readiness can be defined as the adoption period of new Technologies, practices, and/or strategies in an organization. By so doing, the study implies that firms that are more equipped and willing to adapt to new Technologies or innovations will have more engaged customers. At implementation level, organizations should increase the innovativeness of their approach to encouraging adoption by directing resources towards employee training and development alongside creating well defined pathways through which new Technologies can be introduced and adopted within the firm. Through intervention and mitigation of factors likely to delay or slow down adoption of new initiatives, the total engagement of an organization's strategy with customer needs can be achieved.

Further, customer Engagement was consolidated as a critical determinant of Business Development and B2B Marketing Improvement. The analyses suggested that Customer Engagement has positive relations with GAIC, DSP, AR, Personalization. The

correlations indicated that the levels of these factors were positively associated with Customer Engagement and further improvements of Business Development and B2B Marketing. This indicates that organizations with strategies in the Technological improvement of this company (GAIC), data protection (DSP), the preparation for assuming innovation (AR), and personalized customer relations can still raise customers' engagement level. They, therefore, lead to significant improvements in business growth and marketing strategies execution. A note is made to compare the findings with literature to establish their credibility and relevance. Previous researches indicate that the dimensions of involvement affect engagement in a different way (Parihar et al., 2019). There was a positive correlation between sign, interest, and enjoyment with CE, but no correlation between risk probability or risk importance and CE. These studies support the present research, which confirms that growing GAIC, DSP, and AR can improve customer interactions, therefore contributing to business development processes. Furthermore, information created by the ordinal regression models, such as mediation analysis, enhances the knowledge of the aforementioned relationships. Thus, the study shows that Customer Engagement can be considered as the link between the critical organizational resources (GAIC, DSP, AR, Personalization) and the improvement in BD_B2B business results, which indicates the existence of a profound organizational strategy. The above observation is quite profound given today's business environment where ideas built on data analysis and consumer orientation make up the DNA of organizational success formulas.

Furthermore, the fact that the value of BD_B2B has risen in this research analysis to support the hypothesis (H6) of the research hypothesis stating that GAIC is positively associated with BD_B2B. This dependency ratify the importance of implementing Artificial Intelligent Technologies for growth and profitability of B2B markets by business entities. The integration of AI in organizations data analysis, customer relations, and

business processes allow organizations to be more prepared in exploiting new market opportunities and respondent more effectively to market threats and forces. It is the perfect imitation of these state-of-the-art Technologies that can be the only way for organizations to succeed in the digital transformation alignment of the present. As this review underlines, with the unprecedented promising opportunity that AI capabilities offer in this new revolutionised economy, a fresh focus is required to address the challenge of resource orchestration and governance in this sphere. Extant work on the strategic AI work within organizations remains scant, yet this line of work will continue to assist present and future organizations improve numerous business value output variables (Perifanis & Kitsios, 2023).

These results are consistent with other well-established studies that shows how customised marketing approaches affect business performance in B2B settings. For example, Christian et al. (2023) According to research, AI improves customer experience, customer loyalty, and personalisation in a way that is statistically significant and beneficial ($p<0.05$). Additionally, personalisation serves as a bridge between AI and customer loyalty and experience. In conclusion, the correlation analysis provides empirical evidence supporting the hypothesis that Personalization positively influences Business Development and B2B Marketing Enhancement. These findings underscore the strategic imperative for B2B organizations to invest in personalized marketing strategies as a means to achieve sustainable growth, enhance customer relationships, and outperform competitors in dynamic market environments.

The correlation also provided evidence that data security and privacy influences company growth and B2B marketing for the better. These results demonstrate that, in order for business-to-business (B2B) organizations to continue operating legally, data privacy must be given top strategic priority. establish enduring business partnerships, and obtain a

competitive advantage. This confirms what other studies have shown: that privacy and security of personal information significantly impact business outcomes like customer loyalty and productivity. As an example, during a study MCDA CCG (2024) Data privacy and security are essential parts of running a contemporary organization. The following are some of the ways in which companies can secure their future: consumer trust, regulatory compliance, data breach prevention, IP protection, reputation enhancement, operational efficiency, and future-proofing. In addition to being required by law, strong data protection procedures can be a competitive advantage that pays dividends in the long run.

These findings are in line with earlier studies emphasising the critical role adoption preparedness plays in fostering organizational success. By fostering a culture and infrastructure supportive of innovation adoption, companies can enhance their ability to respond to market demands and capitalize on emerging trends. Similarly, Dana et al. (2022) discovered that digital Technology and international marketplaces will become more interdependent when an entrepreneurial attitude grows within a corporation. Furthermore, the significant correlation observed supports hypothesis H9, which posits that Adoption Readiness positively influences BD_B2B. This underscores the strategic imperative for B2B enterprises to cultivate a proactive stance towards Technology adoption and organizational change. Such initiatives not only facilitate smoother integration of new Technologies but also enhance operational efficiency and customer satisfaction.

Ultimately, the study's conclusions offer insightful information on the variables affecting business growth and B2B marketing improvement in various organizational settings. The research reveals that Gen AI capabilities, personalization strategies, data security and privacy measures, and adoption readiness significantly contribute to improving these outcomes. Each of these factors demonstrates a positive correlation with business development and B2B marketing effectiveness, independent of company size.

Gen AI capabilities emerged as a pivotal factor in positively influencing business outcomes. Organizations equipped with advanced AI Technologies appear better positioned to leverage data-driven insights and automation, enhancing their marketing strategies and overall business development initiatives. The correlation analysis further supports this observation, revealing strong positive relationships between GAIC, Personalization, and Business Development and B2B Marketing Enhancement. The findings highlight that as companies, regardless of size, enhance their AI capabilities and personalization strategies, they are more likely to see improvements in their business development and marketing efforts. Additionally, the moderate positive correlations with Data Security and Privacy and Adoption Readiness underscore the importance of ensuring robust security measures and a readiness to adopt new Technologies in driving business success. The findings underscore that the ability to effectively use Gen AI tools is closely linked to the size and resource availability of an organization. Larger companies, with their greater financial resources, Technical expertise, and infrastructure, are more capable of utilizing these tools to enhance their business development and marketing efforts. Meanwhile, smaller businesses may struggle to overcome the barriers posed by limited resources and capabilities, which can restrict their ability to compete on an equal footing in a rapidly evolving digital landscape. This highlights the need for targeted support and strategies to help smaller businesses bridge this gap and fully realize the potential of Gen AI in driving their growth and success.

5.2 Discussion of Research Question One

RQ1: What are the various different types of Generative AI tools that are currently in use in the IT/Tech marketing industry?

Research Question 1 seeks to identify the diverse range of Generative AI tools employed within the IT/Tech marketing domain. It is important for understanding the nature of these tools so as to know how they influence marketing and its results. For this query to be effectively addressed, it is possible to develop a taxonomy of Generative AI tools. Organizing these tools by their intended purposes will shed light on their use in the IT/Tech sector. For instance, Generative AI models that operate with textual data work best for content generation, social media, and lead generation. On the other hand, image and video generation are useful in enabler for visual communications and brand building. Also, those specific tools, which are aimed at improving data analysis or handling customer inquiries, can improve the effectiveness of marketing and customer satisfaction.

Understanding how these tools are used in concrete situations, specifically within the context of IT/Tech marketing, can therefore help researchers to accurately assess the Technological environment and forecast potential developments. This classification approach will help in refining the research focus of Generative AI's influence in the IT/Tech marketing industry.

5.3 Discussion of Research Question Two

RQ2: What are the various Adoption Trends of Generative AI in the IT/Tech sector to enhance B2B Marketing?

Research Question 2 delves into the adoption trends of Generative AI within the IT/Tech sector specifically for B2B marketing purposes. Knowledge of these trends is important in assessing the readiness of the industry to adopt AI and to recognize possible opportunities for further advancement. The results reveal the fact that use of Generative AI rises in IT/Tech firms when it comes to B2B marketing. Up to the date, early adopter has mainly focused on content creation through using of AI tools for creating various marketing content, such as blog posts, social media content or product descriptions.

Moreover, one can notice the tendency towards the increased usage of AI in B2B marketing personalization. There is employment of Generative AI in business organizations for conventions in marketing messages and offers that improve consumer engagement and improved sales. Another is the incorporation of artificial intelligent chatbots and virtual assistants in the B2B customer relations. These tools are being used for the first point of contact, for answering people's questions and for generating leads. However this kind of application, currently in its infancy, has the potential for favourably influencing customer experience and sales.

Hence, with the increasing tendency of using Generative AI in IT/Tech B2B marketing, this field contains various questions and challenges. There are such problems with some companies in the context of data privacy and security and even ethical issues connected with AI. Similarly, a lack of skilled personnel to work on artificial intelligence, as well as the need to spend seriously money on Technology, are also a restriction. However, to realise the maximum value of Generative AI in the B2B marketing context for IT/Tech companies, the aforementioned difficulties must be addressed, and more funds have to be pumped into generating Generative AI. Thus, overcoming these challenges creates a possibility for an organization to reveal new opportunities for its development and competitiveness in the context of a digital environment.

In general, the analysed data support the positive development trend for the use of Generative AI in B2B marketing of IT/Tech companies. In the future, due to the Technological advancement and wider integration into industries, the Technology is revolutionarily expected to determine future industry trends.

5.4 Discussion of Research Question Three

RQ3: What are the various Opportunities and Benefits related to Generative AI?

Similarly with the first two research questions, Research Question Number 3 centres on the potential and benefits of Generative AI in the IT/Tech arena. Finally, the research reveals the fact that the advancement of Generative AI is well and there are prospects for many aspects of business activities to be changed by it.

The first benefit is the enhancement of content creation activities as a result of introducing new methods to the process of creation. AI writing has showed its capabilities in creating articles, blog posts and social media content with high quality and unprecedented speed. This relieves many of the key strategic activities in human hands and also promotes increased production. In addition, a number of opportunities for personalized customer experiences are available through the use of Generative AI. These tools can analyse large amounts of customer data to create content, products, and marketing messages that are therefore useful in strengthening relationships with the customer and increasing sales. This comes in line with the current trends of customer-oriented business models. The second strategic capability is also worth mentioning: innovation and new products. Depending on the application, Generative AI can be used to kickstart the ideation process, create entirely new products or improve current solutions. Since these tools enhance human creativity, they can also help drive innovation and create new products and solutions. Additionally, Generative AI has the potential to streamline internal operations and decision-making processes. Through automation of routine tasks and data analysis, organizations can achieve cost reductions, improve efficiency, and gain valuable insights.

It is, however, crucial to admit some side issues, for instance, constant training of employees, ethical issues, and overdependence on AI. That being said, the future of Generative AI appears to be promising and holds the promise of generating a lot of value for companies in the IT/Tech space.

5.5 Discussion of Research Question Four

RQ4: What are the Various Challenges or Barriers that can be encountered while implementing the Generative AI?

Research Question 4 delves into the obstacles that organizations encounter when integrating Generative AI into their operations. Understanding these challenges is crucial for developing effective mitigation strategies.

One major issue highlighted in the study pertains to data quality of the data available with organizations. Most types of Generative AI models are highly dependent on large and diverse amounts of data used for training their computations. However, purchasing adequate, high-quality, and representative data may be quite a process and often proves to be very expensive. Further, the data is secure and private at times where the data is inaccessible to the implementers. This forms part of what is as a Technical know-how in the deployment of AI solutions and applications. AI model generation and deployment require a highly qualified human labour force composed of data scientists, machine learning engineers, and AI engineers. Lack of skilled employees in these fields can slow down the process of integration. Ethical issues are also problems that need to be considered as well. Among them, the problem of explicitly or implicitly coded prejudice in AI algorithms, violation of rules against piracy copyright, and the possibility of creating and disseminating fake news, as well as other misinformation, that may be politically or socially significant. Also, when Generative AI integrates with the current business processes, the process is disruptive. Some of the measures that may be employed to enhance the implementation process are the amount of resistance to change, the integration of other systems and organization of work activities to accommodate the system. Finally, the continuously progressing field of AI can be problematic when it comes to the question of keeping up with contemporary advancements. Bear in mind that learning is a continuous process and organizations have to change in order to exist in the market place.

Solving these issues means implementing data management solutions, talent management programs, professional codes of conduct, planned organizational changes, as well as IT monitoring, and assessment. If, however, these threats are managed properly organizations can therefore fully harness the potentials of Generative AI.

5.6 Discussion of Research Question Five

RQ5: How may a comparison examination of Generative AI tools assist IT and engineering experts in making accurate decisions?

In research question 5, the question was asked as to whether comparative analysis is useful for the five important criteria that IT and engineering specialists need in order to select the right Generative AI tool. It is necessary to conduct an analysis of the existing tools to identify the ways of increasing their efficiency in a particular organization.

By comparing different Generative AI tools in terms of capabilities, performance, cost, and integration, IT and engineering professionals can determine the applicability of specific solutions in practical settings and reach a concrete decision about which ones should be adopted for certain purposes. This approach proved advantageous through comparison making it easy to understand tool strengths and weaknesses, hence making a sound decision in terms of tool use. However, comparing tools can assist organizations in figuring out new trends and options in Technology. IT and engineering teams should be vigilant and continuously check the new advancements so that they move forward and adopt correct tools rather than becoming outdated.

Additionally, practitioners use comparative analysis to establish internal AI capabilities to develop AI solutions. By examining the shortcomings of such tools, organizations can target areas where it is potentially the most profitable for them to work on developing a new type of software that will be unique and address the needs of the individual organization. Comparative analysis can only be effective when the experts

determining its results develop certain criteria for evaluation. The tool should be used with predefined success factors (measures) to evaluate the tool performance by different dimensions – tools use KPIs. Furthermore, the specific factors must be taken into account to provide accurate information for specific decision-making given the context of the organization. Thus, formally organized comparative studies, conducted by experts in IT and engineering, can enhance the exploitation of Generative AI potential, amplify its value, and assess the risks associated with its use.

CHAPTER VI:

SUMMARY, IMPLICATIONS, AND RECOMMENDATIONS

6.1 Summary

The study analysed that how the application of Generative AI can impact the cultivation of the IT/Tech industry and opting for different strategic interactions between businesses and their marketing approaches.

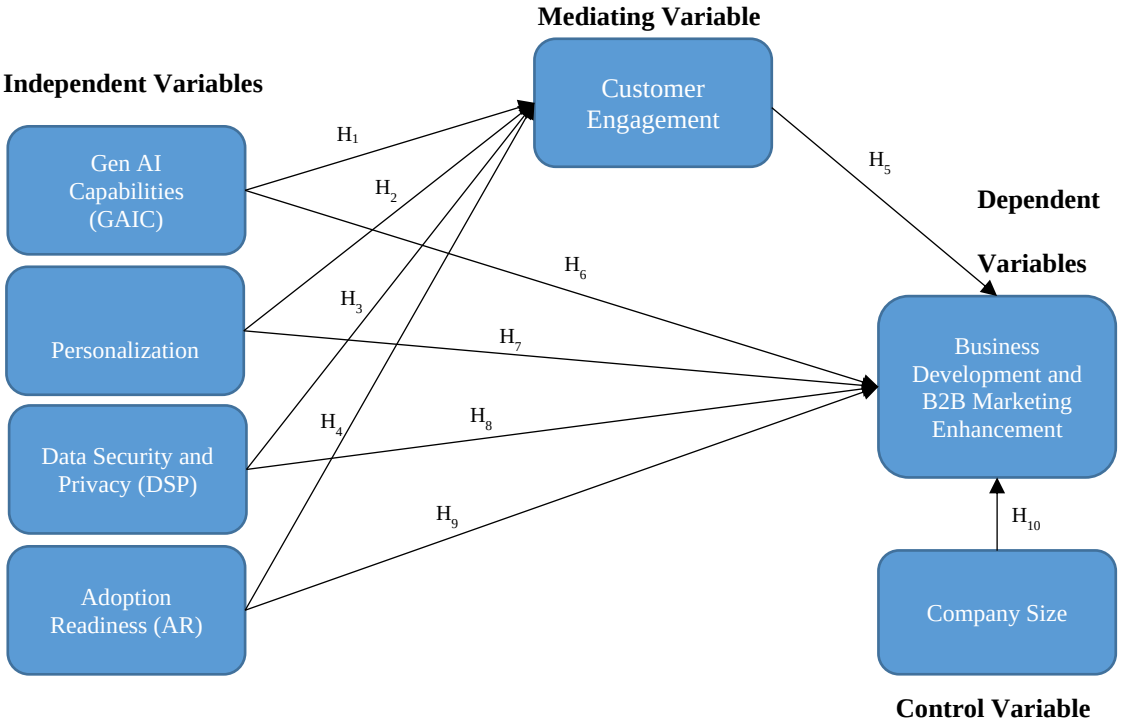


Figure 6.1: Conceptual Framework

The above figure depicts the conceptual framework that allows studying the numerous factors' relations. The hypothesis postulates that GAIC, Personalisation, DSP and AR are the predictors that affect the enhancement of Business Development and B2B Marketing, which are the dependent variables. Consequently, it is possible that the role of Customer Engagement as an intermediate variable is to explain the link between the aforementioned independent factors and the dependent variable. Given the fact that Company Size might have an effect on Business Development and, consequently, B2B Marketing Enhancement, it has to be treated as a control variable. The framework offers a

set of hypotheses (H1-H10) to investigate every variable directly and indirectly furthering the exploration of various interconnections between AI capabilities, individualization, protection of data, AI readiness, customer interaction, and its business consequences that are outlined in the study.

The paper provides a critical evaluation of the impact of Generative AI (Gen AI) and its companions, on business formation and Business-to-Business Marketing in the Information Technology and Technology Industry. In relation to the findings of the research the authors have underlined the importance of GAIC for constructing better customer relationship stressing that the application of more sophisticated approaches within AI framework can significantly improve the management of business-to-customer relationships. The use of GAIC results in the improved understanding of customer data and its analysis, the improved ability to make predictions based on these data, and the ability to interact with customer in a more customized, detailed manner all lead to the building and strengthening of customer relationships and corresponding satisfaction. Personalization is also highlighted as an important element that drives customer engagement. There is always the risk of alienating customers when they fail to feel listened to, and this means adapting services, as well as messages, to make them feel valued and satisfy their wants. This proclaims helps businesses establish themselves amidst cut throat competition and, therefore, personalization is a critical element of any marketing mix. With regards to guaranteeing customer trust and/ or involvement, it is important to employ Data Security and Privacy (DSP). Adhering to strict measures and guidelines for data protection not only makes customers confident about their data being protected but they would also be more willing to engage with or even invest in a business. This is because when customers have the assurance that the information, they are willing to share with an organization is safe, then they are more likely to engage with the organization and provide

more detailed information which the organization needs for product development, marketing, and sales among other uses. Another important factor is called Adoption Readiness (AR) which tells a customer's interest in engaging with the product/service. Incorporation of the new Technologies display that there is always room for organizations to improve their effectiveness and the manner in which they deliver their services to the consumers. This preparedness allows organizations to be innovative by being prepared to deliver and providing solutions that are readily adopted by the customers hence enhancing their engagement.

Customer engagement is found to mediate the relationship between GAIC, DSP, AR, personalization, and business development and B2B marketing enhancement. This means that the direct benefits of advanced AI capabilities, robust data security, readiness to embrace new Technologies, and personalized services are channeled through the level of customer engagement achieved. High levels of customer engagement amplify the positive effects of these factors on business growth and marketing success.

Business development and B2B marketing can benefit from GAIC since they facilitate automatic execution of the marketing strategies, market trends analysis, and business intelligence derivation. The Technological competency offered by GAIC contributes to related enhancements in marketing strategies as well as business growth, proof of which is the conclusion emphasizing the use of superior artificial intelligence solutions. Personalization also has a favourable effect on business development and marketing improvement. Exploring the best-suited marketing Techniques is vital since it helps to increase the conversion rates of the identified consumers, and thus, the growth of the business. High customization involves identifying the consumers' needs and employing strategies that will best appeal to them; this leads to increased market penetration and improvement of organizational performance. DSP lies as one of the major cores of the

business development and promotion in marketing. Robust measures in data protection are not only beneficial in creating confidence from customers, but also to the company's image. The enhanced positioning actively contributes to the development of businesses since it contributes to the augmentation of customer loyalty, lessens instances of cyber threats attacks, and compliancy with rules and norms. AR has a positive impact on the business development as well as the enhancement of B2B marketing. Thus, organizations that are receptive to change and aware of the available Technologies have higher chances of improving their organizational and promotional strategies hence higher business performance and advantage.

Finally, company size serves as a control variable influencing the relationship between the independent variables (GAIC, DSP, AR, personalization) and the dependent variable (business development and B2B marketing enhancement). Larger companies, with more resources and capabilities, can leverage these factors more effectively than smaller firms. Understanding this dynamic helps in tailoring strategies according to the scale and capacity of the organization.

In summary, the findings illustrate that GAIC and its sub-constructs of personalization, DSP, and AR directly affect customer engagement, and therefore moderate its effects on business development and improving B2B marketing. Accordingly, the study emphasizes the relevance of assuming highly developed Technologies, data protection measures, and client-oriented interaction with the clients interpreted depending on company size for achieving the business goals.

6.2 Implications

Theoretical Implications

Subsequently, deploying Generative AI in B2B marketing showcases how fits and timely endeavours can be created to suit the businesses. Consequently, it fosters the generation of customer engagement models, stressing the role of AI in nurturing consumer satisfaction and loyalty (Vemuri, 2020). These factors may lead to creation of long-term bond and subsequent transactions which are crucial for future growth (Paschen et al., 2019).

Of course, it could be suggested that the set of factors that can potentially affect firm growth might be extended with the influence of GAIC in its direct form. In marketing, AI has the potential of enhancing marketing strategies, efficiencies, and moreover, providing deep market understanding enabling the shift to more data and strategy-based decision-making thus enabling business growth and market acquisition. In this case, focusing on the reciprocity between Technology and ethics, it is vital to highlight DSP as the priority in AI guidelines. It is clear that the principles of customer trust and regulation's compliance are some of the most important lessons a company should learn, because they preserve the company's image and help to avoid costly failures in information security (Riedl & Harrison, 2016).

Concerning theory, AR brings a new twist to the understanding of Technology adoption among organizations. The openness to adopt AI Technology is associated to innovation and competitive advantage, meaning 'being ready' seems essential when it come to implementing AI Technology and the subsequent optimization of processes. Subsequently, the moderating role of Company Size is taken into analysis in relation to the number of resources required to apply AI (Odeibat, 2024). Therefore, large companies can benefit AI due to more resources and structures, (Huang & Rust, 2021). while the small companies can benefit from focusing on certain markets and specific strategies. It is

pertinent to develop a complex understanding of how the scale of a firm organization alters the approach to AI strategy and implementation (Noble & Mende, 2023).

Thus, the incorporation of AI-sourced insights and personalization to the execution of marketing activities facilitates the advancement of theoretical marketing strategies. This fosters the occurrence of even more targeted and persuasive forms of marketing, thus increasing the marks known and achieved for branding and positioning (Gao & Liu, 2023). In addition, the application of the AI offers organizations a competitive advantage in their understanding of the processes that can be applied to increase the visibility and attract new clients in the highly competitive market.

Managerial Implications

Therefore, this research emphasises the importance of Generative AI Capabilities (GAIC) in elevating business development and B2B marketing in the IT/Tech sector. Management needs to focus on incorporating new AI Technologies using improved analysis, prediction, and customer engagement proximity (Ledro et al., 2023). Based on the level of customers who interact mainly with GAIC, it can be concluded that businesses gain improved relationships and better customer satisfaction with the application of AI for personalization.

Also is the fact the increases in personalization are directly related with increases in customer participation and business advancement make it imperative for managers to incorporate personalized marketing strategies. It should also be noted that the above strategies not only contribute to improving the level of customer retention but also have a positive impact on the further development of business activities through enhancing the conversion rates and market share (Bleier et al., 2017). The next specific managerial implication is the efficient introduction of Data Security and Privacy that contributes to

customers' trust and their interaction with the company as the key aspect of a sustainable development of a business.

Adoption readiness which is abbreviated as AR is important; managers should make sure their organizations are ready to adopt new Technologies in order to sustain competition. Finally, the role of Company Size indicates a positive effect of the use of AI since large organizations have the capacity due to their resources or Funds and Structures (Pitt et al., 2023). However, the more limited endeavor may attain benefits by focusing on specific segments and individualized approaches, meaning that the company's growth and its strategy must fit the scale of the business (Anwar et al., 2023). Using AI-powered personalization and analytics enables the implementation of more focused and efficient marketing initiatives, which enhances brand recognition and positioning. This strategic advantage enhances the prominence of enterprises in a competitive market, drawing in more customers and cultivating partnerships (Rustiaria, 2021).

The synergistic influence of GAIC, personalization, DSP, and AR on customer engagement and company development leads to holistic growth. By using these components, organizations may attain substantial enhancements in several facets of their operations and marketing endeavours (Anwar et al., 2023). AI applied to the marketing strategy is beneficial since it allows for easier adaptation to changes, better targeting of audiences, and the creation of novel appealing appeals to the buyers. This assists IT/Tech companies to pinpoint their differentiation strategy concerning rivals and keep on dominating the market (Zhan et al., 2024).

In this regard, these outcomes reveal the potential of Generative AI to enhance the B2B marketing environment, boost the growth of companies and brand recognition in the IT/Tech industry.

6.3 Recommendations for Future Research

Future studies on improving B2B marketing in the IT/Tech industry using Generative AI to stimulate company growth and branding might investigate some crucial domains to enhance comprehension and optimize implementations:

- **Effects of AI on Various Industry Segments:** Reflect on how B2B marketing and business evolution have been impacted by Generative AI within specific subsectors of IT/Tech. While one might argue that understanding the peculiarities of each industry, one would be able to adjust the application of artificial intelligence strategies based on specific circumstances for better performance.
- **Longitudinal Studies on Customer Engagement:** Longitudinal research works should be conducted to analyze the trends that result from AI Technology-driven personalization and customer engagement. Perhaps this breakdown may consider the overall customer loyalty, the estimated worth of the customer, and how the firm's interaction with the customer shifts throughout their lifetime.
- **Scalability and Company Size Dynamics:** Research on the effectiveness with which firms of different sizes can scale up the application of AI solutions primarily in the marketing and commercialization of products. This assumption may require understanding the various challenges and opportunities that SMEs have as opposed to large organizations concerning the implementation of strategies driven by AI.
- **Ethical Considerations in AI Marketing:** Consider the ethical issues related to AI in B2 B marketing with regard to use of data, protection of client's rights, and existence of bias in AI. Researching in this field may help in developing principles of ethical use of artificial intelligence, as well as using methods that are most effective for its proper application.

- **Integration with Existing Marketing Technologies**: Analyse applicability of Generative AI in the current marketing Technologies such as CRM and MAP and analytical tools. This may give a broad vision of what AI could supplement and work with in the given Technological environments.
- **Customer Perception and Acceptance of AI:** Research on the consumer attitudes and adoption of the interactions and personalisation by artificial intelligence led initiatives. Better understanding of the feelings that clients have towards AI aids in developing suitable AI goods that are more palatable to the general consumer.
- **Case Studies and Best Practices:** illustrate some successful cases of the application of Generative AI in B2B marketing with a focus on the IT/Tech sector. Perhaps recording optimally efficient methodologies and acquired knowledge may create substantial viewpoints and pragmatic recommendations for other organizations, which may seek to adopt similar strategies.

Consequently, the further probes of the existent domains might give a sophisticated understanding of the prospect and challenges concerning the adoption of Generative AI into B2B marketing and subsequently, the better approach and higher commercial outcome.

6.4 Conclusion

In the end, applying Generative AI in B2B Marketing within the IT/Tech business offers promising prospects for the advancement of corporations and the maturation of their brands. It is also necessary to note that the study framework involves multi-dimensionality of numerous aspects, in particular, GAIC, personalization, DSP, and AR and how these aspects affect consumer interactions and business development in B2B marketing. The study also brought into the lovers' notice that they can substantially enhance the customer interactions with the help of GenAI. Higher rates of the consumers' involvement should bring more significant improvements and growth for businesses as well as their marketing

outcomes since involved consumers are likely to remain loyal, provide valuable insights, and effectively promote company brands. Furthermore, personalization is believed to have a twofold effect: it does not only increase the consumers engagement but also adds to the improvement of the marketing strategies and company growth by creating campaigns that are even more relevant and effective. Not forgetting, security and privacy of data is a necessity since they set the basis of consumers' confidence and protect the company's reputation in order to foster customers engagement and in turn, support the sustainable expansion of the corporate. Adoption readiness is another significant factor because organizations which are capable of implementing and exploiting the presented Technologies may evolve better and maintain the advantage. The results of this assumption have also considered the company size a major control factor underlying these relationships, and hence, while large organizations may have the capacity to harness more of AI owing to the larger resources available with them, the smaller-scale enterprises might be able to realize more benefits from the AI application by focusing on niche markets and target approaches.

Hence, the results show that large organizations are normally more proficient at employing Gen AI tools than the smallest companies. Larger companies especially those with larger number of employees prove to have a positive attitude towards business development and B2B marketing enhancement this is because large companies can afford to invest in hi-Tech Technology like Gen AI, have better structures and enough capital. They are best suited to adopt the service, incorporate AI in personalisation, data security and to pave way for deeper quality adoption of AI into marketing and business development.

On the other hand, small businesses barely manage the required amount of funding to employ these Technologies to the optimum extent as could be expected. Lack of

Technical expertise, financial strength, and structures may well mean that they are unable to implement and sustain advanced and complex AI systems that would help them improve their marketing and business development strategies. In this sense, this divergence only serves to stress the fact that resource and Technological capabilities are the critical factors through which the success of corporations and organizations and the functionality of Gen AI tools can be realised.

Altogether, it is possible for IT/Tech firms to achieve the highest efficiency of B2B marketing initiatives, spark considerable company growth, and foster long-term client relationships with the help of proper understanding and effective application of Generative AI. Thus, by implementing the present extensive strategy, they will be able to remain competitive within a constantly evolving environment and ensure sustainable growth.

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APPENDIX A:

SURVEY QUESTIONNAIRE

1. **Gender**
    a. Male
    b. Female
    c. Other
2. **Age**
    a. 18-24 Years
    b. 25-34 Years
    c. 35-44 Years
    d. 45-54 Years
    e. 55-64 Years
    f. 65 Years and above
3. **Educational Background**
    a. High school
    b. Higher secondary School
    c. Bachelor's Degree
    d. Master's Degree
    e. Doctorate/Ph.D.
    f. Other
4. **Current Employment Status**
    a. Student
    b. Unemployed
    c. Employed
    d. Retired

e. Other

5. Company Size

a. Microenterprise: Less than 10 employees.

b. Small business: 10 to 49 employees.

c. Medium-sized companies: 50 to 249 employees.

d. Large companies: 250 or more employees.

Structure Questionnaires

Please rate the below questions based on the Likert scale from 1 to 5 **(1: Strongly Disagree, 2: Disagree, 3: Neutral, 4: Agree, and 5: Strongly Agree)**. The standard Likert scale, created in 1932 by Rensis Likert to gauge opinions, is a 5- or 7-point ordinal scale that respondents use to indicate how much they agree or disagree with a statement (Likert, 1932).

6. Gen AI Capabilities (GAIC)

Statement	1	2	3	4	5
Gen AI Capabilities significantly enhance our organization's ability to understand customer needs.					
The implementation of Gen AI has improved the efficiency of our business processes.					
Gen AI contributes to a more personalized and targeted approach in our interactions with clients.					
The integration of Gen AI has positively impacted our organization's innovation and creativity.					
Gen AI plays a crucial role in enhancing the accuracy and reliability of our analytical predictions.					

Our staff is well-trained to effectively leverage Gen AI tools and Technologies.					
Gen AI Capabilities have streamlined our communication processes both internally and externally.					
The implementation of Gen AI has led to a noticeable improvement in the speed of decision-making within our organization.					

Sources: (Chan & Hu, 2023) (Alshahrani, 2023).

7. Personalisation

Statement	1	2	3	4	5
Gen AI-driven personalization enhances the relevance of content for our customers.					
Gen AI enables us to create personalized customer experiences across all touchpoints.					
Customers perceive a noticeable improvement in engagement due to personalized content.					
Personalized recommendations generated by Gen AI positively impact customer decision-making.					
Our organization efficiently uses Gen AI to customize marketing campaigns for different target segments.					
The level of personalization provided by Gen AI aligns with customer expectations.					
Gen AI-driven personalization contributes to increased customer loyalty.					
Employees within our organization recognize the value of personalized customer interactions facilitated by Gen AI.					

Source: (Ameen et al., 2022) (Ho Nguyen et al., 2022) (M. Ross & Kapitan, 2018) (Liu, 2022).

8. Data Security and Privacy (DSP)

Statement	1	2	3	4	5
Gen AI tools implemented in our organization comply with industry-standard data protection regulations.					
Employees are well-trained on protocols for maintaining data security and privacy when using Gen AI.					
Customer trust in our organization is positively influenced by the robust data security measures enabled by Gen AI.					
We have implemented encryption and other security features to protect data processed by Gen AI tools.					
Our organization has a clear and transparent data privacy policy that encompasses Gen AI usage.					
Data breaches related to Gen AI usage are promptly addressed and mitigated within our organization.					
Gen AI Technologies contribute to maintaining the confidentiality of sensitive business information.					
Our organization continuously evaluates and updates security measures to align with evolving data protection standards in Gen AI usage.					

Source: (Zhuk, 2023)(Kim et al., 2023) (Nagitta et al., 2022).

9. Adoption Readiness (AR)

Statement	1	2	3	4	5

Our organization possesses the necessary infrastructure to support the integration of Gen AI tools.					
Employees within our organization are receptive to embracing new Technologies, including Gen AI.					
There is a clear understanding among employees about the benefits of adopting Gen AI Capabilities.					
The leadership team actively promotes and encourages the adoption of Gen AI Technologies.					
Our organization has allocated sufficient resources for the training and onboarding related to Gen AI tools.					
Employees feel adequately supported in adapting to the changes introduced by the adoption of Gen AI.					
There is a well-defined strategy in place for the phased implementation of Gen AI Capabilities.					
Our organization actively seeks feedback from employees to address concerns and challenges related to Gen AI adoption.					

Source: (Hamid et al., 2016) (L. Guo & Xu, 2021) (Uren & Edwards, 2023).

10. Customer Engagement

Statement	1	2	3	4	5
Our organization actively seeks customer feedback to improve products/services.					
Customers feel a personal connection with our brand through our communication channels.					
Gen AI tools enhance our ability to tailor interactions based on individual customer preferences.					

Customers perceive our organization as responsive to their inquiries and concerns.					
The use of Gen AI contributes to a more interactive and dynamic customer experience.					
Our organization effectively uses Gen AI to anticipate and address customer needs proactively.					
Gen AI-powered recommendations and personalization positively influence customer purchasing decisions.					
Gen AI enhances customer loyalty by providing valuable and relevant information in real-time.					

Source: (Verhoef et al., 2009) (Dessart et al., 2016) (TAVŞAN & ERDEM, 2021).

11. Business Development and B2B Marketing Enhancement

Statement	1	2	3	4	5
Gen AI Capabilities contribute to the identification of new business opportunities within our target market.					
B2B marketing efforts are more effective and targeted with the integration of Gen AI tools.					
Gen AI enhances our organization's ability to analyze market trends and make informed strategic decisions.					
Gen AI facilitates the identification and prioritization of high-potential leads for business growth.					
B2B marketing campaigns driven by Gen AI result in higher engagement and conversion rates.					
Gen AI supports the customization of marketing messages for different B2B customer segments.					

The implementation of Gen AI has improved the efficiency of our B2B lead nurturing processes.					
Gen AI tools play a crucial role in enhancing our overall competitiveness in the B2B market.					

Source: (Järvinen & Taiminen, 2016) (Vieira et al., 2019)(Kitsios & Kamariotou, 2021)(Sandesh et al., 2023).

APPENDIX B:

INTERVIEW QUESTIONNAIRE

1. Can you describe your role within your organization, particularly in relation to marketing and branding strategies in the IT/Tech sector?
2. How familiar are you with Generative AI technology and its potential applications in marketing and branding?
3. Have you or your organization implemented Generative AI in your B2B marketing efforts? If so, what has been your experience? What tools have you used?
4. What motivated your organization to consider integrating Generative AI into its B2B marketing efforts?
5. What specific challenges do you foresee in adopting Generative AI for B2B marketing within the IT/Tech industry?
6. How do you foresee Generative AI impacting business development and branding strategies in the IT/Tech sector?
7. What are the key benefits you expect to achieve by leveraging Generative AI in your B2B marketing initiatives?
8. Are there any ethical considerations or concerns your organization has regarding the use of Generative AI in marketing and branding?
9. How do you plan to measure the success and effectiveness of Generative AI-driven marketing campaigns?
10. What steps are you taking to ensure that the integration of Generative AI aligns with your overall business objectives and strategy?
11. How do you anticipate Generative AI impacting customer engagement and interaction within the B2B context of the IT/Tech industry?
12. What advice would you give to other IT/Tech companies looking to integrate Generative AI into their B2B marketing strategies?

APPENDIX C:

INFORMED CONSENT FORM

Research project title: **Adoption of Gen AI for B2B Marketing**

Research investigator: **Kiran Agnelo Veigas**

Research Participants name:

Thank you for agreeing to be interviewed as part of the above research project. The interview will take **twenty minutes** approximately.

Ethical procedures for academic research require that interviewees explicitly agree to being interviewed and how the information contained in their interview will be used. This consent form is necessary for us to ensure that you understand the purpose of your involvement and that you agree to the conditions of your participation.

I UNDERSTAND THAT MY WORDS MAY BE QUOTED DIRECTLY. WITH REGARDS TO BEING QUOTED, PLEASE INITIAL NEXT TO ANY OF THE STATEMENTS THAT YOU AGREE WITH:

	I wish to review the notes, transcripts, or other data collected during the research pertaining to my participation.
	I agree to be quoted directly.
	I agree to be quoted directly if my name is not published and a made-up name (pseudonym) is used.
	I agree that the researchers may publish documents that contain quotations by me.

All or part of the content of your interview may be used;

- In academic papers, policy papers or news articles
- On our website and in other media that we may produce such as spoken presentations
- On other feedback events
- In an archive of the project as noted above

By signing this form I agree that;

1. I am voluntarily taking part in this project. I understand that I don't have to take part, and I can stop the interview at any time;
2. The transcribed interview or extracts from it may be used as described above;
3. I don't expect to receive any benefit or payment for my participation;
4. I can request a copy of the transcript of my interview and may make edits I feel necessary to ensure the effectiveness of any agreement made about confidentiality;
5. I have been able to ask any questions I might have, and I understand that I am free to contact the researcher with any questions I may have in the future.

_____

PRINTED NAME

_____ _____

PARTICIPANTS SIGNATURE DATE

Kiran Agnelo Veigas

_____ _____

RESEARCHERS SIGNATURE DATE

Contact Information

If you have any further questions or concerns about this study, please contact:

Name of researcher	Kiran Agnelo Veigas
Tel:	+91 9XXX XXXXX
Email:	kveigas@gmail.com

WHAT IF I HAVE CONCERNS ABOUT THIS RESEARCH?

If you are worried about this research, or if you are concerned about how it is being conducted, you can contact SSBM by email at **contact@ssbm.ch**.

APPENDIX D:

DATASET

1	Gender	Age	Education	Current Em	Company S	Occupatio	Gen AI Ca	Gen AI Ca	Gen AI Ca	Gen AI Ca	Gen AI Ca	Gen AI Ca	Gen AI Ca	Gen AI Ca	Gen AI Ca	Personalis	Personalis	Personalis	Personalis	Personalis	Personalis	Personalis	Data Secu	Data Secu	Data Secu	Data Secu	Data Secu	Data Secu	Data Secu	Data Secu	Adoption I	Adoption I	Adoption
2	1	3	4	3	4	2	3	3	3	3	3	3	3	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	3	
3	2	2	4	1	3	4	4	4	3	5	5	4	3	4	4	4	4	5	5	5	4	3	4	4	3	5	4	4	5	4	5	5	
4	1	5	4	1	1	1	4	3	3	3	3	2	3	3	3	3	3	3	4	3	2	4	4	4	2	5	5	4	3	5	4	4	
5	1	3	4	3	4	2	3	4	4	4	4	3	4	4	3	2	2	3	2	3	2	3	4	3	4	4	4	4	4	4	4	3	
6	1	2	4	3	4	5	4	3	4	3	4	3	4	3	2	3	2	4	2	4	3	2	4	2	4	3	4	2	4	3	3	2	
7	1	3	5	3	4	4	4	4	3	4	3	2	2	3	3	4	3	3	4	3	4	4	2	1	3	4	5	4	3	5	3	4	
8	1	2	3	3	4	2	4	4	4	4	3	3	4	3	4	3	4	3	3	4	3	5	4	5	4	4	4	3	5	5	5	5	
9	2	2	4	3	4	1	3	4	4	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	
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15	2	2	3	3	4	5	5	4	5	5	5	5	4	4	3	4	4	5	4	4	3	4	5	4	4	5	5	5	5	5	5	5	
16	1	3	4	3	4	2	4	3	4	3	4	3	4	4	4	4	4	4	4	4	4	4	3	4	3	4	3	4	4	4	4	4	
17	1	4	3	3	4	1	5	5	5	5	5	5	5	5	4	5	4	5	4	5	4	4	4	4	4	4	4	4	4	3	4	4	
18	1	4	4	3	4	2	3	4	3	4	4	3	3	3	3	4	4	4	4	4	3	4	3	3	3	4	3	4	4	3	3	4	
19	1	4	3	3	4	1	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	
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