



**unimc**  
UNIVERSITÀ DI MACERATA

DIPARTIMENTO DI  
**SCIENZE POLITICHE,  
DELLA COMUNICAZIONE  
E DELLE RELAZIONI INTERNAZIONALI**

**Your time.  
Your place.  
Your future.**

**Open Seminar**

# MARKETING AND ARTIFICIAL INTELLIGENCE

OPPORTUNITIES FOR COMPANIES  
AND RESEARCH TRAJECTORIES

**22 maggio**

**16.00 - 19.00**

**Aula 5 / ex Loggia del Grano  
Via Don Minzoni  
MACERATA**

**Speaker**  
**Siva K.  
Balasubramanian**



Ph.D., Professor of Marketing  
and Associate Dean Director,  
Management Science Programs  
Harold L. Stuart Endowed Chair in  
Business Stuart School of Business  
/ ILLINOIS INSTITUTE  
OF TECHNOLOGY

**Introduction & Welcome**  
**Giacomo Cistri**  
/ UNIVERSITÀ DI MACERATA

**Presentation of Research  
on AI and Marketing**

*AI Abilities: Measurement  
and Assessment of Unique  
and Joint (with Humans)  
Contributions to Business  
Operations*

**Siva K. Balasubramanian**  
/ ILLINOIS INSTITUTE  
OF TECHNOLOGY

*Understanding Consumer-Brand  
Relationship in the Era of AI*  
**Giacomo Cistri**  
/ UNIVERSITÀ DI MACERATA

*The Power of Deep Learning  
and Generative AI  
in Enhancing Omnichannel  
Retailing Experiences*

**Emanuele Frontoni**  
/ UNIVERSITÀ DI MACERATA

**Corporate Testimonials**

**Open discussion**