

Special Issue

Opportunities for Sustainable Entrepreneurship under Marketing 5.0

Message from the Guest Editors

In the new context arising from the COVID-19 pandemic situation, the Marketing 5.0 approach is likely to provide companies with a way to integrate the latest developments that the evolution of technology has brought with the changes in consumer behavior that have been observed in recent times (Kotler, Kartajaya and Setiawan, 2021). Indeed, the implementation of the Marketing 5.0 approach can potentially enable business managers to respond to customer needs related to sustainability in the most convenient way possible, thus making a difference in an ever-changing world that increasingly values the preservation of the environment and natural resources. Marketing 5.0 builds on the foundation of its closest predecessor, Marketing 4.0, with the addition of emerging precepts relating to the Internet of Things and artificial intelligence algorithms. In this new approach to marketing, the consumer is in the driver's seat; he or she is immersed in an entirely digital, intelligent and flexible environment, engaging in full interaction with AI...

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