

# The Integration of Generative Artificial Intelligence in Marketing Decision-Making: Impacts on Strategic Innovation Management and Data Governance

**Dr. Nahla Smida**

*Faculty of Economic Sciences and Management, University of Sfax (FSEG Sfax), Tunisia*

## ABSTRACT

Generative Artificial Intelligence (GAI) is rapidly transforming marketing paradigms by automating content creation, optimizing customer segmentation, and enabling real-time decision-making. This paper explores the multidimensional impacts of GAI on strategic marketing processes, managerial responsibilities, and ethical data governance. Based on a structured survey involving 312 participants, the research employs quantitative methods including descriptive statistics, Pearson correlations, and multiple regression analysis to examine how trust, satisfaction, emotional engagement, and behavioral loyalty interact with AI-driven marketing practices. The results indicate a strong positive correlation between satisfaction and customer engagement, with emotional engagement emerging as the most predictive factor of sustained loyalty. Trust remains a critical foundation, but its influence is mediated by the perceived transparency and ethical framing of AI tools. Furthermore, the study reveals a shift in managerial roles toward hybrid profiles that combine technological fluency, strategic foresight, and ethical sensitivity. Respondents emphasize the need for algorithmic transparency, data protection, and the human oversight of automated systems. Key concerns include the opacity of recommendation engines, potential biases in data interpretation, and the over-reliance on predictive models. From a governance perspective, the research recommends establishing AI ethics committees, integrating multidisciplinary collaboration, and developing clear policies to balance innovation with responsibility. This paper argues that GAI should not be seen solely as a tool for efficiency but as a transformative force that requires a rethinking of organizational culture, training, and value creation. By embedding ethical safeguards and stakeholder-centric values, businesses can build a sustainable digital future anchored in trust, relevance, and long-term engagement.

**Keywords:** algorithmic governance, cognitive technologies, data ethics, innovation management, strategic transformation