

SUMMARY

The relevance of the chosen doctoral thesis topic, "*Integrated Marketing Communication Strategies through Specific Tools of Mobile Networks and Online Social Networks in the AI (Artificial Intelligence) Era*" is reflected in the current digital age, where AI-based technologies are in a dynamic process of evolution, with continuous innovations and improvements in all fields where they are implemented. As we are witnessing a crucial moment in modern marketing, where new technology is shaping this framework, this doctoral thesis has contributed to understanding how artificial intelligence (AI) can be included in integrated marketing communication strategies by organizations and experts, aiming to demonstrate that it has become an integral part of organizations' marketing activities, online social networks, and mobile networks, as well as everyday life, since consumers are exposed to this new technology as users of online social networks and mobile networks. In this context, integrated marketing strategies are becoming more complex, adapted to the consumer and focused on finding the best way to communicate with them, offering new opportunities for modern marketing practices.

This doctoral thesis is structured into two essential parts. The first part, comprising Chapters 1, 2, 3, 4, and 5, conducts an exploratory research of the aspects existing in the specialized literature and is found in the first five chapters. The second part, comprising Chapters 6, 7, 8 and 9, includes research and simulations: a qualitative research that sought the opinion of marketing experts on the studied subject, and a quantitative research focusing on a detailed evaluation of how consumers perceive and react to marketing communication, the personalization of advertisements through artificial intelligence, and how these elements influence their consumer behavior. Furthermore, the research examined how artificial intelligence influences consumers' affinity for organizations' communication, as well as the acceptance of these technologies as users of online social networks and mobile networks. To highlight the efficiency and importance of artificial intelligence in contemporary marketing, especially in communication and personalized recommendation systems, the reward-based machine learning model using the Thompson sampling algorithm was adapted, and several simulations were conducted under standard conditions and statistical noise conditions, with the stages and processes involved in simulating an online campaign being developed.

Keywords: Integrated marketing communication strategies, artificial intelligence, online social networks, mobile networks, reward-based machine learning, Thompson sampling algorithm.

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