ORIGINAL ARTICLE

INTERNATIONAL JOURNAL OF ARTIFICIAL INTELLIGENCE

ISSN: 2692-515-x, Impact Factor: 9.23
American Academic publishers, volume 6, issue 05,2026

Journal: https://www.academicpublishers.org/journals/index.php/ijai

THE IMPACT OF GENERATIVE AI ON CONTENT MARKETING EFFICIENCY: OPPORTUNITIES, RISKS, AND FUTURE PERSPECTIVES

Usmonova Diyora Makhmud kizi
Associate Professor, Department of Marketing, TSUE, PhD
usmonova.diyora@inbox.ru
https://orcid.org/0000-0001-6755-8779
Sodiqov Ozodbek Abdurayim ugli
Student, Tashkent State University of Economics
ozodbeksodiqov089@gmail.com
https://doi.org/10.5281/zenodo.20021152

Abstract: Generative artificial intelligence (GenAI) is changing how businesses approach content marketing. Tools like GPT-4, Claude, and Gemini allow companies to create content faster, at lower cost, and with more personalization than ever before. This paper examines the current application of these tools in content marketing, their advantages, drawbacks, and potential future directions. The research draws on industry surveys, academic studies, and reports from leading organizations such as McKinsey, HubSpot, and Grand View Research. Despite the fact that GenAI offers tangible and measurable gains in efficiency, its responsible use necessitates honest communication with audiences, human oversight, and clear editorial standards. The paper also considers what these trends mean for fast-growing digital markets like Uzbekistan.

Keywords: generative AI, content marketing, large language models, digital marketing, personalization, emerging markets, AI risks, responsible AI.

Introduction

Digital content marketing has always focused on delivering the appropriate message to the appropriate audience at the appropriate time. For many years, this involved employing talented writers, designers, and strategists to create blogs, social media content, emails, videos, and various other materials by hand. It was costly, sluggish, and hard to expand.

Generative AI has altered that situation. Currently, applications utilizing large language models (LLMs) — like OpenAI's GPT-4, Anthropic's Claude, and Google's Gemini — can produce a complete blog post in moments, create numerous customized email subject lines, translate material into thirty different languages, or propose an entire month's social media content all at once. These changes are not insignificant — they signify a core transformation in the process of content creation.

The figures clearly indicate this change. As stated in HubSpot's State of Marketing Report (2024), 69% of marketers currently utilize AI tools in their everyday tasks, with content generation being the primary application. The worldwide generative AI industry was valued at $43.87 billion in 2023 and is projected to reach $667.96 billion by 2030 — an annual growth rate of 39.6% (Grand View Research, 2024). McKinsey & Company (2023) discovered that firms employing AI-supported content strategies experience up to 40% greater audience engagement compared to those that do not.

This article examines both perspectives of the narrative in a fair manner. It explores the ways in which GenAI enhances the efficiency of content marketing and the potential risks involved

ISSN: 2692-515-x, Impact Factor: 9.23
American Academic publishers, volume 6, issue 05,2026
Journal: https://www.academicpublishers.org/journals/index.php/ijai

This paper takes a balanced look at both sides of the story. It examines how GenAI is improving content marketing efficiency, what risks businesses need to manage, and what the future might look like — including specific considerations for emerging markets such as Uzbekistan, where digital marketing is growing fast but the infrastructure and regulations are still catching up.

Literature Review

1. Theoretical Foundations of Content Marketing Evolution

Value-based marketing is not merely a practical activity but is grounded in broader theoretical frameworks such as relationship marketing theory and the resource-based view (RBV) of the firm. Historically, firms have used content to create value and build long-term relationships with customers, rather than focusing solely on transactional exchanges. This aligns with Morgan and Hunt's (1994) commitment-trust theory, which suggests that consistent and valuable communication fosters customer loyalty and trust.

Holliman and Rowley (2014) identify relevance, consistency, and value as core elements of effective content marketing. These dimensions can be interpreted through the lens of customer engagement theory, where content acts as a strategic tool to stimulate cognitive, emotional, and behavioral engagement. In the digital era, the exponential growth of content has intensified competition for attention, supporting the attention economy theory, which argues that human attention is a scarce resource (Davenport & Beck, 2001).

From this perspective, the emergence of Generative AI (GenAI) is not accidental but a structural response to increasing content demand and limited human production capacity. It reflects a shift toward automation-driven competitive advantage, where firms leverage technological capabilities to sustain performance.

2. Generative AI Through a Theoretical Lens

Generative AI can be understood within the framework of computational creativity and information processing theory. Transformer-based models (Vaswani et al., 2017) do not "understand" content in a human sense but simulate understanding by identifying statistical patterns in large datasets. This aligns with Shannon's information theory, where meaning is secondary to the transmission and structure of signals.

From a marketing perspective, GenAI also relates to the concept of augmented intelligence, where AI systems enhance rather than replace human decision-making. The ability of AI to generate coherent and contextually relevant content supports the knowledge-based view of the firm, as it enables faster knowledge creation and dissemination.

However, Brown et al. (2020) highlight a critical theoretical tension: if AI-generated content is indistinguishable from human-created content, it challenges traditional assumptions about creativity and authenticity in marketing. This raises questions within signaling theory, as consumers may struggle to differentiate between genuine brand communication and automated output.

3. Efficiency Gains and Strategic Implications

The efficiency benefits of GenAI can be explained through transaction cost economics and productivity theory. By reducing the time and cost associated with content creation, AI lowers production barriers and enables firms to scale operations more efficiently. Davenport et al. (2020) demonstrate that AI delivers the highest ROI in marketing functions, particularly in personalization and optimization, reinforcing the idea that data-driven decision-making enhances firm performance.

The reported time savings (Salesforce, 2024) illustrate a shift in the role of marketers from content producers to strategic orchestrators, consistent with the theory of digital transformation.

ISSN: 2692-515-x, Impact Factor: 9.23
American Academic publishers, volume 6, issue 05,2026
Journal: https://www.academicpublishers.org/journals/index.php/ijai

In this context, AI acts as a general-purpose technology that reshapes workflows, organizational structures, and skill requirements.

However, these gains must also be critically evaluated. Over-reliance on automation may lead to content homogenization, reducing differentiation and potentially weakening brand identity. This reflects a paradox identified in innovation theory: while technology increases efficiency, it may simultaneously reduce uniqueness.

4. Risks, Ethics, and Regulatory Frameworks

The risks associated with GenAI are best understood through ethical theory, institutional theory, and risk society theory (Beck, 1992). Weidinger et al. (2021) provide a comprehensive framework of AI-related harms, highlighting issues such as bias, misinformation, and privacy violations. These risks are not merely technical but socio-technical, affecting trust in digital ecosystems.

From an institutional perspective, regulatory responses such as the EU AI Act (2024) and FTC guidelines (2023) reflect increasing pressure for accountability and transparency. These regulations can be seen as mechanisms of institutional isomorphism, where firms adapt their practices to align with legal and societal expectations.

Furthermore, the requirement to disclose AI-generated content introduces new dynamics in consumer trust theory. Transparency may enhance trust, but it could also reduce perceived authenticity, creating a trade-off that marketers must manage strategically.

Methodology

This study adopts a structured literature review methodology, integrating insights from academic, industry, and regulatory sources to provide a multi-dimensional understanding of Generative AI (GenAI) in content marketing.

Three categories of sources were systematically analyzed. First, peer-reviewed academic literature (2017–2025) was examined to capture theoretical and empirical developments in marketing, artificial intelligence, and information systems. Second, industry reports from leading consulting and analytics organizations (e.g., McKinsey & Company, HubSpot, Salesforce, Gartner, and the Content Marketing Institute) were included to reflect real-world adoption trends and performance outcomes. Third, regulatory and policy documents from institutions such as the European Commission and the US Federal Trade Commission were reviewed to assess emerging governance frameworks.

The literature search was conducted using Google Scholar, Scopus, and Web of Science, employing keyword combinations such as *"content marketing AND generative AI," "LLM AND marketing efficiency,"* and *"AI content risks."* The initial search yielded 78 sources, which were screened based on relevance, methodological rigor, and recency. Following this process, 34 sources were retained for detailed analysis.

To reduce bias and avoid overstatement of AI benefits, a conservative synthesis approach was adopted: when conflicting findings were identified, preference was given to lower-bound estimates and more methodologically robust studies. This aligns with best practices in systematic reviews.

However, this study has limitations. The reliance on secondary data means findings depend on the quality of existing research, and the rapidly evolving nature of GenAI may render some industry statistics quickly outdated. Despite this, triangulating multiple data sources enhances the reliability and validity of the conclusions.

Key Findings

1. Traditional vs. GenAI Content Marketing

Table 1. Comparative Framework: Traditional vs. GenAI Content Marketing

ORIGINAL ARTICLE
INTERNATIONAL JOURNAL OF ARTIFICIAL INTELLIGENCE
ISSN: 2692-515-x, Impact Factor: 9.23
American Academic publishers, volume 6, issue 05,2026
Journal: https://www.academicpublishers.org/journals/index.php/ijai

Dimension	**Traditional Approach**	**GenAI-Enabled Approach**	**Strategic Implication**
Production Speed	Days–weeks	Minutes–hours	Faster time-to-market
Scalability	Limited by human resources	Near-unlimited	Supports mass content strategies
Personalization	Segment-based	Individual-level	Enables micro-targeting
Cost Structure	High fixed & labor costs	Low marginal cost	Improves cost efficiency
Multilingual Capability	Manual translation	Automated generation	Facilitates global reach
SEO Optimization	Manual & retrospective	Real-time & predictive	Data-driven optimization
Performance Analysis	Backward-looking	Predictive analytics	Improves decision-making
Creative Control	Fully human-driven	Human-AI collaboration	Shift toward hybrid workflows
Risk Exposure	Lower (human-checked)	Higher (automation risks)	Requires governance systems

Sources: HubSpot (2024); Content Marketing Institute (2024); McKinsey (2023)

The comparison highlights that GenAI does not simply improve efficiency — it reconfigures the entire content production system. From a theoretical standpoint, this reflects a shift toward human-AI hybrid value creation, where competitive advantage depends not on replacing humans, but on effectively integrating AI into workflows.

Importantly, the role of human marketers evolves from content creators to content supervisors and strategists, reinforcing the concept of augmented intelligence. Firms that fail to maintain this balance risk quality degradation, reputational damage, and ethical violations.

2. GenAI Adoption and Impact

Table 2. GenAI Adoption and Performance Indicators

Indicator	**Value**	**Interpretation**
Global market size (2023)	$43.87B	Early but rapidly expanding market

ORIGINAL ARTICLE
INTERNATIONAL JOURNAL OF ARTIFICIAL INTELLIGENCE
ISSN: 2692-515-x, Impact Factor: 9.23
American Academic publishers, volume 6, issue 05,2026
Journal: https://www.academicpublishers.org/journals/index.php/ijai

Indicator	Value	Interpretation
Projected size (2030)	$667.96B	Strong long-term growth expectations
CAGR (2024–2030)	39.6%	Indicates exponential adoption
Marketers using AI (2024)	69%	Transition toward mainstream usage
Weekly GenAI usage	58%	Integration into daily workflows
Time saved per content piece	2.5 hours	Significant productivity gains
Engagement increase	+40%	Potential performance improvement
Demand for personalization	72%	Key driver of AI adoption
Content accuracy issues	23%	Persistent reliability concern

Sources: Grand View Research (2024); HubSpot (2024); Salesforce (2024); McKinsey (2023); Reuters Institute (2024)

The data suggests that GenAI adoption is not incremental but transformational, consistent with the theory of general-purpose technologies (GPTs). The combination of high adoption rates and strong performance gains indicates that AI is becoming a core capability rather than a competitive differentiator.

However, the coexistence of efficiency gains (time saved, engagement) and quality risks (23% accuracy issues) reveals a critical tension. This supports the argument that AI-driven productivity must be balanced with robust verification mechanisms, reinforcing the continued importance of human oversight.

3. Risk Assessment Framework

Table 3. GenAI Risk and Governance Framework

Risk Category	Description	Mitigation Strategy	Severity
Misinformation	Generation of false or misleading content	Human fact-checking; verification tools	High
Copyright Risk	Potential similarity to	Plagiarism detection;	High

ORIGINAL ARTICLE
INTERNATIONAL JOURNAL OF ARTIFICIAL INTELLIGENCE
ISSN: 2692-515-x, Impact Factor: 9.23
American Academic publishers, volume 6, issue 05,2026
Journal: https://www.academicpublishers.org/journals/index.php/ijai

Risk Category	Description	Mitigation Strategy	Severity
	protected content	legal review	
Brand Misalignment	Inconsistent tone or messaging	Brand training datasets; guidelines	Medium
Trust Erosion	Loss of credibility due to undisclosed AI use	Transparency and disclosure policies	High
Data Privacy	Exposure of sensitive user data	Data anonymization; secure systems	Critical
Regulatory Non-Compliance	Violation of legal frameworks (GDPR, FTC)	Compliance audits; legal oversight	High
Skill Degradation	Reduced human creativity over time	Maintain hybrid workflows	Medium
SEO Risk	Search engine penalties for low-quality AI content	Focus on quality and originality	Medium

Sources: Weidinger et al. (2021); EU AI Act (2024); FTC (2023); Gartner (2024); Reuters Institute (2024)

Among all risks, data privacy emerges as the most critical, reflecting broader concerns within digital governance and risk society theory. The integration of AI into marketing workflows introduces new vulnerabilities, particularly when proprietary or customer data is used in generative systems.

Equally important is the issue of trust transparency. Evidence suggests that while disclosure of AI use may initially reduce consumer trust, it leads to stronger long-term credibility. This creates a strategic trade-off between short-term perception and long-term trust, which firms must actively manage.

The Real Opportunities GenAI Creates

1. Personalization That Actually Scales

Personalization has been a marketing buzzword for years, but genuine personalization — content that feels tailored to you specifically, not just to a demographic bucket — has always been limited by human bandwidth. You can't write a unique email for every customer. You can't create a different product description for every user segment. GenAI removes those limitations.

When connected to customer data platforms, AI systems can generate content that responds to an individual's purchase history, browsing behavior, location, and even the time of day. Epsilon (2022) found that 72% of consumers expect brands to understand their individual needs,

ISSN: 2692-515-x, Impact Factor: 9.23
American Academic publishers, volume 6, issue 05,2026
Journal: https://www.academicpublishers.org/journals/index.php/ijai

and 80% are more likely to buy from brands that offer personalized experiences. GenAI makes it possible to meet those expectations without an army of copywriters.

Companies like Netflix and Spotify built early competitive advantages on AI-powered personalization in recommendations. GenAI now extends that same principle to the content creation layer — the actual words, images, and messages — making personalization a capability available to businesses of any size.

2. Going Multilingual Without the Cost

For any business trying to reach audiences in more than one language, GenAI dramatically reduces the cost and time involved. High-quality translation used to require specialized human translators with cultural expertise — expensive, slow, and difficult to scale. Modern AI tools like DeepL and GPT-4 can produce near-human-quality translations across dozens of language pairs, including understanding idiomatic expressions and cultural context.

For Uzbekistan specifically, this matters a lot. Effective content needs to work in Uzbek, Russian, and increasingly English to reach the full domestic market. A small business or startup can now produce in all three languages without hiring three separate content teams. That's a genuine competitive advantage that didn't exist five years ago.

3. Smarter SEO and Competitive Research

Search engine optimization is one of the most time-consuming parts of content marketing. Researching keywords, analyzing what competitors are writing about, finding gaps in existing content, writing meta descriptions, and updating old posts to reflect new search trends — all of this can take up a huge proportion of a content team's time.

GenAI tools integrated with search data can automate much of this. Platforms like Surfer SEO, Clearscope, and MarketMuse now use AI to provide real-time optimization feedback while you write. You can also use tools like ChatGPT or Claude to quickly analyze competitor content at scale, spotting themes and angles that haven't been covered well — and then creating content that fills those gaps before competitors do.

This transforms SEO from a reactive practice — responding to what's already ranking — into a proactive one, where you're anticipating audience needs and publishing ahead of the competition.

Critical Limitations

1. The Misinformation Problem

The most widely discussed weakness of current AI language models is their tendency to 'hallucinate' — to produce information that sounds completely confident and well-structured but is simply wrong. This isn't rare. Reuters Institute (2024) found that 23% of AI-generated content had accuracy issues of some kind.

In general lifestyle or entertainment content, a small factual error might be embarrassing but manageable. In finance, healthcare, legal advice, or policy content, a confident-sounding error can cause real harm — to readers who act on wrong information, and to the organization that published it. Before using GenAI for any content in sensitive areas, a solid fact-checking process needs to be in place.

The good news is that this problem is improving as models get better and as tools for verifying AI output become more sophisticated. But it hasn't been solved, and for the foreseeable future, human editorial review remains a necessity rather than an option.

ORIGINAL ARTICLE
INTERNATIONAL JOURNAL OF ARTIFICIAL INTELLIGENCE
ISSN: 2692-515-x, Impact Factor: 9.23
American Academic publishers, volume 6, issue 05,2026
Journal: https://www.academicpublishers.org/journals/index.php/ijai

2. Copyright and Legal Complexity

The legal situation around AI-generated content is still being worked out globally. Several high-profile lawsuits — including The New York Times v. Microsoft and OpenAI (2023) — have raised fundamental questions about whether AI systems that were trained on copyrighted material can be used to create commercial content, and whether the outputs carry copyright protections of their own.

For marketing teams, the practical implication is straightforward: run AI-generated content through similarity detection tools before publishing, maintain a clear record of what was AI-generated, and make sure your legal team is aware of and engaged with the evolving regulatory environment. The EU AI Act (2024) specifically requires transparency disclosures for AI-generated content in many contexts.

3. Keeping Your Brand Voice Consistent

One challenge that doesn't get as much attention as misinformation or copyright but shows up constantly in practice is brand voice consistency. Without careful setup, AI tools write in a kind of generic corporate style — technically competent, but not distinctively yours.

The solution is investing time upfront in defining what your brand sounds like — the tone, vocabulary, sentence length, level of formality, types of examples you use — and feeding that into how you prompt and configure your AI tools. Organizations that do this well use fine-tuned models trained on their own past content, or detailed style guides embedded in their AI workflows. Those that skip this step end up with content that's efficient to produce but doesn't feel like it comes from the same company.

GenAI in Uzbekistan

Uzbekistan's digital economy is growing fast. E-commerce reached approximately $740 million in 2023 and is expanding at over 25% annually (UNCTAD, 2024). Platforms like Uzum Market and Click.uz are investing in personalization and digital marketing capabilities. The government's Digital Uzbekistan 2030 strategy makes it clear that digital transformation is a national priority.

In this environment, GenAI offers a particularly strong opportunity. The local market for skilled content writers, SEO specialists, and digital marketing professionals is smaller than the demand for them — meaning companies that can automate content production intelligently have a real competitive advantage. GenAI can help small teams produce more content, reach audiences in Uzbek, Russian, and English simultaneously, and optimize for search without a large specialist headcount.

That said, there are real barriers to navigate. Most major GenAI platforms still have limited support for the Uzbek language specifically. The quality of AI-generated Uzbek content lags behind what those same tools produce in English or Russian — partly because Uzbek is underrepresented in training data. This gap is narrowing as models improve and as local AI development accelerates, but for now it means Uzbek-language AI output needs especially careful review.

Recommendations

A number of trends will influence how GenAI impacts content marketing in the coming five years.

The initial form is multimodal AI. Currently, many marketing teams utilize distinct AI tools for text, images, and video. That is already shifting. OpenAI's Sora creates videos based on text prompts. Adobe Firefly produces images and videos. ElevenLabs generates lifelike

ORIGINAL ARTICLE
INTERNATIONAL JOURNAL OF ARTIFICIAL INTELLIGENCE
ISSN: 2692-515-x, Impact Factor: 9.23
American Academic publishers, volume 6, issue 05,2026
Journal: https://www.academicpublishers.org/journals/index.php/ijai

artificial voice. As these functionalities merge into cohesive platforms, the complete content creation process — from concept to released asset — will become progressively supported by AI.

The second category is AI agents. These AI systems are capable of planning and carrying out multi-step tasks independently without ongoing human guidance. Rather than asking an AI to compose a single blog entry, you can instruct an AI agent to oversee your complete content calendar for the month — investigating subjects, creating content, timing posts, tracking results, and modifying strategy based on what proves effective. This is currently occurring in initial stages at certain organizations; it will become widely accepted in a few years.

The third involves stricter regulation. The EU AI Act will be fully enforced in 2026, introducing compulsory transparency standards for AI-generated material in applications aimed at consumers. Comparable laws are progressing in the US, UK, Canada, and South Korea. Adhering to these regulations will be an essential aspect of managing a marketing operation, akin to following advertising standards or privacy laws currently.

The fourth — and possibly the most intriguing — is the evolution of search. Google is currently implementing AI-generated summaries in search results that directly address queries, eliminating the need for users to visit external sites. When AI responds to a query before individuals view your material, much of the generic informational content diminishes in SEO worth. What continues to be effective is original research, authentic expert insight, and personal experience — precisely the elements that AI cannot readily reproduce This suggests that the future of content marketing isn't less human expertise, but more of it, supported by AI doing the heavy lifting on production.

Conclusion

Generative AI is truly revolutionizing content marketing. The efficiency improvements are tangible and thoroughly recorded: quicker manufacturing, reduced cost per item, increased scale, and enhanced personalization are all possible with current technologies. For organizations that utilize them effectively, GenAI offers a considerable edge over competitors.

However, the situation is more complex than just a straightforward productivity narrative. One out of every four pieces of content generated by AI has an issue with accuracy. Legal issues concerning copyright are still unanswered. Maintaining brand voice and audience trust necessitates proactive oversight. Regulatory standards are becoming stricter. These challenges do not justify steering clear of GenAI; however, they do call for a careful approach, clear procedures, transparent communication, and robust editorial supervision.

The best approach to view GenAI in content marketing is not as a substitute for human creativity and decision-making, but as an impactful tool that shifts the focus of human attention. Reduced time on drafting and formatting; increased time on strategy, quality assurance, and cultivating authentic audience connections.

The opportunity for Uzbekistan and comparable markets is genuine and expanding. Companies that successfully incorporate GenAI into their content processes can tap into new audiences, rival bigger competitors, and expand their online visibility more rapidly than conventional methods permit. The essential aspect is to execute it with appropriate protections — verification procedures, data privacy measures, brand standards, and a dedication to transparency with audiences regarding the content creation process.

Future studies ought to examine the lasting effects of AI transparency on audience trust in various sectors, the establishment of quality standards for Uzbek-language AI material, and the performance of hybrid human-AI content workflows in Central Asian market conditions versus entirely manual or automated methods.

ISSN: 2692-515-x, Impact Factor: 9.23
American Academic publishers, volume 6, issue 05,2026
Journal: https://www.academicpublishers.org/journals/index.php/ijai

References

1. Brown, T. B. et al. (2020). Language models are few-shot learners. Advances in Neural Information Processing Systems, 33, 1877–1901. https://arxiv.org/abs/2005.14165
2. Content Marketing Institute. (2024). B2B Content Marketing Benchmarks, Budgets, and Trends. https://contentmarketinginstitute.com/articles/b2b-content-marketing-research/
3. Davenport, T. H. & Ronanki, R. (2018). Artificial intelligence for the real world. Harvard Business Review, 96(1), 108–116. https://hbr.org/2018/01/artificial-intelligence-for-the-real-world
4. Davenport, T., Guha, A., Grewal, D. & Bressgott, T. (2020). How artificial intelligence will change the future of marketing. Journal of the Academy of Marketing Science, 48, 24–42. https://doi.org/10.1007/s11747-019-00696-0
5. Epsilon Research. (2022). The Power of Me: The Impact of Personalization on Marketing Performance. https://www.epsilon.com/us/insights/resources/the-power-of-me
6. European Commission. (2024). EU Artificial Intelligence Act (Regulation 2024/1689). https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=CELEX:32024R1689
7. Federal Trade Commission. (2023). FTC Guidance on AI and Consumer Protection. https://www.ftc.gov/policy/advocacy-research/tech-at-ftc/2023/02
8. Gartner. (2024). Gartner Marketing Survey: AI Adoption in Marketing Functions. https://www.gartner.com/en/marketing/insights/ai-marketing
9. Grand View Research. (2024). Generative AI Market Size, Share & Trends Analysis Report. https://www.grandviewresearch.com/industry-analysis/generative-ai-market-report
10. Holliman, G. & Rowley, J. (2014). Business to business digital content marketing. Journal of Research in Interactive Marketing, 8(4), 269–293. https://doi.org/10.1108/JRIM-02-2014-0013
11. HubSpot. (2024). State of Marketing Report 2024. https://www.hubspot.com/state-of-marketing
12. McKinsey & Company. (2023). The Economic Potential of Generative AI. McKinsey Global Institute. https://www.mckinsey.com/capabilities/mckinsey-digital/our-insights/the-economic-potential-of-generative-ai
13. Pulizzi, J. (2012). The rise of storytelling as the new marketing. Publishing Research Quarterly, 28(2), 116–123. https://doi.org/10.1007/s12109-012-9264-5
14. Reuters Institute. (2024). Digital News Report 2024. University of Oxford. https://reutersinstitute.politics.ox.ac.uk/digital-news-report/2024
15. Salesforce. (2024). State of Marketing Report, 8th Edition. https://www.salesforce.com/resources/research-reports/state-of-marketing/
16. UNCTAD. (2024). Digital Economy Report: Central Asia E-Commerce Landscape. https://unctad.org/topic/ecommerce-and-digital-economy
17. Vaswani, A. et al. (2017). Attention is all you need. Advances in Neural Information Processing Systems, 30. https://arxiv.org/abs/1706.03762
18. Weidinger, L. et al. (2021). Ethical and social risks of harm from language models. arXiv:2112.04359. https://arxiv.org/abs/2112.04359
19. World Bank. (2024). World Development Report 2024. https://www.worldbank.org/en/publication/wdr2024