Is Artificial Intelligence the New Source? The Role of Intelligence in Knowledge Marketing

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Abstract
In this review, we explore the extent that artificial intelligence has become the source? And what is its role in knowledge marketing, which is a pivotal and important point in contemporary marketing studies. It implicitly explores the existential transformation that AI induces within the framework of knowledge marketing. The study sample consists of data and information from several published research papers, and it follows a literature review approach based on the recommended stages in the PRISMA 2020 protocol. Subsequently, these articles were examined after applying the exclusion criteria if AI was not the subject of study. This study highlights the critical role of verifying the credibility and reliability of sources and adhering to the original source of information in scientific and academic contexts. Additionally, the study recommends referring to the methodologies, theories, and principles that underpin knowledge formation, rather than relying on AI to shape perspectives.

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Introduction

Given the development of AI tools and its role as driver of economic performance, global technical leadership, competitive advantage (Viscusi *et al*., 2020:38) [1], in combination to an alternative way to enhance service provision, business management researchers have addressed extensively the implications on how AI may impact upon customers – organizations and stakeholders within an automated connected world (Bharadiya *et al*., 2023:86) [2]. Traditionally, the "source" has been a person, group or human organization who is thought to be the origin of and authority on expertise. The source credibility model (Hovland & Weiss, 1951:635) [3], which functions as a standard copy-testing tool, illustrates this, on all to often cueing from dimensions such as trustworthiness and credibility of human communicators. But as AI has advanced, they have changed. Generative AI (for example, large language models) along with advanced predictive analytics, are also challenging this model. As technical advances in processing power have made knowledge an asset to be controlled, so the characteristics of "information goods" impact significantly on a variety of strategic and structural issues, for both researchers and practitioners (Glazer, 1991:16) [4]. Actor-Network Theory (Latour, 2005) [5] (ANT) allows to think about human as well as non-human actors (e.g. AI algorithms) as actants in the network. The process of knowledge creation described in the SECI model is comprised of socialisation, externalisation, combination and internalization (Nonaka, 2009) [6]. Knowledge marketing is predicated from the enactment of competencies for mutual gain through a dominant service logic (Vargo & Lusch, 2014) [7], where all involved are resource complements and co-creators of value. The field of marketing has for long depended on methodological strictness, peer review and theoretical basis. How can we tell if a conclusion drawn from an AI algorithm is trustworthy?

It draws attention to the study's relevance in uncovering the impact of AI across educational and professional domains of marketing. The sample of studies was identified based on the PRISMA 2020 protocol (Page *et al*., 2021) [8]. This research aims to fill the void by literature review and demonstrating how AI operates within knowledge marketing; integrating knowledge marketing theory and insights from fields such as information science, computer ethics, and philosophy of technology, this analysis provides a roadmap for new perspectives on knowledge marketing in addition to providing new insight into methods for improving knowledge marketing.

Theoretical Framework

The Concept of Artificial Intelligence

The origin of the artificial intelligence (AI) is rooted back in 1950s while with advancing technology and massive appearance of big data, a revolution has occurred that alter how AI is perceived (Abulsaoud Ahmed Younis & Adel, 2020:2) [9]. As a result, terms such as AI, ML, DL, cognitive computing and robotic intelligence have entered into common usage, Computer scientist Pedro Domingos reduces these terms to their essence by noting, "Artificial intelligence is the goal; artificial intelligence is the planet we're trying to reach; machine learning is the spaceship that leads us there. Big data is the fuel" (Caner & Bhatti, 2020:176) [10]. Artificial intelligence is no longer science fiction. From autonomous vehicles to machine learning applied to improve the financial, and health services, AI is increasingly pervading our existence, transforming core domains of society at a quick pace (Cath *et al*., 2018:2) [11]. There are many predictions that AI will further develop and be used in other areas, like e-commerce, entertainment, education and more. AI in health is a major area of focus (Zeitoun & Ravaud, 2020:338) [12]. Artificial Intelligence is transforming business, and the economy through society by reshaping relationships between actors involved and man (Bharadiya *et al*., 2023:86; Rizal *et al*., 2025) [2, 13]. AI can impact competitive advantage through driving sales up by exploiting current products, customers, and channels, or developing new ones and focusing on new customer (Mithas *et al*., 2020:7) [14]. One such initiative is undertaken in India at the Aravind Eye Hospital in Madurai where the hospital has tied up with Google to create an AI algorithm that automatically detects diabetic retinopathy, which if left untreated can lead to blindness. The hospital hopes this will one day enable people to perform initial eye checks using an app on their smartphones. The willingness of companies to mature is heavily affected by strategic leadership and organizational culture, with information technology, security and business model change following (Motjolopane & Chanza, 2023:584) [15]. Companies use AI and related Machine Learning (ML) systems more and more in order to assist human understanding of complex systems, as well as to automate decision making operations (Sestino & De Mauro, 2022:1) [16].

As (Doyle & Dean, 1996:1) [17]point out, there are a few elements of artificial intelligence among which is the formalization of knowledge or even the mechanization of thinking, whether common-sensical or domain-specific, from all walks of humanity. The rapid advancements and breakthroughs in the field of AI in recent years are attributed to three major reasons, as per (Kitsios & Kamariotou, 2021:7) [18]: big data, evolved algorithms and increased effective computational resources. (Markić *et al*., 2015:39) [19] AI is an analytic process predicated on computers that tends to produce computer systems that we call intelligent. Expert systems are the economically most important area of AI trying to replicate human thinking behaviour as reasoning, optimization." A set of rules formulates "knowledge" in the sense that we term knowledge base. As stated in (Ameen *et al*., 2023:3) [20] AI strategies can be characterised. modern methods in computer science of creating programs and processe s tha t make machines perform intelligently with high efficiency that, noteworthy, is similar to the performance obtained from experienced human intelligence.

The Four Essential Principles of Artificial Intelligence

According to (Phillips *et al*., 2020:3-4) [21], four principles are discerned in artificial intelligence i.e. explanation, significance, interpretation validity and knowledge boundaries which I shall elaborate as follows:

1. **Explanation:** Explaining decisions is the method by which an AI could evidence its decision making or basis for reasoning. This principle does not require that the evidence be right or transparent; it only requires that the system must be able to generate an interpretation (Phillips *et al*., 2020:3) [21]. There are ongoing attempts at interpretable and verifiable AI. We can more clearly demarcate where and how machine learning algorithms should play a part by paying attention to those decisions and actions (Robbins, 2019:512) [22].
2. **Interpretability:** AI is meaningful when its interpretations speak to who we are as users and should be customisable/suitably tailored according to the type/pattern of user for whom they are being designed; '(off-the-shelf' developments in this area "don't work") (Phillips *et al*., 2020:3) [21]. Hope AI explanations to be interpretable, they need to make sense within the cognitive context and past experiences of targets which may have clear interpretations for experts but no meaning at all for general users. This highlights the importance of matching the interpretation framework to each user group's environment and requirements (Broniatowski & Broniatowski, 2021:38) [23].
3. **Interpretation Accuracy:** The explanation and meaningfulness only demand that the system generated interpretation is understandable to user communities. We can state the principle of interpretation accuracy by imposing Böhm-like precision on interpreting the system. Visual translations make users trust more or less the system precision just from their perception (among people with different experiences w.r.t. system accuracy). The results indicate a significantly lower estimate of system accuracy when such weak, unclear explanations, which do not correspond with the user's logic were given (Nourani *et al*., 2019:104) [24]. While simplicity and computational accessibility and usage context set out minimal standards for the development of AI explanation decisions, it should be noted that," [e]xplanations in interpretable AI can only be" strong and effective if humans understand them properly" (Byrne, 2023: 6542) [25].
4. **Knowledge Limits:** Knowledge thresholds are, "parameters that express systemic limits on knowledge to prevent errors from being made related to operating in

out-of-scope or low-confidence situations" (Phillips *et al*., 2020:4) [21]. (Sikar *et al*., 2025:13) [26] proposed a computationally cheap technique to measure the trustworthiness of predictions from neural networks with a Softmax layer based on computation of classic distance characterizing between predicted vector and ideal class centers. This mechanism offers a simple and yet effective confidence measure, which makes the decision boundary more visible to unreliable predictions by postponing the judgment on test data or even returning an "unknown" clarification if predictions are too far off according to the distance threshold, without even training network with an "unknown" class, thus improving system reliability in safety-critical applications.

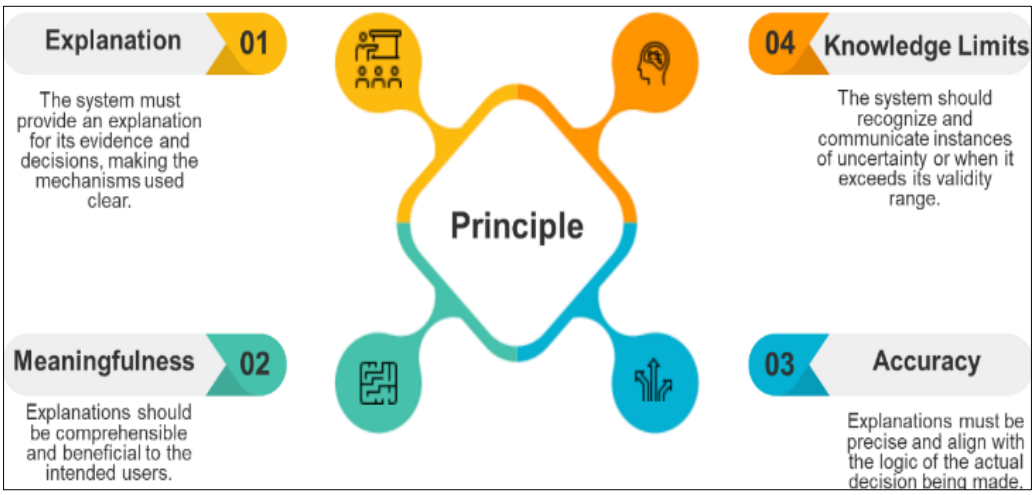

Fig 1: Illustrates the four principles of AI

The Concept of Knowledge Marketing

With all of these contemporary developments and the rise of various theories across several disciplines, marketing knowledge has assumed a new role: to clearly communicate academic theories, methods, and science applications to those seeking knowledge. Specialized studies and literature analysis, but also public and private actions bring proofs that theoretical knowledge can be actualised in the applied one by marketing of knowledge (Matei & Matei, 2011:2) [27]. It's not only about "knowing what you know" but also about "knowing what you need to know" in a changing environment micro-level and macro- level (Cader, 2007:49) [28]. (Jaakkola *et al*., 2024) [29] who thoroughly demarcate actor from acted-on suggesting not only that humans and AI constitute "intertwined resources for value generation" through seven different relational patterns. The Knowledge-Based View (KBV) recognizes several dimensions of knowledge as important (De Luca & Atuahene-Gima, 2007:95) [30]: This means breadth, depth, specificity and tacitness. If knowledge marketing is to expand, practitioners need to know how to transfer it into their practice. It is by now known to managers and researchers that the most valuable corporate asset of a company today on which it achieves competitive advantage is company knowledge (Andreasen *et al*., 2005:49) [31]. Three categories of actors are considered when examining the marketing of knowledge, beginning with the production in academe of academic knowledge about marketing and continuing on to intermediaries who transform and package such theoretic knowledge. Within the last of these categories, professionals employ this practical knowledge to inform better decisions or ideas. (Bacon & Schneider, 2019:7) [32]. In knowledge marketing one has to join together survival and development strategies as value production is necessary for acquiring/holding a competitive advantage, and generating knowledge typically implies generation of a value, while sometimes it can be even pre-condition (Kohlbacher, 2009:164) [33].Sustainable development goals can be reached applying knowledge marketing which provides quality education, effective innovations and appropriate quality assurance systems in an open space with well-developed cognitive assessment algorithms (Artyukhova *et al*., 2022:184) [34]. Knowledge marketing is clearly delineated from marketing of industrial goods by some specific attributes of knowledge goods, and might be considered as further development of a traditional approach to the market's elements and the consumer relationship in common parts of marketing research. According to (Diehr & Wilhelm, 2017:3) [35], A number of resources need to be present in organizations for an organization being able to market knowledge such as knowledge, expertise, talent, infrastructure, reputation and links with production partners, customers/clients as well as the financial means and sponsors. Knowledge-based marketing seeks to create competitive advantage by engaging in knowledge creation with other business actors (Kohlbacher, 2008:617) [36]. Knowledge marketing Knowledge marketing refers to the general strategy of obtaining knowledge by collecting, transferring, and interpreting information into one's memory (Hashem, 2023:534) [37]. Knowledge marketing can be viewed as a strategic system for creating the value of knowledge as an organizational resource that is used to leverage and augment the benefits of scientific production, by disseminating theories, scientific methodologies and their applications in new ways in order help to generate knowledge.

The Role of Artificial Intelligence in Knowledge Marketing

The common portraying of artificial intelligence as most just connected with but a supplement to human intelligence rather than being replaced entirely (Raisch & Krakowski, 2021:192)

[38]. AI is superior to human marketers in terms of scalability and pattern recognition over huge amounts of data when it comes to the game of knowledge marketing, while each side has their advantages: human marketers deliver strategic context, ethical judgment, and creative expression. The place of "source" for actionable knowledge, is therefore now an amalgamated one between human and artificial intelligence. From a cognitive perspective, it is essential to integrate research into critical algorithm studies, (Ziewitz, 2016:4) [39] refers to as the "black box" in marketing theory. Contemporary AI can now process terabytes of academic and scientific text, discover hidden patterns and produce novel insights or market intuitions that bypass the best human researchers (Brynjolfsson & Mcafee, 2017:1) [40]. In doing so, AI ceases to be simply a tool that analyses data but also begins itself to contribute to the production of knowledge. For instance, with regards to creating consumer insights, through a use of AI technologies in unstructured social data one could automatically discover nascent groupings of consumer sentiments and thereby also contribute towards knowledge development for marketing (Wedel & Kannan, 2016:119) [41]. AI allows dynamic personalization of knowledge diffusion, which is an important role in knowledge marketing, smart engineered white papers, research synopses and educational content formatted according to the individual profile and assumed needs of a B2B customer via AI now serves as an enabler for "mass customization" of knowledge products" (Kumar, 2021:195) [42]. (Introna & Nissenbaum, 2000:169) [43] discuss search engines as publishers, explaining search engines discriminate between information based on the "market condition" by (on the basis of consumer's taste/preference) favouring privileged agents. Yet AI systems can also inadvertently perpetuate and magnify existing biases in their training datasets (Martin, 2019:847) [44]. When AI takes over as a key provider of market intelligence, fairness and discrimination and accountability are all key concerns for marketers. The ethical foundation of "responsible AI" in marketing is underdeveloped (Mittelstadt *et al*., 2016:15) [45]. What may be seen as the objectivity of algorithmic results can thus lend an air of authority to AI-generated knowledge, with implications for internal strategic discussions and external marketing communications. Yet this leads to basic questions concerning the transparency, bias and the epistemological background of knowledge (knowledge production) (Seele *et al*., 2021:712) [46]. (Liccardo & Cerchione, 2025:215) [47] have experimental case studies that evidence next-generation AI strongly influences the externalisation, combination and internalisation as such stages. But AI systems are stuck in a credibility paradox – the more expert system (coming from big data) you get, the scarier opacity will become and hence transparency and accountability are key to establish trust. (Durán & Jongsma, 2021) [48] explicitly discuss the problem of the "black box," arguing that indeterminacy is problematic with respect to trust, bias, and accountability in medical AI. (Liu, 2025) [49] claims that in the quest for trustworthy AI, we need to enforce "transparency, fairness, and accountability as fundamental principles" to tackle the algorithmic "black box". Several research works found that AI is fundamentally changing the SECI model and therefore, its theoretical conceptualization needs to consider technology as non-human factor when creating new knowledge. (Zhang *et al*., 2025:1618) [50] have recently, in a profoundly direct manner, restructured the SECI model and Ba theory under AI perspectives, proposing the notion of "AI-based knowledge power" and focusing on both human and artificial intelligence rather than only human-centered processes. (Yan *et al*., 2025:533) [51] propose five central propositions outlining the complex nature of AI in promoting organisational knowledge, one being that AI underpins all four SECI modes. Yet, evidence suggests much more subtle distinctions. As (He & Burger-Helmchen, 2024) [52] argue, "we have to acknowledge current limitations of AI to handle tacit knowledge or human-centered decision making", so the simulation of external embodiment might be partial. SECI in the digital era by means of applying an "social-material perspective" (Choi & Haefliger, 2020) [53], we infer theoretical frames are still developing and not yet stabilized. The claim about combination being automated is better supported than the anecdotal evidence for an automated simulation of external embodiment from a number of sources.

Case Study 1: AI and the Britleness of Scientific Knowledgedium

Withdrawal of a peer-reviewed publication, year titled "Infection by helminths prevent colorectal cancer via induction of Th1 response: an experimental study" (Khan *et al*., 2026) [54], from the high impact journal Science of The Total Environment as a consequence of compromised integrity from use of generative AI (ChatGPT) is a testament to AI being a double-edged sword as knowledge source. Although it might expedite the production of publishable work, however, it works in ways that also very disastrously compromise quality and undercut what underlies all successful marketing of academic knowledge—to wit, trust. This case goes beyond the more utopic fantasy versions of AI-supported research, by considering systemic risks arising when AI is brought into the process for producing knowledge and how this changes the brand value of researchers, institutions and journals.

It notes the academic publishing market implies that its publications are "efficient, accurate and trustworthy", and a retraction of research damages the reputation of all involved parties. This case also illustrates failure of traditional verification system (peer review and editorial oversight) to recognize new types of "noise" produced by AI activities that are similar to legitimate scientific speech.

Academics have substituted some of the critical skills – such as, analysis, rigorous citation check or data integrity check with AI. The former, not work-enhancing tool, but automated-academic labor saving- tool that AI represented, and the failure on part of the authors to acknowledge those ethical and pragmatic risks involved with using generative AI sans some kind of safety nets. Neither journals nor reviewers had the "ability to sort of detect" the nonsensical outcomes from AI pretending to be scientific work. This later encreases the cost of verifying any future work.

These could change the very dynamic of academics knowledge sales chart, Figure (2) can give you an idea about some of AI's hidden downside risks. The future of trust-risk knowledge marketing rests on the creation of strong institutional and technological immunity systems that can detect and block AI-propelled knowledge corruption. This is not the end of this retraction, but a key pointing to negotiations over just what role AI can legitimately play in the manufacture and promotion of trustworthy knowledge.

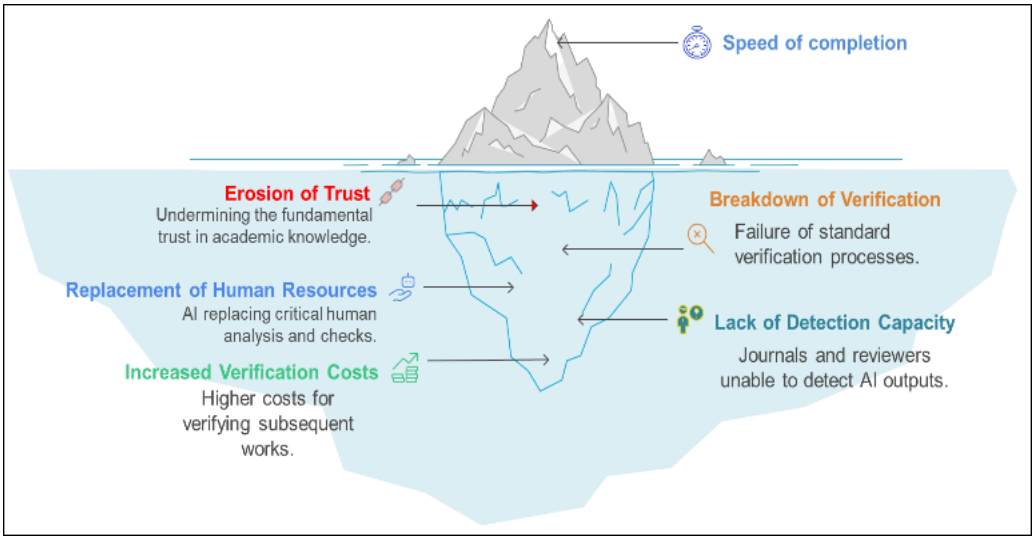

Fig 2: illustrates AI's hidden risks in academic knowledge marketing.

Case Study 2: ChatGPT in the Hands of Rie Qudan and Award Recognition

In an interview with The Guardian journalist (Self, 2025) [55], Rie Qudan admits to utilizing ChatGPT in composing her prize-winning novel, questioning more traditional boundaries of intellectual property, copyright and the marketing of "authentic" creative knowledge. Her 2023 novel Tokyo Tower of Empathy, co-created with ChatGPT, won her the Akutagawa Prize in a game-changing confluence of AI, creative media and art production. Qudan's botnet, as observed, was not just the automation work. She turned ChatGPT into a conversational partner, converting her collaborator from an AI that just makes stuff up into one with refined taste in generated text and skills of rephrasing and combining those generative powers. This was where Qudan's technical skills could be put to use in smoothing these elements together into a single, cohesive and emotionally impactful story. The way the novel was nominated for the prize set off a firestorm of debate, inciting conversations about art, authorship and technology. This controversy effectively got attention on the cheap, taking a novel you might have had to be a serious literary reader to know about and putting it in front of people who like to talk technology and ethics. Instead the novel was not only a tale itself, but an actual end product as a result of working together to span the boundaries of human collaboration with AI, marketing intelligence about what is doable within these technological confines and gain potential early adopters and followers involved in tech culture.

Conclusion

After reviewing the available literature, implications for scientific and academic communities are that source verification and reliability are critical. It says that we shouldn't trust AI as a grey beard source of information, but it should promote research and depend on unadulterated information from original sources, based on controlled and regulated process. The research emphasises the on-going relevance of scientific techniques and scholarly strategies in communicating and selling knowledge. It also highlights the need to strike a balance in using AI to speed up research and expertise on one hand, and respecting academic standards as well as conventions in writing and credibility of sources and citations on the other. And the application of AI to patch together pieces of preexisting literature in an uncritical, "non-original" way can produce derivative or nonsensical texts that pass untripped through plagiarism detection software but don't add much by way of substance. That Retraction the result in the case study1 its cause, Artificial intelligence, when used as a low-cost replacement for rigorous intellectual effort rather than a tool to aid healthy intellectual work that is heroically managed and abandoned if it veers into toxicity, can itself be an intellectually toxic asset. AI could rapidly erode the already precarious system of trust, verification and reputation upon which the whole academic knowledge market is built.

Recommendations

That future research should focus on more than just tool-led studies to consider some mixed methods approaches which combine AI informed insights with traditional qualitative depth. It also calls for building institutions of ethical governance and certification for AI-generated marketing knowledge. recommends future work will measure consumer acceptance of IP-generated knowledge products and build models for capturing tacit capabilities of working with AI.

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