

ALGORITHMIC CREATIVITY: EVOLUTION AND MARKETING PERSPECTIVES

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Abstract: *Even though Artificial Intelligence has been originated as a computer science topic, the concept itself appeared as a vision to build machines that are able to think and act in the same way as humans. That includes the capacity to generate objects that cannot be distinguish from those made by human artists. In time, Artificial Intelligence evolution witnessed successive positive and negative phases. Currently, we notice a new expansion phase, due to increased computing power and availability of large data sets. The current phase has created the premises to build generative tools that may produce impressive creative objects, as discovered by some recent experiment. As technology continues to evolve in a fast pace, it opens promising opportunities for personalization, interactivity, and effectiveness in marketing.*

Keywords: *Generative AI, marketing, technology acceptance*

JEL classification: M31, O33

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