



Extended conference deck

# Marketing 6.0

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Ethics

Stakeholders

Responsible AI

Sustainability

# A longer roadmap for the argument

## argument

01

### Why a new paradigm?

The deck starts from technological, social and ecological transformations that make traditional marketing models insufficient.

02

### What defines Marketing 6.0?

It is framed as a synthesis of humanistic values, sustainability and AI-enabled intelligence.

03

### How does it change practice?

The model reshapes customer knowledge, branding, experience design, governance and innovation processes.

04

### What remains to be studied?

The final sequence addresses regulation, metrics, accountability and future research avenues.

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The old assumptions are under pressure

The central thesis

- Consumers are no longer just buyers; they are data subjects, citizens and stakeholders.
- Digital markets no longer simply connect actors; they organise visibility, access and power.
- Economic performance is increasingly judged through environmental and social consequences.
- AI changes not only efficiency, but also the terms of autonomy, persuasion and trust.

Marketing 6.0 proposes that value creation must be reframed as a multidimensional process in which business performance is inseparable from social legitimacy and ecological responsibility.

# Multi-value

# From exchange to ecosystem responsibility

## responsibility

### Marketing 1. 0

Product orientation, standardisation and mass distribution.

### Marketing 2.0

Customer needs, segmentation and satisfaction management.

### Marketing 3.0

Values, purpose, identity and cultural meaning enter the model.

### Marketing 4. 0

Digital integration, connectivity, omnichannel presence and platform dynamics.

### Marketing 5. 0

Technology for humanity, blending automation with human-centred experience.

### Marketing 6.0

A systemic model combining AI, stakeholder ethics and sustainability-oriented value creation.

# A concise definition of Marketing 6.0

Marketing 6.0 can be defined as an approach in which firms use advanced digital and AI capacities to create customer value while simultaneously protecting human dignity, strengthening stakeholder trust and contributing to social and environmental sustainability.

## Four defining features

- Value is plural, not purely economic.
- Intelligence is augmented, not merely automated.
- Responsibility is proactive, not reactive.
- Competition is embedded in broader ecosystems of legitimacy.

# The normative and operational pillars



## Humanistic orientation

Individuals are seen as vulnerable, vulnerable, relational and situated, situated, which implies an ethics of of care, access and respect.



## Sustainable orientation

Marketing choices are assessed against long-term ecological and social consequences, not only short-term conversion outcomes.



## AI-augmented orientation orientation

AI expands sensing, analysis and adaptation, but remains subordinate to ethical governance and public accountability.

# Four conceptual foundations

## Stakeholder theory

The firm is accountable to a plurality of affected actors; marketing therefore becomes a relational governance function rather than a simple persuasion mechanism.

## Transformative service research

Services should improve well-being and capabilities, especially where market arrangements reproduce exclusion or dependency.

## Technology-enabled marketing

Digital infrastructures, interfaces and algorithms create new possibilities for responsiveness, prediction and scale.

## Responsible innovation

Innovation is legitimate only if it remains reflexive, inclusive, inclusive, anticipatory and open to contestation.

# From shareholder value to stakeholder stakeholder value creation

## **Economic value**

Revenue quality, loyalty and long-term viability remain essential.

## **Social value**

Inclusion, accessibility, fairness and trust become part of the value proposition.

## **Environmental value**

Resource use, carbon effects and circularity concerns move into strategic marketing decisions.

## **Institutional value**

Legitimacy depends on compatibility compatibility with public norms, rights rights and democratic expectations. expectations.

## **Experiential value**

Customer experience must become both seamless and ethically reassuring.

## **Relational value**

Trust-based continuity matters more than isolated transaction optimisation.

# What AI actually contributes



## Pattern recognition

AI helps identify latent preferences, hidden frictions and service failures.



## Adaptive orchestration

Systems can customise timing, content and channel combinations across journeys.



## Explainable assistance

Conversational and decision-support tools can make complex markets more intelligible.



## Inclusion support

Adaptive communication may help address linguistic, cognitive or digital barriers.



## Asymmetry reduction

AI can reduce the information gap between firms and uncertain consumers.



## Risk intensification

The same tools may reinforce opacity, profiling and manipulative optimisation.



# Reframing customer experience design

## design

### **Personal relevance**

Experiences should feel responsive to context, intent and need.

### **Transparency**

Users should know why they see a recommendation, prompt or pathway.

### **Accessibility**

Design should reduce cognitive load, technical barriers and exclusion effects.

### **Human fallback**

Sensitive situations require routes back to accountable human interaction.

### **Trust cues**

Clear language, predictable rules and visible safeguards reinforce confidence.

### **Long-term continuity**

The goal is not a single conversion but a legitimate and durable relationship.

# ΕΦΜΟΝΟΟΝ ΡΟΝΝΟΙ ΜΟΝΡΟΟΝ ΔΒΣ

## From image to legitimacy

Branding is no longer just symbolic differentiation; it increasingly functions as a public test of coherence between discourse, behaviour and measurable commitments.

## Three implications

- Ethical inconsistency becomes reputationally visible faster.
- Sustainability claims require evidence and traceability.
- Trustworthy brands integrate technological sophistication with moral intelligibility.

# What managers need to redesign



## Strategic goals

Beyond growth, organisations must optimise legitimacy and resilience.



## Data policy

Consent, minimisation and explainability become strategic design criteria.



## Experimentation

A/B tests should include fairness, sustainability and trust outcomes.



## Stakeholder coordination

Managers must engage regulators, civil society and communities, not only customers.



## Risk governance

Algorithmic harms must be anticipated, audited and corrected early.



## Capability building

Teams need literacy in ethics, sustainability and AI operations together.

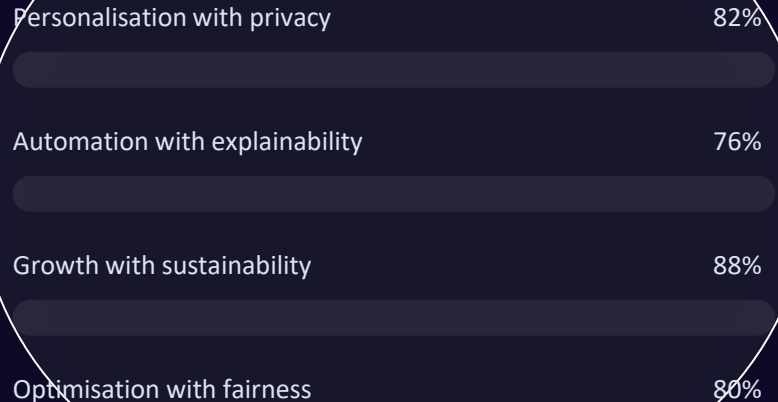
# The contradictions at the heart of

## Marketing 6.0

### Normative tensions

- Hyper-personalisation versus privacy and informational self-determination.
- Predictive nudging versus autonomy and informed choice.
- Seamless automation versus responsibility and contestability.
- Sustainability narratives versus possible greenwashing.

### Operational balance priorities





# How should Marketing 6.0 be measured?



## Economic indicators

Retention, loyalty quality, margin durability and resilience of demand.



## Relational indicators

Trust, complaint resolution quality, perceived fairness and transparency.



## Societal indicators

Inclusion, accessibility, externalities and environmental footprint across the customer system.

The main research challenge is to build composite measurement frameworks that avoid reducing the paradigm to a new rhetoric without operational consequences.



