

Marketing 6.0: towards humanistic, sustainable and AI-augmented value creation

Abstract

This presentation explores the emerging paradigm of Marketing 6.0, which builds on the evolution from transactional marketing to customer-centric, values-driven and technology empowered approaches. Marketing 6.0 integrates humanistic values, sustainability concerns and advanced artificial intelligence to design marketing systems that simultaneously create economic, social and environmental value.

Drawing on recent conceptual developments in technology-enabled marketing, stakeholder theory and transformative service research, the contribution outlines the main principles of Marketing 6.0 and discusses how data, algorithms and intelligent interfaces can support more inclusive, ethical and responsible market practices. Particular attention is paid to the role of AI in understanding vulnerable consumers, reducing information asymmetries and fostering longterm trust between firms, citizens and institutions.

The presentation also examines managerial implications for strategy, branding and customer experience design, highlighting the tensions between hyper-personalisation, privacy protection and societal well-being. It finally proposes avenues for future research on the governance, regulation and measurement of Marketing 6.0 practices, with the aim of contributing to the construction of more resilient and equitable market ecosystems.

Keywords : Marketing 6.0, AI-augmented marketing, sustainability, humanistic marketing, stakeholder value, ethics, customer experience, responsible innovation.