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masterarbeit aus dem jahr 2018 im fachbereich medien kommunikation multimedia internet neue technologien note 1 3 steinbeis hochschule berlin management and innovation sprache deutsch abstract es gibt zahlreiche hinweise die die steigende relevanz der ki technologie belegen nahezu täglich können aktuelle fortschritte im entwicklungsprozess in bekannten nachrichtenmedien verfolgt werden neue erfolge wie bspw zu ki algorithmen die wiederum zu erfolgsgeschichten führen werden detailliert beschrieben steigende investitionen und forschungsgelder sowie diskussionen innerhalb der marketingbranche belegen zusätzlich das interesse an der künstlichen intelligenz zu dem thema gibt es derzeit viele informatikbezogene arbeiten von experten und populärwissenschaftliche veröffentlichungen klare business szenarien die den mehrwert für die branche und exemplarisch für einzelne unternehmen aufzeigen sind noch mangelware weiterhin wird nur in kurzen expertenbeiträgen auf newsseiten der branche auf die künftigen entwicklungen eingegangen tiefergehende analysen die die einflussfaktoren der ki technologie aufzeigen und die konsequenzen konkret auf die social media branche aufzeigen existieren jedoch nicht daher ist das ziel dieser arbeit eine einschätzung bzgl des einflusses der technologie der künstlichen intelligenz auf das social media marketing einschließlich der chancen und risiken zu erarbeiten die analyse erfolgt hierzu mit hilfe der szenario technik abhängig von dem ergebnis das in form von szenarios präsentiert wird werden anschließend konkrete handlungsempfehlungen für das unternehmen vico research consulting gmbh abgeleitet die geschäftsleitung bekommt somit einen Überblick von der technologie kann die relevanz für das unternehmen besser einschätzen und erhält konkrete maßnahmen für das weitere vorgehen vor

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