

Development of Engineering Solutions for Marketing and Communication: Adaptive Strategies in Consumer Evolution

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Abstract

A documentary review was carried out on the production and publication of research papers related to the study of the Marketing, Communication and Engineering variables. The purpose of the bibliometric analysis proposed in this document was to know the main characteristics of the volume of publications registered in the Scopus database during the period 2018-2023, achieving the identification of 218 publications. The information provided by this platform was organized through graphs and figures categorizing the information by Year of Publication, Country of Origin, Area of Knowledge and Type of Publication. Once these characteristics have been described, the position of different authors regarding the proposed theme is referenced through a qualitative analysis. Among the main findings made through this research, it is found that the United States, with 33 publications, was the country with the highest scientific production registered in the name of authors affiliated with institutions in that country. The Area of Knowledge that made the greatest contribution to the construction of bibliographic material related to the study of Marketing, Communication and Engineering, was Computer Science with 111 published documents, and the most used Type of Publication during the period indicated above were Conference Articles with 57% of the total scientific production.

Keywords: Marketing, Communication, Engineering, Consumer.

INTRODUCTION

At first glance, Engineering and Marketing are two areas that may seem to be very distant from each other, however, this turns out to be a statement completely removed from reality, since many of the current strategies designed in the area of marketing, take full advantage of inventions derived from modern engineering as detailed below:

Information Technology (IT): The development of information systems that group relevant data regarding consumer behavior is the raw material of any creation of marketing strategies, for this reason, the use of programs that not only store information, but are now capable of interpreting it, can be used by marketing experts to direct the necessary strategies in front of potential customers.

Development Of Digital Applications And Platforms: Currently, the development of digital platforms, applications, software and others, in charge of engineering, supports multiple areas, including marketing. The classification of information necessary for the creation of commercial strategies and the direction of them can be monitored thanks to these applications.

Artificial Intelligence (AI) And Data Analytics: The development of AI algorithms and systems that can predict market trends, personalize product recommendations, and optimize advertising campaigns. In addition, they build data analysis tools that allow marketers to better understand the impact of their strategies.

Process Automation And Optimization: By using automated systems, engineers help optimize marketing and communication processes, from sending personalized emails to managing online advertising campaigns.

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From the engineering side, the above points are constantly updated and improved, in order to meet the changing demands experienced in the market. The evolution of consumers, thanks precisely to the identification of increasingly specialized needs, constitutes a great challenge in decision-making in terms of marketing strategies, since all technological support is vital in the search for their satisfaction. The functionality of current applications allows us to interpret, analyze and even predict what the new behaviors of the consumer are, and that is where the usefulness of technological tools is expected within the execution of commercial strategies.

On the other hand, advances in engineering also seek to optimize the user experience, making sure that marketing and communication solutions are accessible and attractive to a wide range of consumers, regardless of their preferred device or platform. In short, engineering plays a critical role in developing innovative solutions that adapt to constantly evolving consumers and market trends.

General Objective

To analyze, from a bibliometric and bibliographic perspective, the preparation and publication of research papers in high-impact journals indexed in the Scopus database on the Marketing, Communication and Engineering variables, during the period 2017-2022.

METHODOLOGY

This article is carried out through a mixed orientation research that combines the quantitative and qualitative method.

On the one hand, a quantitative analysis of the information selected in Scopus is carried out under a bibliometric approach of the scientific production corresponding to the study of Marketing, Communication and Engineering.

a qualitative perspective, examples of some research works published in the area of study indicated above, based on a bibliographic approach that allows describing the position of different authors regarding the proposed topic. It is important to note that the entire search was carried out through Scopus, managing to establish the parameters referenced in *Figure 1*.

Methodological design



Figure 1. Methodological design

Source: Own elaboration

Phase 1: Data Gathering

Data collection was carried out from the Search tool on the Scopus website, where 218 publications were obtained from the choice of the following filters:

TITLE-ABS-KEY (marketing, AND communication, AND engineering) AND PUBYEAR > 2017 AND PUBYEAR < 2024

Published documents whose study variables are related to the study of Marketing, Communication and Engineering

Limited to the years 2017-2022.

Without distinction of country of origin.

Without distinction of area of knowledge.

Without distinction of type of publication.

Phase 2: Construction Of Analysis Material

The information collected in Scopus during the previous phase is organized and then classified by graphs, figures and tables as follows:

Co-occurrence of words.

Year of publication.

Country of origin of the publication.

Area of knowledge.

Type of publication.

Phase 3: Drafting Of The Conclusions And Final Document

In this phase, the analysis of the results previously yielded is carried out, resulting in the determination of conclusions and, consequently, the obtaining of the final document.

RESULT

Word Co-Occurrence

Figure 2 shows the co-occurrence of keywords found in the publications identified in the Scopus database.

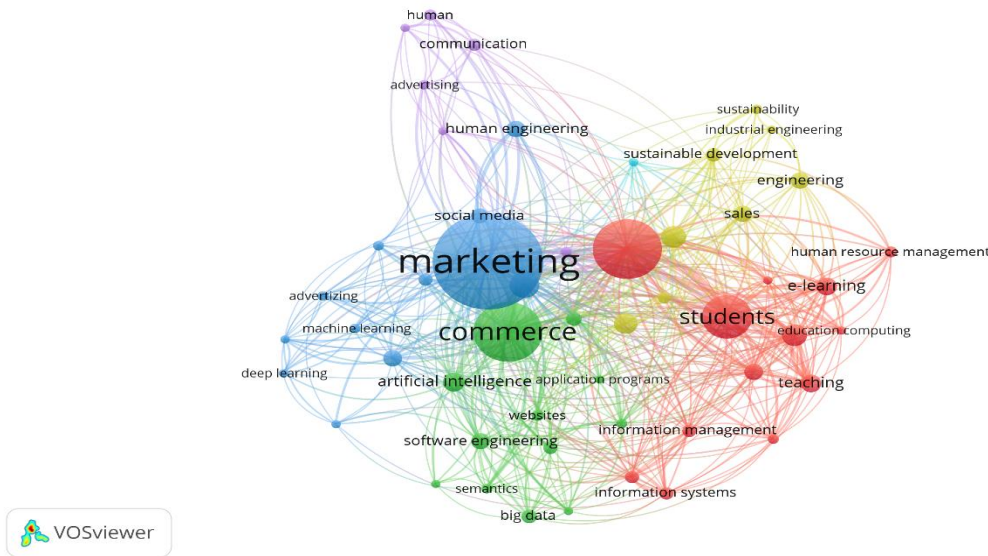


Figure 2. Word co-occurrence

Source: Own elaboration (2024); based on data exported from Scopus.

Marketing was the keyword most frequently developed within the research identified for subsequent analysis in this research, supported by topics such as Social Networks, Machine Learning, Artificial Intelligence, which account for its proximity to topics developed from the Engineering area. Commerce represents a keyword studied in the same way around variables such as Applications and Programs, Engineering Programs, Big Data, Websites, which allows us to infer that in the same way, commercial activity today is supported by a whole

universe of technological resources based on the relationship between company and customer and it is absolutely necessary to have today. with the effective management of information almost in real time, from customers for an effective application of commercial strategies, from the first contact with them to the planning of after-sales services, as is the case with CRMs (*Customer Relationship Management*) that are even capable of predicting consumer behavior through the analysis of large amounts of information (Big Data) and its subsequent analysis by the dependencies of marketing within the organization, which through correct decision-making, can achieve a close relationship with their current customers, including potential ones, if this information provided by the applications, is interpreted correctly.

Distribution Of Scientific Production By Year Of Publication

Figure 3 shows how scientific production is distributed according to the year of publication.

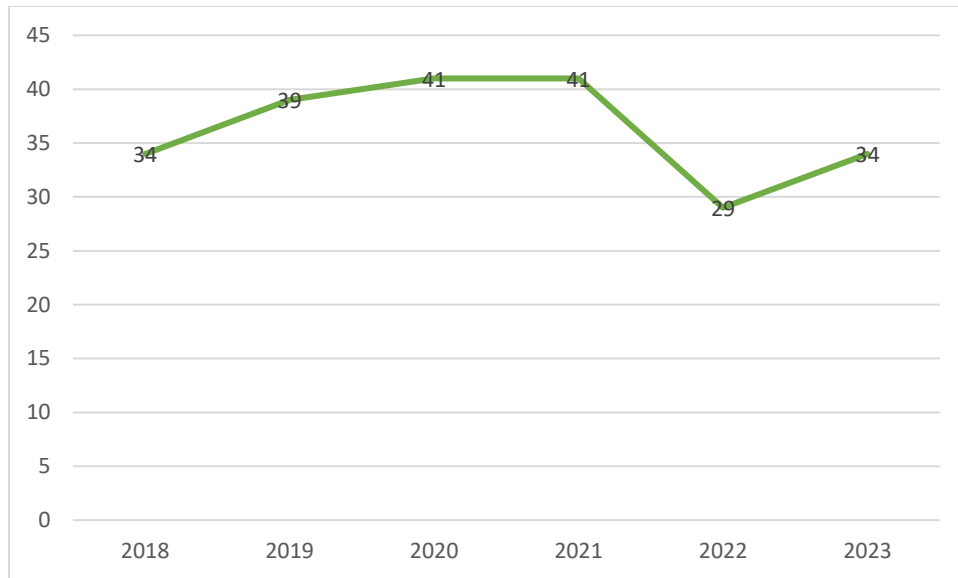


Figure 3. Distribution of scientific production by year of publication.

Source: Own elaboration (2023); based on data exported from Scopus

As shown in the previous figure, the volume of scientific production recorded in Scopus, around the study of the relationship between Engineering and Marketing during the period between 2018 and 2023, remained in constant growth until 2021 when the largest number of publications was registered, 41 in total, the same as the immediately previous year. However, for 2022 there is a significant drop in the volume of registrations, reaching 29 only representing this figure, the lowest number of research papers registered on the aforementioned platform during the period analyzed. For 2023, a total of 34 documents were registered, which allows us to infer that studies related to the variables addressed in this document are once again satisfactorily resumed. Within the latter, it is important to highlight the article entitled "Artificial intelligence techniques applied to precision marketing: a survey" whose objective was to present a survey on the current trends of AI applications in precision marketing, taking into account the arrival of great technological advances once we entered the XXI century which included AI and Big Data, therefore, marketing supported the design of its strategies, in the analysis of large amounts of information through virtual mechanisms, which turned out to be of great value for companies globally, flexible in the face of changes and determined to make the most of technological advances in communication and data analysis. The aforementioned article reviews the AI approaches that have been and are applied in the area of precision marketing in the literature, which have been subdivided into three categories, namely: Machine Learning, Data Mining and Recommendation Systems. As a result, the paper finds that RF, SVM, and NN, for machine learning, K-means, Naïve Bayes, and CHAID Decision Tree for data mining, and collaborative filtering for recommendation systems provide better results in the literature. The above, in response to the need to identify which are the most useful applications in the three categories mentioned above, so this result provides useful recommendations to companies interested in carrying out tasks such as searching,

analyzing and interpreting large volumes of information that will then be processed to give rise to more effective strategies in terms of marketing. (El Koufi & Belangour, 2023)

Distribution Of Scientific Production By Country Of Origin

Figure 4 shows how scientific production is distributed according to the country of origin of the institutions to which the authors are affiliated.

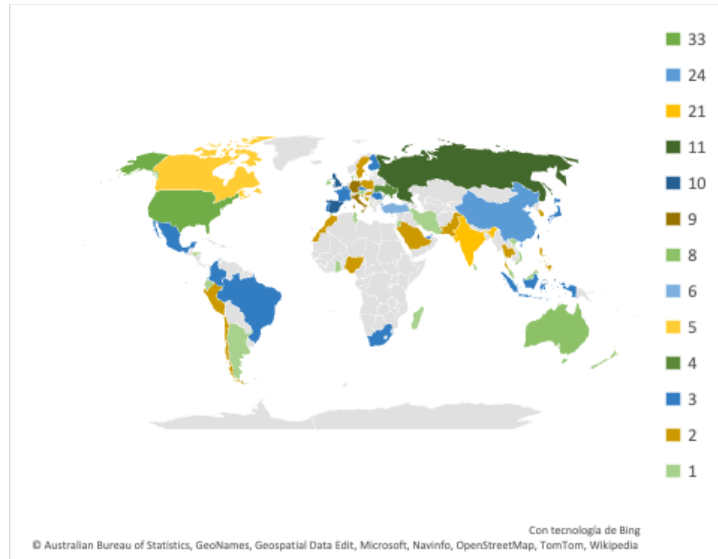


Figure 4. Distribution of scientific production by country of origin.

Source: Authors' elaboration (2024); based on data provided by Scopus.

The United States was the country with the highest number of publications indexed in the Scopus database with a total of 33 documents registered during the period 2018-2023, followed by China with 24, India with 21 and Russia with 11. From the above, it can be inferred that the management of large volumes of information as proposed through Big Data, is of course, absolutely necessary, especially in countries with a large population, as is the case in the aforementioned countries, so the work of companies, for the analysis of data and their subsequent decision-making, today it is almost mandatory to use technological tools capable of interpreting this entire set of vital information for the design and implementation of marketing strategies. Latin American countries are also present in the count of research works related to Marketing and the solutions provided through tools designed from engineering; Brazil, Mexico and Colombia contribute 3 documents each, related to the aforementioned topic. Of the registered works by authors affiliated with Colombian institutions, the one entitled "Marketing information systems in the management of COVID-19" stands out, which precisely manages to compile the relevant information on the contribution that information systems have in the management of marketing during the time of health contingency due to Covid-19 and how companies can prepare for possible similar events in the future. in terms of directing marketing strategies in this type of situation. (Ruiz Andrade, Omaira Cecilia, Verjan Quiones, & Robledo Fernandez, 2021)

Distribution Of Scientific Production By Area Of Knowledge

Figure 5 shows the distribution of the preparation of scientific publications based on the area of knowledge through which the different research methodologies are implemented.

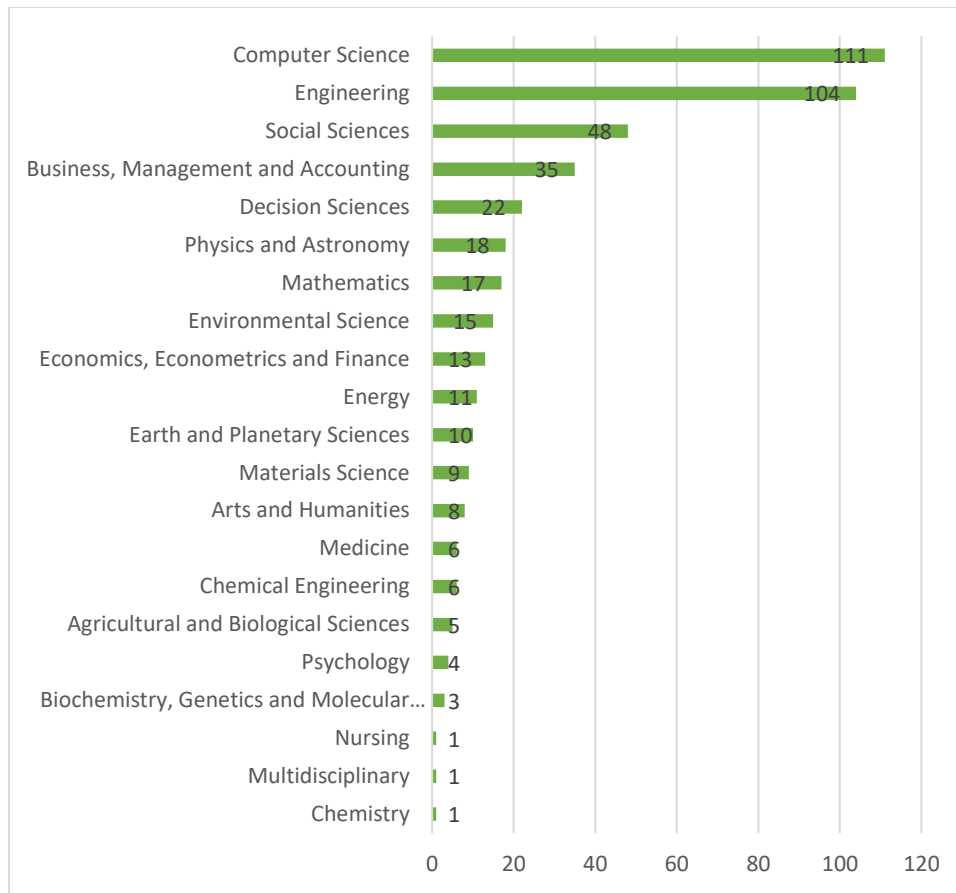


Figure 5. Distribution of scientific production by area of knowledge.

Source: Own elaboration (2024); based on data provided by Scopus

Computer Science turned out to be the area of knowledge that had the greatest influence within the writing and publication of research papers related to the development of engineering solutions for marketing and communication, due to the very nature of the study a total of 111 documents based their methodologies on theories associated with this area. In second place, Engineering with 104 publications, and, in third place, Social Sciences with 48. The directly impacted area of knowledge, Business, Administration and Accounting ranks fourth with 35 publications among which is the article entitled "Exploring the economic impact of the integration of commercial technology in interactive art of new media and visual communication design" whose objective was to examine how emerging technologies in new media art, such as augmented reality (AR), virtual reality (VR) and interactive digital platforms, are revolutionizing the design of visual communication therefore impacting commercial activity in each economic sector. It is undeniable the contribution that aspects such as AR exert on commercial strategies, such as the experience provided to potential customers and even to current customers, the design of marketing and advertising strategies can help arouse interest in the public, as well as create the desire to acquire a product or service. The above, added to the economic benefit that the inclusion of this type of technology in their organizational culture can bring to companies, since, through this strategy, they can open up to new markets, bring new customers and even retain current ones. (Yin, 2023)

Type Of Publication

In the following graph, you will see the distribution of the bibliographic find according to the type of publication made by each of the authors found in Scopus.

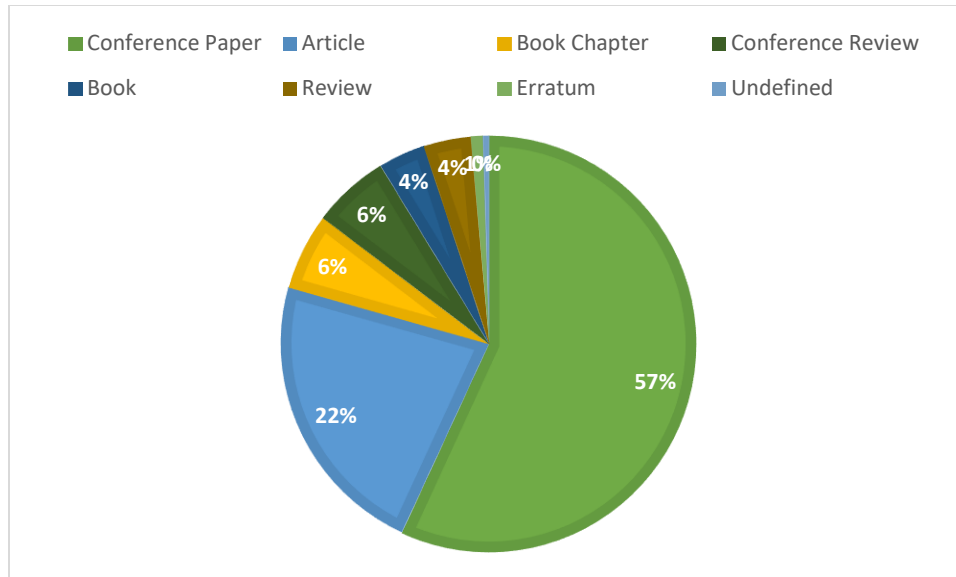


Figure 6. Type of publication.

Source: Authors' elaboration (2024); based on data provided by Scopus.

57% of the papers identified by executing the proposed search in the Scopus database correspond to Conference Papers. 22% Journal Articles, and 6% Book Chapters. Within this last typology is the document entitled "Integration of corporate marketing and digital public relations materials in LSP courses" whose objective was to present a project on the integration of authentic digital corporate marketing and public relations materials in LSP courses for engineering and economics students. It is expected that, once the proposed project is executed, digital PR and marketing materials will be involved in the organization to enhance the LSP program student experience. (Bovtenko, Kuchina, & Morozova, 2020)

CONCLUSION

Thanks to the bibliometric analysis proposed for the writing of this review article, it is possible to conclude that countries such as the United States, Russia, India and China, with an extremely large population, are those that apply the greatest effort to research regarding the handling, storage, analysis and interpretation of large volumes of information due to the demands present in the market derived precisely from the amount of data that is completely usable in the design of commercial and marketing strategies by small, medium and large companies, since this represents an opportunity for the growth of the field of action of each of the organizations present in a market as competitive as those of the countries mentioned above, and how this data processed through Big Data tools can become raw material for the development of routes aimed at the search for new customers, loyalty of current customers and a closer management with them such as CRM strategies where it is sought to consolidate a direct and lasting relationship with each of the consumers of certain products and/or services. On the other hand, it is important to highlight the contribution that technological advances in engineering issues for information and communication have on marketing, they are studied through theories immersed in the area of Computer Science mostly, which allow highlighting the functionality of technological advances based on the realization of plans and projects related to the area of marketing in organizations and as dependent processes of this specific area, can be more efficient and effective if the different technological resources available to it are taken advantage of. However, the economic benefits perceived by companies that take advantage of each digital or technological resource to improve their communication with the different stakeholders is remarkable since it can seek new markets, generate increases in demand, optimize resources in production chains, and have a more direct relationship with consumers and customers, both potential and current. Once the results expressed in this document have been presented, it is possible to affirm that the contribution of engineering to marketing and communication is highly positive in improving all the processes that comprise decision-making based on data processing.

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