

# MARKETING 5.0

AND

## MARKET TRANSFORMATION

FOR INNOVATION AND SUSTAINABLE GROWTH  
IN EMERGING ECONOMIES



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# **Marketing 5.0 and Market Transformation for Innovation and Sustainable Growth in Emerging Economies**



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# **Marketing 5.0 and Market Transformation for Innovation and Sustainable Growth in Emerging Economies**

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First Impression: March 2026

**Marketing 5.0 and Market Transformation for Innovation and Sustainable Growth in Emerging Economies**

**ISBN:** 978-93-49359-78-9

**DOI:** <https://doi.org/10.5281/zenodo.19150702>

Rs. 799/- (\$80)

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Published by:  
Empyreal Publishing House

## Preface

The global marketing landscape is experiencing an unprecedented transformation driven by rapid technological advancements, evolving consumer expectations, and the growing emphasis on sustainable and responsible business practices. In recent years, the emergence of Marketing 5.0 has signaled a new phase in marketing thought and practice, where organizations integrate advanced technologies such as artificial intelligence, machine learning, big data analytics, and digital platforms with a human-centric approach to value creation. This paradigm shift reflects the need for businesses not only to adopt technological innovations but also to align them with ethical, social, and sustainability considerations. The edited volume **“Marketing 5.0 and Market Transformation for Innovation and Sustainable Growth in Emerging Economies”** seeks to examine the evolving dynamics of marketing in an era characterized by digital intelligence and complex market environments. As organizations increasingly operate in digitally connected ecosystems, traditional marketing approaches are being reshaped by technologies that enable deeper customer insights, personalized engagement, and data-driven decision making. At the same time, businesses are being called upon to address broader societal challenges, including environmental sustainability, inclusive growth, and responsible technological adoption. Emerging economies present a particularly interesting and important context for examining these transformations. While these economies offer significant opportunities for innovation, market expansion, and entrepreneurial growth, they also face unique structural and institutional challenges. Issues such as digital infrastructure gaps, regulatory complexities, resource constraints, and diverse consumer segments shape the ways in which marketing strategies are implemented and adapted. Understanding how organizations navigate these complexities while leveraging digital technologies is therefore essential for both scholars and practitioners.

This book brings together a collection of scholarly contributions that explore various dimensions of Marketing 5.0 and market transformation. The chapters examine key themes such as digital marketing strategies, artificial intelligence in marketing decision making, machine learning applications in consumer behavior analysis, market orientation, strategic foresight, and the role of innovation in driving market performance. Several contributions also highlight the importance of trust, transparency, and ethical considerations in building long-term relationships between brands and consumers in digitally mediated markets. A distinguishing feature of this volume is its focus on the intersection of technology, strategy, and sustainability. While technological tools have greatly enhanced the ability of organizations to analyze markets

and engage customers, their effective use requires thoughtful integration with human values and long-term strategic objectives. Marketing 5.0 emphasizes the idea that technology should augment human capabilities rather than replace them, enabling organizations to create more meaningful and inclusive forms of value for customers and society. The chapters in this book adopt diverse perspectives and methodological approaches, including conceptual discussions, systematic literature reviews, and analytical examinations of contemporary marketing practices. Collectively, they contribute to a deeper understanding of how marketing is evolving in response to digital transformation and how organizations can leverage emerging technologies to foster innovation and sustainable growth. By bridging theoretical insights with practical implications, this volume aims to support academics, researchers, industry professionals, and policymakers who seek to understand and navigate the rapidly changing marketing environment. This book also aims to stimulate further scholarly dialogue on the future of marketing in emerging economies. As digital technologies continue to evolve and reshape market structures, new research questions will emerge regarding consumer behavior, platform ecosystems, ethical data usage, and sustainable business models. It is our hope that the discussions presented in this volume will inspire future research that advances knowledge in these important areas. Ultimately, the purpose of this edited volume is to highlight how Marketing 5.0 can serve as a strategic framework for organizations seeking to innovate responsibly, build resilient market systems, and create sustainable value for multiple stakeholders. In doing so, the book contributes to the broader conversation about the role of marketing in shaping a more inclusive, technologically advanced, and sustainable global economy.

## **Acknowledgements**

The completion of this edited volume represents the collective effort and support of numerous individuals and institutions, and we would like to take this opportunity to express our sincere gratitude to all those who contributed to this endeavour. First and foremost, we extend our deepest appreciation to the chapter authors whose scholarly contributions form the foundation of this book. Their research, intellectual insights, and commitment to advancing knowledge in the field of marketing have made this volume both meaningful and impactful. We are grateful for their dedication and for the time and effort they invested in developing high-quality chapters. We would also like to acknowledge the valuable feedback and suggestions provided by reviewers and academic colleagues during the editorial process. Their constructive comments played an important role in enhancing the clarity, coherence, and academic rigor of the chapters included in this volume. Our sincere thanks are extended to the publishing team for their guidance and professional support throughout the publication process. Their assistance in managing editorial timelines, formatting requirements, and production activities ensured the smooth and successful completion of this book. We also acknowledge the support of our respective institutions and colleagues who continue to foster an environment that encourages research, innovation, and academic collaboration. Their encouragement and institutional support have been instrumental in making this project possible.

Finally, we express our heartfelt gratitude to our families and friends for their patience, encouragement, and unwavering support throughout the journey of compiling and editing this volume. Their understanding and motivation have been invaluable in bringing this project to completion. We sincerely hope that this book will contribute to the ongoing academic discourse on Marketing 5.0, digital transformation, and sustainable market development, and that it will serve as a valuable resource for researchers, practitioners, and students interested in understanding the future of marketing in emerging economies.

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## ABOUT THE BOOK

*Marketing 5.0 and Market Transformation for Innovation and Sustainable Growth in Emerging Economies* examines the evolving role of marketing in the age of digital transformation and advanced technologies. As businesses operate in increasingly dynamic and competitive environments, organizations in emerging economies must adopt innovative marketing strategies that combine technology with human-centered approaches.

This book explores the concept of Marketing 5.0 and its application in modern markets through the integration of artificial intelligence, big data, automation, and digital platforms. It highlights how technology-driven marketing can enhance customer engagement, improve decision-making, and create personalized consumer experiences. The authors discuss how organizations can transform traditional marketing practices into more agile, data-driven, and innovative systems capable of responding to rapidly changing consumer behavior.

A key theme of the book is sustainable growth and responsible marketing in emerging economies. It emphasizes the importance of innovation, ethical business practices, and inclusive market development in achieving long-term economic and social progress. The book also addresses contemporary issues such as digital consumer behavior, market innovation, and strategic transformation in developing markets.

Written for academicians, researchers, students, and industry professionals, this book provides valuable insights into how marketing innovation can drive sustainable development and competitive advantage in emerging economies.



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