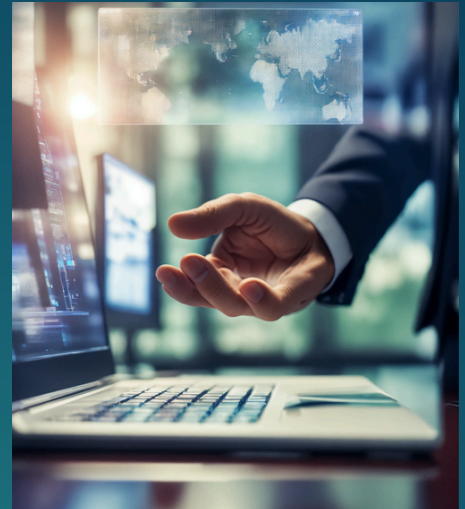




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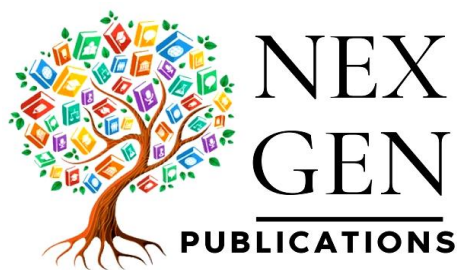
AI, Digital Transformation and Strategic Breakthroughs



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Ms. Kirti Tanwar



The Future of Service Marketing: AI, Digital Transformation and Strategic Breakthroughs



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The Future of Service Marketing: AI, Digital Transformation and Strategic Breakthroughs

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Preface

The rapid evolution of technology and consumer behavior is reshaping the landscape of service marketing. As businesses strive to stay ahead in an increasingly digital world, artificial intelligence (AI), digital transformation, and strategic innovations have emerged as critical drivers of success. This book explores the future of service marketing, offering valuable insights into the disruptive trends that are redefining customer engagement, personalization, and operational efficiency.

AI is revolutionizing service marketing by enabling predictive analytics, automation, and hyper-personalization, allowing businesses to anticipate customer needs and deliver seamless experiences. Digital transformation is no longer optional but a necessity, with companies leveraging data-driven strategies, omnichannel marketing, and immersive technologies to create compelling brand interactions. Strategic breakthroughs, including new business models, sustainable marketing approaches, and customer-centric innovations, are shaping the next era of service marketing.

Through an in-depth analysis of emerging trends, real-world case studies, and expert perspectives, this book provides a comprehensive roadmap for businesses, marketers, and strategists looking to thrive in the future service economy. It serves as a guide to understanding the intersection of AI, digital transformation, and strategic innovation, equipping readers with the knowledge to navigate an ever-evolving market landscape.

As we stand on the brink of a new era, service marketing is not just about meeting expectations—it is about exceeding them through continuous innovation. This book invites you to explore the future of service marketing and uncover the strategies that will drive success in a world driven by technological advancements and shifting consumer dynamics.

Acknowledgement

The completion of this book, *The Future of Service Marketing: AI, Digital Transformation, and Strategic Breakthroughs*, would not have been possible without the guidance, support, and encouragement of several individuals and organizations.

First and foremost, I extend my deepest gratitude to industry experts, researchers, and marketing professionals whose insights and contributions have enriched this work. Their extensive research, case studies, and real-world applications have provided invaluable perspectives on the evolving landscape of service marketing.

I am profoundly thankful to my mentors and colleagues for their unwavering support, constructive feedback, and intellectual discussions that helped refine and enhance the depth of this book. Their expertise and encouragement have been instrumental in shaping the concepts and ideas presented here.

I also express my heartfelt appreciation to my family and friends for their patience, motivation, and constant encouragement throughout this journey. Their belief in my vision and commitment to excellence has been a driving force in bringing this work to fruition.

Lastly, I extend my sincere gratitude to my readers—business leaders, marketers, academicians, and students—who seek to explore the future of service marketing. I hope this book serves as a valuable resource in navigating the dynamic world of AI-driven and digitally transformed marketing strategies.

This work is dedicated to all those who aspire to innovate, adapt, and lead in the ever-changing world of service marketing.

Would you like any refinements or additions to personalize it further?

Dr. Preeti Gahlot

Dr. Monika

Ms. Kirti Tanwar

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About the Authors



Dr. Preeti Gahlot is an accomplished Assistant Professor at Maharaja Surajmal Institute, affiliated with Guru Gobind Singh Indraprastha University (GGSIP) in Dwarka, Delhi, specializing in Marketing. With over nine years of experience in academia, Dr. Gahlot has previously served at several esteemed institutions across Delhi and the NCR, where she has been instrumental in shaping future marketing professionals. Holding a doctorate in Marketing, Dr. Gahlot's expertise spans consumer behavior, digital marketing strategies, and brand management. Her dedication to advancing knowledge in her field is evident through her numerous research publications in Scopus, Web of Science, and UGC CARE journals, alongside several book publications that contribute to both academic and professional communities. Known for her engaging and research-driven approach to teaching, Dr. Gahlot inspires students to apply theoretical insights to real-world marketing challenges, fostering a dynamic learning environment that prepares them for the evolving market landscape.



Dr. Monika is a dedicated academic professional with a Ph.D. in Marketing from Jodhpur National University, an MBA in Human Resources and Marketing from GGSIPU, and a BBA in Banking and Insurance from GGSIPU. Currently, she serves as an **Assistant Professor (Resource Faculty)** at **Netaji Subhas University of Technology, Dwarka, New Delhi**, where she specializes in delivering impactful lectures, evaluating student performance, and mentoring future professionals. Previously, she worked as an **Assistant Professor (Management) & HR** at **Fairfield Institute of Management and Technology**, combining academic instruction with human resource responsibilities, including staff management and student engagement. Her career began as an **Administrative Officer** at **Indraprastha International Sr. Sec. School, Jhajjar**, where she managed institutional operations and liaised with government authorities. Dr. Monika has several research publications in **UGC CARE** and **Scopus-indexed journals**, reflecting her commitment to academic excellence and scholarly contribution. With a rich blend of academic, research, and administrative expertise, she is dedicated to fostering a dynamic learning environment and contributing to institutional growth.



Ms. Kirti Tanwar is a dedicated research scholar at Jiwaji University, Gwalior (M.P.), currently pursuing her Ph.D. She holds a Master of Business Administration (M.B.A.) and a Master of Commerce (M.Com.), reflecting her strong academic foundation in business and finance. With over **six years of experience in academia**, Ms. Tanwar brings a wealth of knowledge and practical insights to her field. Her academic pursuits focus on contemporary issues in commerce and management, emphasizing both practical applications and theoretical frameworks. With a keen interest in advancing research, Ms. Tanwar is committed to contributing innovative insights and fostering academic excellence. Her research reflects an analytical approach and a dedication to bridging the gap between academic theory and industry practice. Her academic journey is marked by continuous learning, a commitment to scholarly excellence, and a drive to deliver impactful research that aligns with modern business challenges.



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