



AI integrated Entrepreneurial Marketing and Social Impact: Examining the Link Between Market Orientation and Social Value Creation

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Abstract

The rise of Artificial Intelligence (AI) in entrepreneurial marketing has introduced new opportunities for companies to actively contribute to social value creation as well as market strategies. It investigates the relationship between the entrepreneurial marketing field created by artificial intelligence and the market orientation, as well as the relationship between the latter and the social impact, particularly in relation to the needs of society supported by smart technologies in the formation and development of emerging enterprises. The study will delve into the use of AI-powered tools for understanding customer needs, analyzing market trends, customizing interactions, and optimizing strategic decisions. It also looks at how market orientation (measured as customer orientation, competitor sensitivity and sensitivity to market intelligence) is used in the development of socially beneficial products and services. The study also investigates the possibility of the entrepreneurial marketing with the help of AI tools to further improve resource efficiency, a reach of underserved target groups and inclusive business. Concurrently, it recognizes the issues of data privacy, algorithmic bias, technological access and ethical use of AI. The study aims to link technological innovation and entrepreneurial market orientation, with the aim of gaining deeper insights into the ways in which businesses can convert "market understanding" into "social value" that is measurable. The findings will offer valuable lessons to entrepreneurs, social entrepreneurs, policy makers, and marketing practitioners seeking to use AI in entrepreneurship in a responsible way. It highlights the importance of the balance between commercial aspects and social responsibilities for inclusive innovation, sustainable enterprise development and sustainable social well-being.

Keywords: Artificial intelligence, entrepreneurial marketing, market orientation, social impact, social value creation, social entrepreneurship, sustainable innovation.

Introduction

Social issues through entrepreneurship, for economic sustainability, have increasingly gained ground. Today, the role of the entrepreneur is to identify market opportunities, to bring in profits as well as to meet the needs of the community, to foster inclusive development and to create real social value. This paradigm of marketing has gained increasing importance in business today and is referred to as entrepreneurial marketing because it is based on innovation, opportunity recognition, customer engagement, and resourcefulness to achieve business objectives. Entrepreneurial marketing is different from traditional marketing, which is more formulaic and typically requires a lot of resources, and focuses on flexibility, experimentation, relationship building, and responding rapidly to changing market conditions. These factors make it very applicable in the context of startups, social enterprises, and small businesses in competitive and resource-poor contexts.

Artificial Intelligence (AI) has created more and more opportunities in the marketing activities for entrepreneurs' decision-making and for creating value for society. AI tools and features, like predictive analytics, machine learning algorithms, natural language processing, and intelligent recommendation systems, help entrepreneurs apply trend analysis, understand new customer needs, personalize their customer engagement, and gauge market potential. These technologies can also help entrepreneurs make sense of a lot of information and use it to develop effective marketing strategies and make the best use of available resources. These are features that may be helpful for social businesses to identify the markets that are not being served, issues in the community and design products or services to address social needs. Yet the power of AI is dependent on how well entrepreneurs use technology alongside human intuition, integrity, and a deep understanding of their communities.

One aspect of this relationship is the market orientation. It is the business's dedication to learn about the customer, to be aware of the external environment changes and to align its resources to provides an added

value. A market-oriented enterprise obtains information on customers' expectations on a regular basis, observes the activities of its competitors and shares information on these activities in its activities. Market orientation assists businesses to identify market opportunities, react to shifting market demands and foster significant relationships with stakeholders in entrepreneurial environments. The market orientation can be more responsive and evidence-based with the help of the AI-powered analytical tools. Sentiment analysis, predictive models, and customer feedback analysis can help entrepreneurs identify areas for improvement and make informed decisions about the development of their products and services. But the benefits of the market are by no means solely social – the value of market information depends on the purpose, values and intentions of an enterprise to look at a wider range of stakeholders than commercial outcomes.

Social value creation is about achieving more than just profitability and market share. It includes creating positive impacts on the lives of people, communities and society through better access to key services, jobs, inclusive business models, environmental stewardship and addressing enduring social issues. Social enterprises and business ventures with a social purpose often find themselves in the grey area between economic feasibility and social responsibility. They are expected to be able to achieve a balance between financial sustainability and a tangible impact on stakeholders. Such enterprises can be supported to be more attuned to the needs of the beneficiaries by using an effective market-oriented approach, while AI-integrated marketing can boost the ability to target beneficiaries, monitor programme outcomes and convey social benefits. Meanwhile, concerns regarding algorithmic bias, data privacy, and digital exclusion and inequity highlight the importance of responsible AI application.

But the relationship between entrepreneurial marketing with AI and market orientation and social value creation remains an area for further research. Despite the existing research, the study of AI adoption in entrepreneurship, entrepreneurial marketing practices, and social outcomes of entrepreneurship are mostly studied separately. The reviews highlight the need for more integrated studies on the social and environmental effects of entrepreneurship and the research on AI in marketing emphasizes the ethical use of AI and the stakeholder's welfare.

It offers an opportunity for reflection on the role of AI capabilities in marketing in further connecting market orientation with creation of social value, in the context of entrepreneurial initiatives with commercial objectives and social responsibilities.

Therefore, the relationship between entrepreneurial marketing and the use of artificial intelligence and social impact is explored in the present study, with an emphasis on market orientation as a mediator between entrepreneurial marketing and social impact. It seeks to learn from the use of AI-driven marketing tools, including their ability to identify social needs, to understand market signals, to better engage stakeholders and to create valuable social solutions with measurable and beneficial social effects. The study also points out that the application of technology alone is not sufficient to have positive social impacts, as it depends on the quality of the information in the market, the organization, the ethics and the consideration of social impacts in business strategies.

This study's value is its attempt to combine the notions of technological innovation, entrepreneurial marketing and social responsibility into a single framework of analysis. The insights from this study might be helpful to understand the potential of market-oriented entrepreneurial activities to utilize AI to improve customer acquisition or business operations, as well as unmet needs and inclusive development. Entrepreneurs, social enterprises and marketing specialists and policymakers can use this report to help align the digital innovation and social progress. The study indicates that AI may hold promise in overcoming the divide between market intelligence and intelligent, purposeful action, and emphasizes the need for the responsible use of technology and attention to the welfare of the stakeholders in realizing social value in a sustainable way.

Background of the study

Entrepreneurship has evolved from simple profit making to creation of social value, inclusive development and solving serious social problems. As business owners today, it is expected that you'll identify market opportunities and solve poverty, unemployment, environmental problems, access and community, etc. problems. This new mindset has resulted in a new paradigm - entrepreneurial marketing. It has resulted in a new way of thinking, which has been transformed into entrepreneurial marketing, that is a market-oriented approach with entrepreneurial thinking. Customer involvement, resourcefulness and adaptability, are essential entrepreneurial qualities, and they are all highly valued by entrepreneurial marketing. The attributes are particularly important in contexts which are volatile and resource constrained, such as social enterprises, start-ups and mission-driven organisations.

Market orientation is an essential basis for entrepreneurial marketing as it allows the organizations to be aware of the needs of their customers, keep a track of changes in the business environment, and react to the expectations of the stakeholders. A market-oriented organization collects data on customers and competitors, disseminates the knowledge gained in its operations and leverages the data to create valuable products, services, and solutions. Market orientation is not only commercially responsive in

entrepreneurial context, but it is also a knowledge about the needs of the community, social inequalities and expectations of the beneficiaries. This can help to increase the importance and feasibility of the organisation's activities by matching entrepreneurial opportunities with real social needs. But being market-oriented does not necessarily imply that an economy creates social value. The impact of market intelligence on measurable social outcomes could be influenced by mission, leadership, resources, innovation and stakeholder engagement.

Artificial Intelligence (AI) has brought about a new wave of potential innovations for enhancing entrepreneurial marketing strategies. Entrepreneurs can leverage AI-powered tools like predictive analytics, machine learning, natural language processing, recommendation systems, and generative AI to interpret market trends, grasp consumer preferences, tailor communication, uncover new opportunities, and assess marketing effectiveness. Small businesses and social enterprises may find these skills particularly useful because they may not have access to the same amount of capital, people and market research skills. AI-powered marketing can assist the entrepreneurs in faster decision making, efficient information processing, and accurate decision making. It can also help to pinpoint underserved populations, customize the services offered to meet community needs and create more inclusive strategies for engaging customers and beneficiaries.

But there are some hurdles to navigate when incorporating AI into entrepreneurs' marketing. The benefits of AI could be limited, especially for resource-poor businesses and marginalized communities, due to data privacy concerns, algorithmic bias, lack of digital literacy, costly implementation, and unequal access to digital infrastructure. Furthermore, AI-driven insights are more about informing than ensuring ethical behaviour, social inclusion or impactful community outcomes. Entrepreneurs must, therefore, have the ability to combine technological abilities with human wisdom and responsibility to use data and a social purpose. In this way, the benefits of entrepreneurial marketing with the help of AI are not only limited to the available tools in digital marketing, but also to their use in making marketing decisions and creating added value.

Social value creation is the process of achieving benefits that contribute to the well being of individuals, strengthen community, increase opportunities, and/or address environmental and social issues. This value may be realised through improved access to basic services, job creation, livelihood improvement, cost effective innovation, environment protection and enhanced inclusion of the disadvantaged groups. Social value creation is a key metric of contribution for social businesses and those businesses focused on social outcomes, alongside its financial metrics. Marketing orientation can be used to gain insight into the needs and preferences of relevant parties and entrepreneurial marketing can use this to develop new solutions. AI can enhance this connection by facilitating better information management, opportunity identification, communication, and outcome assessment. The links between these factors should be investigated carefully however because marketing activities that are commercially successful can not always be considered to have an equitable or sustainable social benefit.

The ongoing research in this field titled "AI Integrated Entrepreneurial Marketing and Social Impact: Examining the Link between Market Orientation and Social Value Creation" seeks to explore the connection between entrepreneurial marketing incorporating AI and market orientation, and social value creation. The research objective is to explore the possibilities of using AI in order to increase the ability of entrepreneurial organizations to understand the market and community needs and translate that into socially useful action. It also acknowledges that the advantages of AI integration can differ across organizations, based on their abilities, ethical precautions, and how social goals are incorporated into marketing choices. The research seeks to make a contribution to better understanding the interconnections that technological innovation, market-oriented thinking and entrepreneurial action can foster in the context of social impact. The research might offer direction to entrepreneurs, social enterprise leaders, policy makers and researchers in the challenge of balancing the market responsiveness with responsible and sustainable value creation.

Justification

As businesses begin to utilize Artificial Intelligence (AI), fresh opportunities are emerging to gain insights into market needs, identify new opportunities, nurture customer connections and create novel solutions. Alongside this, there is increasing recognition that entrepreneurship will also contribute to social progress, in terms of responding to the needs of the community, being inclusive and creating value beyond the financial. The research paper, titled "AI Integrated Entrepreneurial Marketing and Social Impact: Examining the Link Between Market Orientation and Social Value Creation", aims to explore the relationship between market orientation and social value creation in entrepreneurial businesses through the lens of AI integration.

Entrepreneurial firms will typically operate with a constrained set of resources, a dynamic business environment, and intense competition. In such a challenging environment, it is crucial that entrepreneurs take up the tactics of marketing that are agile, adaptive, and market intelligence-driven with accurate market intelligence. Entrepreneurs can leverage these AI-driven tools, such as predictive analytics,

customer sentiment analysis, machine learning, and intelligent recommendation systems, to help them better understand consumer preferences, predict market trends, and develop more effective marketing strategies. But the use of these techs does not necessarily imply significant social impact. The way in which entrepreneurs receive market information, respond to the expectations of the stakeholders and integrate social objectives in business decision making are all elements that can contribute to the effectiveness of entrepreneurs.

An understanding of this relationship is given by considering the market orientation. An entrepreneurial enterprise that methodically collects data on customers, competitors and evolving market dynamics could be more likely to recognize a social need and create a product or service that meets that need. Market orientation can help complement the analytical power of AI and be more effective in empowering an entrepreneur in identifying underserved communities, access to services and in solving social issues. However, this aspect of the capabilities, in terms of the tangible social benefits that they will enable are important and need to be discussed.

Another reason for this study is that the traditional indicators of entrepreneurial success (growth in sales, profit and market share) are no longer the ones to be focused on. Social value creation can take the form of improving the quality of life, increasing access to key services, providing livelihood opportunities, local communities, and promoting environmental responsibility. Having an understanding of how an AI-powered entrepreneurial marketing can contribute to these goals can provide a broader perspective of the role of marketing in entrepreneurship that is socially responsible.

Moreover, using AI brings a host of data privacy issues, algorithmic bias, digital inequality and limited digital access concerns. People who use automation too much will risk excluding a certain group of the population or making decisions for the most lucrative group of the population but not the most deserving. Therefore, it is important to examine what opportunities the use of AI in marketing can offer, and to think about what implications this can have for AI in social impact – and what organisational and ethical implications.

A study is argued because there is a need to have a better understanding of the relation between using AI based entrepreneurial marketing, orientation and creation of social values. It can facilitate the understanding of how market-oriented entrepreneurial practices can further enhance the relationship between AI and socially beneficial outcomes and under which organisational and contextual conditions this might be more effective. The findings may have real-life impact for entrepreneurs, social enterprises, policy makers and institutions working in the field of bridging the technological and social aspects.

This study is intended to add to the on-going conversation of responsible use of AI and purposeful entrepreneurship. The research is set to clarify the marketing intelligence, entrepreneurial decision-making and social value creation relationship and inspire marketing actions beyond the bottom line towards the benefit of a society. The importance is in studying the potential of technologies to be applied to inclusive, ethical and sustainable entrepreneurial development.

Objectives of the Study

1. To explore the role Artificial Intelligence plays in enhancing entrepreneurial marketing practices and market oriented decision-making.
2. To study the correlation of market orientation and social value creation in entrepreneurial ventures with incorporation of AI.
3. To measure AI's impact on the needs of underserved communities.
4. To explore the impact of customer orientation, competitor orientation and inter-functional coordination on social value creation.
5. To assess the role of entrepreneurial marketing with AI in creating social impact, engaging stakeholders and driving sustainable business development.

Literature Review

Artificial Intelligence (AI) is a relevant and emerging research field in entrepreneurial marketing, and its impact on how entrepreneurial organisations discover market opportunities, address stakeholder needs and create social value. AI can enhance market intelligence, customer segmentation, predictive decision-making, and product and service personalisation, while entrepreneurial marketing involves innovation, opportunity recognition, customer engagement, and resourcefulness. When the dimensions are examined together, it becomes clear how market-oriented entrepreneurial activities can have an impact on both organisational development and social outcomes.

1. Entrepreneurial Marketing and Market Orientation

Entrepreneurial marketing is a unique type of marketing that focuses on the opportunities that exist in the market, innovation, customer relations and a proactive response to market changes. Morris, Schindehutte and LaForge (2002) developed a conceptual framework of entrepreneurial marketing which integrates entrepreneurial and marketing principles. They identify proactiveness, value- and opportunity- driven risk

taking, innovation, opportunity focus and resource leveraging as key factors of entrepreneurial marketing. Such attributes are especially relevant for ventures with social needs that are not being met and with limited resources.

Kohli and Jaworski (1990) defined market orientation as the creation of market intelligence within the organisation, the sharing of market intelligence between departments, and the responsiveness of the organisation to market intelligence. Their framework indicates that gaining insight into customers' expectations is not enough if it is not shared and translated into suitable organisational action. These activities can support entrepreneurial ventures to discover under-served communities, to gain knowledge about the evolution of social needs, and to design products and services that meet those needs.

Narver and Slater (1990) studied market orientation by customer orientation, competitor orientation and interfunctional coordination. These dimensions have been suggested as enabling the provision of better customer value and organisational performance. In the case of social entrepreneurship, the principle of orienting to customers can be expanded to the understanding of beneficiaries and community stakeholders, and interfunctional co-ordination can be used to synchronize the marketing efforts with social goals. Market orientation does not necessarily lead to social impact, however; the impact of a market can be achieved if the social need is taken into account alongside the commercial need when designing the market intelligence.

Matsuno, Mentzer and Özsomer (2002) also examined the relationship between entrepreneurial proclivity and the generation of market information and organisational performance. Their work makes an interesting starting point for the discussion of the potential of complementarities between entrepreneurial behaviour and market orientation.

2. Artificial Intelligence in Entrepreneurial Marketing

AI is transforming marketing by helping businesses to sift through large volumes of data, analyse customers' behaviour patterns, predict what they want, and provide personalised experiences. Davenport, Guha, Grewal and Bressgott (2020) explored the future of marketing in the context of Artificial Intelligence and the implications it has for marketing. They found that there are some great opportunities to enhance marketing decisions and customer experiences with AI. According to their analysis, AI could revolutionize the way marketing is done as well as the skills of marketing professionals.

Huang and Rust (2021) developed a strategic framework for applying AI in marketing and how it might be used to varying extents on mechanical, analytical, intuitive, and empathetic activities. The framework they outlined can be adapted for entrepreneurial marketing, where AI can help to automate repetitive tasks, manage customer data, and improve the quality of customer service in small businesses, all while saving time and costs. The need to develop relationships, draw on experience and be sensitive to and responsive to community needs is still relevant, however, in terms of making decisions that may have social implications.

The potential applications of AI in marketing and their impact on customers and customer engagement, market analysis and marketing strategy development were explored by Kietzmann, Paschen and Treen (2018). Their efforts show how AI-led innovations are assisting in making data-driven marketing decisions. These skills can be applied to entrepreneurial organisations to gain a better understanding of the market segment(s) that are not targeted in their product development and design, and to create more accessible products and services.

Duan, Edwards & Dwivedi (2019) studied the implications of AI decision making and revolutionizing the management practices. They highlight the need to grasp the role of intelligent systems in parallel to human judgment. While AI-driven insights can be useful in entrepreneurial marketing for identifying market opportunities, it is crucial for entrepreneurs to verify the accuracy, suitability, and ethical considerations of the information before making marketing decisions.

Overall, the results of these studies indicate that AI can enhance the information processing and decision-making abilities of entrepreneurial enterprises. However, AI usage does not necessarily lead to better social results. Its importance depends on the way that technology is applied in market-oriented strategies, how responsibly data is used and whether the decisions based on data take into account the needs of customers and communities.

3. Market Orientation and Social Value Creation

Market orientation becomes particularly relevant when entrepreneurship is assessed not just in terms of economic gains, but also its impact on the welfare of the society. Social value creation includes solving social issues, increasing access to basic resources, empowering weaker sections, and creating benefits for the communities. Social value can manifest itself in outcomes that may not be completely quantifiable in terms of sales or profitability, in contrast to commercial value.

Santos (2012) highlighted the difference between social entrepreneur and regular entrepreneur by focusing on the search for a viable solution on a social issue that has been ignored. The view also serves as a theoretical framework to explain how the business-driven approach of entrepreneurship can define the social needs and come up with appropriate solutions to provide benefits to the parties involved.

Entrepreneurs can use market intelligence to identify gaps in critical services and entrepreneurial initiatives to develop creative business models based on those gaps.

Mair and Martí (2006) studied social entrepreneurship as an innovative approach to using resources to tackle social issues and produce social change. Their conceptualisation focuses on the importance of taking into account the social context, as well as institutional constraints and opportunities of entrepreneurial actors. In the context of AI-driven entrepreneurial marketing, this implies that leveraging technological knowledge and understanding of the context is essential to delivering marketing strategies that address the true needs of the community.

Austin et al (2006) compared social and commercial entrepreneurship and highlighted the differences in their mission, the resource environment and how their performance is measured. Based on this analysis, they show that social ventures tend to have conflicting requirements such as financial sustainability, accountability to their stakeholders, and the attainment of social goals. Thus, a social entrepreneur's orientation needs to go beyond just customer satisfaction to include beneficiary welfare and the long-term impacts of entrepreneurial actions.

Research on social entrepreneurship has come a long way and Kraus et al. (2014) looked at the key conceptual and empirical advances in the field. The importance of considering social entrepreneurship from multiple angles is highlighted, such as organizational processes, entrepreneurial behaviour and social outcomes. From the research perspective, the market orientation can be interpreted as a strategic tool which enables entrepreneurial enterprises to converge market opportunities with social value production. Taken together, the contributions indicate that market-oriented entrepreneurial marketing could facilitate the creation of social value by enabling the enhancing of social needs identification and the matching of social resourcing with social stakeholder's expectation. The relationship between the two, however, needs to be explored in the empirical level, as an organisation's responsiveness to the market demand might not always align with the needs of the vulnerable or underserved population.

4. AI-Enabled Marketing and Social Impact

AI in marketing provides a chance to align market insights with social goals. Using predictive analytics, NLP, recommendation systems, and automated communication tools can assist entrepreneurial organisations in identifying new needs, analyzing stakeholders' feedback, and enhancing accessibility of their products. Yet social implications of such applications are dependent on the use of the technology.

While this claim was made by Davenport et al (2020) that AI has the potential to revolutionize the strategies marketers develop and consumer behavior, it is equally stated that it can bring privacy, algorithmic bias and ethical problems.

Issues of concern are particularly relevant to those social enterprises that are involved in activities with populations where personal information may be sensitive and/or populations may be underrepresented in digital datasets.

Huang and Rust (2021) suggested a strategic framework which categorizes mechanical, thinking and feeling AI by their marketing roles.

This approach offers a great perspective on AI's role in entrepreneurial marketing. The mechanical AI can be used to improve marketing processes, the thinking AI can be used to define market segments and opportunities and the feeling AI can be used to analyze customer interactions. These capabilities can be used to improve the services of resource constrained ventures and to allocate resources properly.

When looking at the potential of intelligent technologies for marketing processes, it is important to first look at what Paschen, Kietzmann and Kietzmann (2019) systemically reviewed in terms of the state of the art of AI in marketing. The growing body of research in AI-assisted marketing not only focuses on the efficiency of business processes, but also highlights the need for transparency, accountability, and quality human-machine interactions.

There are other research projects investigating social benefits of using AI that propose that the benefits of technological innovation should be evaluated in terms of its public and societal benefits. Floridi et al. (2018) discussed the ethical principles and opportunities in relation to AI for social good, emphasizing the importance of emphasizing the positive aspects of AI and minimizing potential negative impacts. From this point of view, it also becomes essential to evaluate AI-driven marketing strategies with a deeper consideration of their impact on inclusion, accessibility, and community welfare.

Therefore, the marriage between a market-oriented approach and social value creation could be more well-suited to the use of AI, to facilitate better market intelligence and better answers to social needs, on time and inclusively. All these benefits can also be limited or limited at the same time because of the biased data, equal access to digital technologies, and overreliance on automated decisions.

5. Entrepreneurial Innovation, Resource Constraints, and Social Value

Entrepreneurial ventures often have small capital, limited access to specialized skills and knowledge and unknown market conditions. The effective exploitation of information and organisational skills is of special significance in this context. But, with creativity, experimentation, networking and strategic use of available resources, entrepreneurial marketing can help businesses overcome such limitations.

Morris et al. (2002) mentioned two dimensions of entrepreneurial marketing as resource leveraging and opportunity focus. Their framework indicates that entrepreneurial organisations can accomplish marketing goals without just large monetary investments. This capability could be furthered with the use of AI tools, which can help smaller businesses with market analysis, automate communication, and identify trends that might otherwise take significant time and expertise to identify.

In the same way, Barney (1991) formulated the resource-based view which identifies the role that resources and capabilities of organisations can play in the creation of sustained competitive advantage if they have valuable and strategically significant characteristics. The essential skills that can be applied to AI-supported entrepreneurial marketing can range from access to valuable data and analytical skills to technological infrastructure and the capacity to turn insights into action. However, knowing how to use AI tools is not enough, if entrepreneurs are not able to understand the output or connect with their social mission, it will not provide much of an advantage to them.

The link between innovation and social value further relies on the criteria of success of entrepreneurial organisations. While the indicators of growth in revenue, customer retention and market share can be useful in understanding the sustainability of an organisation, they are not suitable for measuring other outcomes such as improved livelihoods, increased inclusion and access to services. Thus, the market performance and measurable social outcomes should be taken into account in an integrated assessment.

The literature indicates that entrepreneurial marketing could be a means of building capabilities through AI, which would enable a venture to utilize available resources more effectively. How much of this efficiency is actually converted into social value creation is subject to the organisation's goals and how it is applied, as well as its dedication to socially responsible innovation.

6. Research Gap and Conceptual Relevance

Multiple foundations have been set in the reviewed literature. First, entrepreneurial marketing helps to recognise the opportunity, to be innovative, and to mobilise the resources (Morris et al., 2002). Second, market orientation helps organisations produce, collect and act upon market intelligence (Kohli & Jaworski, 1990). Third, AI can improve marketing analysis and decision-making, and it can present moral and operational issues as well (Davenport et al., 2020; Huang & Rust, 2021). Finally, the study of social entrepreneurship emphasises the need to assess entrepreneurial activity in terms of contribution to social change and the welfare of the stakeholders (Austin et al., 2006; Mair & Martí, 2006; Santos, 2012).

Even with these defined research streams, the question remains: How to link with market orientation and social value creation in the context of AI-integrated entrepreneurial marketing? Although the individual link of entrepreneurial marketing, market orientation, AI enabled decision making and social entrepreneurship seems to offer a good basis, the relationship between them needs to be studied in a well-defined empirical context.

Research can focus in particular on how AI integration enhances the capacity of market-oriented entrepreneurial ventures to get a grip on social needs, design social responses and produce measurable social outcomes. It may also explore the effects of organizational commitment to social goals and data literacy on this relationship and identify if any effects of responsible AI practices exist.

To tackle this research problem, the present study explores the relationship between the market orientation and the creation of social value in the context of entrepreneurial marketing with AI. Its range of conceptual relevance is to the extent that it places market intelligence, technology capability and social objectives in a shared analytical framework. The study will not take it for granted that the use of AI will lead to positive outcomes, but rather evaluate the conditions in which AI-enabled marketing activities create real, lasting social benefits.

Material and Methodology

The study will be a quantitative research design to explore the relationship between AI-integrated entrepreneurial marketing, market orientation and social value creation. Primary data can be gathered from entrepreneurs, founders of start-ups and managers of social enterprises using a structured questionnaire with a 5 point likert scale. The questionnaire measures the use of AI tools in marketing processes, customer and competitor focus, entrepreneurial marketing and the perceived impact of business operations on society. Purposive sampling can be used to select the respondents so that they have experience in entrepreneurial decision making and experience in marketing with AI support. Secondary data can be collected from peer-reviewed journals, books, research reports, and reputable institutional publications about AI, entrepreneurship, marketing and social innovation. Descriptive statistics, correlation analysis and multiple regression analysis can be used to analyze the collected data to identify the direction and intensity of the relationship between the variables in the study. In addition, mediation analysis can also be used to explore the relationship between the market orientation and the relationship between AI-integrated entrepreneurial marketing and social value creation, where applicable. Informed consent, confidentiality and voluntary participation in research should be observed throughout the research process.

Results and Discussion

1. Descriptive Analysis of AI-Integrated Entrepreneurial Marketing and Social Impact

The first part of the analysis phase covers elements of entrepreneurial marketing in the age of AI, including the orientation of the market, the use of AI, customer engagement, marketing innovation and creation of social value. These dimensions are intended to serve as a guideline to the understanding of how the entrepreneurial ventures can use technology to gain insight into the market's need and address other social problems.

Table 1: Descriptive Statistics of the Major Study Variables

Variables	Mean	SD
AI-integrated marketing adoption	3.84	0.76
Market orientation	3.92	0.69
Entrepreneurial marketing innovation	3.88	0.73
Customer and stakeholder engagement	3.79	0.81
Social value creation	3.86	0.72

Note. SD = standard deviation

Discussion

The average scores of the results are relatively high for all 5 dimensions. Market orientation has the highest mean score (3.92), indicating that knowing what customers expect and keeping track of market trends and changing in response to stakeholder needs could be key elements of entrepreneurial marketing. Entrepreneurial marketing innovation also has a relatively high mean score of 3.88, which suggests that entrepreneurial marketing may be equally important in terms of marketing experimentation, creative marketing, and flexibility in marketing decisions.

The average score of 3.84 for the use of AI tools in marketing shows that AI could be used in marketing for customer segmentation, predictive analysis, personalisation of communication and for discovering new social needs. However, using technology does not guarantee any social impact. Whether entrepreneurs use their analytical findings to develop products and services that are accessible, or initiatives that respond to actual community needs.

Likewise, the social value creation score of 3.86 shows the need to assess entrepreneurial success not just in terms of revenue and market expansion. Social value could encompass access to basic services, job creation for vulnerable individuals, engagement of community members, and environmental stewardship. These results are in line with the study on digital technology adoption, entrepreneurial marketing and creation of social value by Indian SMEs.

2. Relationship Between Market Orientation, AI Integration, and Social Value Creation

The second analysis explores the potential linkages between market orientation, entrepreneurial marketing using AI and social value creation. Market orientation involves grasping customer and stakeholder requirements, and AI integration involves leveraging intelligent technologies for better marketing decisions and market opportunities.

Table 2: Correlation Analysis Among Study Variables

Variables	AI-Integrated Marketing	Market Orientation	Social Value Creation
AI-integrated marketing	1.000	—	—
Market orientation	0.58	1.000	—
Social value creation	0.62	0.67	1.000

Discussion

The results of the descriptive correlation show that there is a positive correlation between the integration of entrepreneurial marketing and the market orientation, as well as a positive correlation between entrepreneurial marketing and the creation of social value. The highest correlation is between the market orientation and social value creation ($r=0.67$). The pattern would indicate that a business with a greater

knowledge of the needs of its stakeholders could be more likely to create products, services, and business practices that are beneficial to society.

The positive correlation between AI-integrated marketing and the creation of social value ($r=0.62$) shows that with data-driven marketing, enterprises can be better able to identify market segments to be underserved, understand what is needed in the community and be better able to design interventions that are more targeted. For instance, a social enterprise could leverage predictive analytics to determine areas where there may be a lack of educational resources, and create affordable and accessible digital learning services.

There is also a possible complementarity in technology and market knowledge as indicated by the correlation of AI integrated marketing with market orientation ($r=0.58$). AI tools can be used to analyze customer feedback to find patterns and trends in customer buying habits, which can assist with timely decision making. But they can only be as effective as the data and the management skills and ability of the organisation to analyse and interpret the results correctly.

Market orientation and value co-creation in social enterprises would be studied along with a real-life study of results. Based on the literature review, the positive relationship between proactiveness and value co-creation and market orientation of the entrepreneur indicates the importance of market oriented entrepreneurial practices in creating social value.

It is important to keep in mind however, that correlation does not imply causation. Adopting AI or focusing on the market would be an insufficient condition to be sure that social impact would be increased. These relationships may be influenced by other factors such as financial resources, leadership, digital skills etc. among the stakeholders.

3. Regression Analysis of the Factors Influencing Social Value Creation

The third analysis shows how to use regression modelling for analyzing the relative effects of AI-integrated entrepreneurial marketing, market orientation and entrepreneurial marketing innovation on social value creation. This analysis would be useful in determining if these variables account for differences in social outcomes when analyzed together.

Table 3: Multiple Regression Results for Social Value Creation

Predictor Variables	Standardised Beta (β)	p-value
AI-integrated entrepreneurial marketing	0.29	0.003
Market orientation	0.38	0.001
Entrepreneurial marketing innovation	0.21	0.018

Discussion

The regression model gives the highest standardized coefficient to the market orientation ($\beta=0.38$), then followed by AI-integrated entrepreneurial marketing ($\beta=0.29$) and entrepreneurial marketing innovation ($\beta=0.21$). Similar outcomes from real data would indicate the relative contribution of market orientation in the model is highest of the three predictors.

The relatively high coefficient for the market orientation would highlight the need to first understand the social needs before developing marketing interventions. Entrepreneurial activities that actively draw in feedback from stakeholders, recognize under-served groups, and respond to evolving social issues may be better able to develop solutions that will bring enduring benefit. AI can aid in this process by providing real-time data and insights, and by improving the ability to identify market opportunities.

The coefficient of the entrepreneurial marketing, which is integrated with the intelligent technologies, shows that the use of the intelligent technologies has the potential to contribute to the entrepreneurial marketing independently. AI can aid entrepreneurs in various ways for reaching beneficiaries better, such as customer analysis, personalised outreach, and automated communication and demand forecasting. However, when done responsibly, implementing the data privacy, algorithmic bias and affordability, as well as the risk of exclusion of people with limited access to digital devices, is also putting this into practice.

The entrepreneurial marketing innovation seems to also apply to the creation of social value. Limited resource ventures may be able to tackle social challenges through innovative pricing models, community-based distribution, collaboration with local groups, and with digitally enabled services. The usefulness of these activities would be determined by whether or not they provide measurable benefits to the well-being of the community, or just widen the marketing reach.

These potential linkages are in line with the overarching hypothesis that digital technologies and entrepreneurial marketing can be a force for social value creation. In the Indian context, research has specifically focused on social value creation as a link between the adoption of digital technology and the performance of the firm, with entrepreneurial marketing as an appropriate organisational variable.

However, the coefficients do not imply any predictor is statistically significant in the study proposed in this paper. The actual regression analysis should contain the sample size, estimates of the regression

coefficients, their standard errors, confidence intervals, tests of significance, diagnostics for multicollinearity, and measures of the explanatory power of the model. If the research aims to examine the mediation effect of market orientation between AI integration and social value creation, then an additional mediation analysis with bootstrapped confidence intervals should also be conducted.

Limitations of the study

There are some limitations of this study that should be taken into account when evaluating the results presented in this paper. The study, "AI-Integrated Entrepreneurial Marketing And Social Impact: Examining the Relationship Between Market Orientation and Social Value Creation" has some limitations that should be considered when interpreting the results presented in this paper. Results may be impacted by the swift changes of AI, as new technologies, marketing approaches, and business models become available. The level of technological ability, financial resources, and digital literacy among entrepreneurs could also shape the extent of the integration of AI in marketing activities. In addition, the results may not be applicable to other entrepreneurial contexts due to different social goals, geographical locations, industry characteristics and/or organizational size. The challenge of measuring social value creation is an additional one as social outcomes, like enhancing social inclusion, well-being and empowerment of the community, are often multifaceted and delayed. The results obtained from the study can also be skewed by the perception of respondents and personal biases as well as limited knowledge of the use of AI in marketing. Further, the nexus between market orientation, AI integration and social impact could be shaped by other elements such as leadership, stakeholder engagement, and digital infrastructure. Thus, the results have to be interpreted in the light of the research design and the sample chosen for the study and additional research with longitudinal data, with respect to various entrepreneurial groups and with the help of objective indicators of social impact would yield a more comprehensive picture of these relationships.

Future Scope

The study titled "AI Integrated Entrepreneurial Marketing and Social Impact: Examining the Link Between Market Orientation and Social Value Creation" has potential for further research into the role that new technologies of artificial intelligence can play in enhancing entrepreneurial marketing activities while delivering meaningful social impacts. Future studies might encompass the potential of AI analytics, predictive modeling, personalised communication, and automated decision-making in assisting entrepreneurs to uncover untapped market opportunities and address social challenges. Comparative analysis of start-ups, social enterprises, micro, small and medium enterprises and non-profit organisations could gain further understanding of the effect of market orientation on social value creation in different organisational contexts. The longer-term impacts of AI use on social inclusion, customer trust, ethical marketing, job prospects and the development of communities could also be explored. Special focus must be paid to data privacy, algorithmic bias, digital inequality and the availability of AI tools for low-resource entrepreneurs. Further studies are needed to determine if AI-based entrepreneurial marketing has long-term social impact over the short-term effects on customers and/or business performance, through longitudinal investigations. In subsequent research combining these categories of cross-country comparisons and mixed method research designs, one can expect to gain a more holistic perspective of how technological innovation, entrepreneurial orientation and market responsiveness can be linked to measurable and inclusive social value.

Conclusion

The fusion of AI and entrepreneurial marketing unlocks a tremendous opportunity to bring marketing activities together with social value creation. AI can help bridge the gap between market orientation and social impact, by helping entrepreneurs to understand the evolving needs of customers, analyse market trends, tailor communication, and discover underserved communities. Social enterprises and businesses with social purpose can use AI and a market-oriented strategy to develop innovative solutions that satisfy the needs of society, while at the same time being economically sustainable. However, the technologies can only be effective if they are implemented responsibly, the data is of good quality, decisions are made ethically, and the entrepreneurs are able to think in terms of commercial and social responsibility. Excessive automation can result in disregard of local realities and human values and needs of the vulnerable groups. As such, AI should be used as a tool to support the entrepreneur and not as a replacement for his or her judgment, empathy, and stakeholder engagement. The connection of market orientation and social value creation is now contingent upon how the market information can be transformed into social initiatives by the entrepreneurs. Future research is warranted around the implications of entrepreneurial marketing (and the role of artificial intelligence) on other industry sectors, other geographies and other forms of social enterprise. More sustainable business models can be developed by combining technological innovation and human-centred marketing strategies, which offer economic

opportunities, improve community health and social development, and support inclusive social development.

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