

3-2 Final Project One: Annotated Bibliography

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Source 1

Vidrih, M., & Mayahi, S. (2025). *Generative AI-Driven Storytelling: A New Era for Marketing*.

CREATUS.AI & Islamic Azad University. <https://arxiv.org/pdf/2309.09048>

This scholarly paper explores the transformative role of generative AI in marketing, emphasizing how AI-driven storytelling can personalize consumer experiences, enhance engagement, and improve conversion rates. It presents real-world applications from companies like Netflix, Coca-Cola, and Stitch Fix, and discusses technical frameworks such as recurrent neural networks (RNNs) and transformers. The authors also address ethical concerns, including bias, data quality, and transparency, and offer recommendations for responsible AI adoption in marketing. The source is highly relevant to the topic of AI-powered immersive storytelling and content personalization. It provides both theoretical and practical insights into how generative AI can be used to craft emotionally resonant and personalized narratives, which is central to my final project's theme. Its strengths lie in its comprehensive coverage, scholarly depth, and inclusion of future research directions. While its conceptually rich, the paper is not peer-reviewed in a traditional journal, which may limit its academic rigor slightly. However, its structured methodology, extensive references, and relevance to current industry practices make it a strong scholarly source for the annotated bibliography.

Source 2

Kamińska, A. M. (2025). *Tailoring scientific knowledge: How generative AI personalizes academic reading experiences*. Publications, 13(2), 18. <https://www.mdpi.com/2304-6775/13/2/18>

This peer reviewed article investigates how generative AI can personalize academic content to suit different reader profiles. Kaminska uses two distinct personas – a digital humanities researcher and a mining industry specialist – to demonstrate how AI-generated summaries can adapt the same scholarly articles to meet diverse informational needs. The study highlights the potential of AI to reduce information overload, improve accessibility, and enhance user engagement in academic publishing. It also addresses challenges such as oversimplification, bias, and ethical concerns related to transparency and accountability. The source is highly relevant to the topic of AI-powered content personalization. It provides a concrete example of how generative AI can tailor information delivery, which support the broader theme of immersive and adaptive storytelling. Its strengths include a clear methodology, practical application, and scholarly rigor. While it focuses on academic reading rather than entertainment or marketing, its insights into personalization and user-centric design make it a valuable addition to this annotated bibliography.

Source 3

Kujore, V., Adebayo, A., Sambakiu, O., & Segbenu, B. S. (2025). *Transformative role of generative AI in marketing content creation and brand engagement strategies*. GSC Advanced Research and Reviews, 23(3), 001–011.

<https://gsconlinepress.com/journals/gscarr/sites/default/files/GSCARR-2025-0145.pdf>

This peer-reviewed article explores how generative AI is revolutionizing marketing by transforming content creation, personalization, and brand engagement. The authors examine the integration of technologies such as large language models, image generators, and predictive analytics, showing how these tools enable marketers to produce content efficiency, and consumer engagement metrics. It also addresses challenges including content authenticity, brand voice consistency, and ethical concerns related to AI-generated materials. The article concludes with best practices and future directions for implementing generative AI in marketing strategies. This source is highly relevant to my topic on AI-powered immersive storytelling and content personalization, especially within branding and marketing contexts. It offers both strategic and technical insights that supports this annotated bibliography. Its strengths include scholarly rigor, practical relevance, and a comprehensive framework for understanding how AI is reshaping consumer-brand interactions.

Source 4

Manoharan, J. (2024). *Navigating the digital marketing field: The role of AI and emotional storytelling in consumer engagement*. American Journal of Computer Science and Technology, 7(4), 130–137.

<https://sciencepublishinggroup.com/article/10.11648/j.jcst.20240704.13>

This peer-reviewed article examines how artificial intelligence enhances emotional storytelling in digital marketing to drive consumer engagement. Manoharan uses a mixed-methods approach, combining survey and interviews, to assess how AI-driven narratives influence brand loyalty and purchasing behavior. The study found that 98% of participants recalled story-based branding, and 67% reported that emotional storytelling

influenced their buying decisions. The paper emphasizes that while AI can personalize and scale content delivery, human-centered storytelling remains essential for authenticity and emotional resonance. The source is highly relevant to the topic on AI-powered immersive storytelling and content personalization, particularly within branding and marketing. It provides empirical evidence of how AI can amplify emotional impact in consumer-facing narratives. Its strengths include a clear methodology, strong data insights, and practical relevance to marketing strategy.

Source 5

Gladwell, M. (Host). (2025, July 15). *L'Oréal and IBM: AI-powered beauty* [Audio podcast episode]. In *Smart Talks with IBM*. iHeartRadio. <https://www.iheart.com/podcast/1307-smart-talks-with-ibm-79842497/episode/loreal-and-ibm-ai-powered-beauty-285944471/>

This podcast episode features Malcolm Gladwell exploring the collaboration between L'Oréal and IBM to integrate artificial intelligence into cosmetic formulation. The discussion highlights how AI is being used to enhance product sustainability, innovation, and personalization in the beauty industry. The episode provides a behind-the-scenes look at L'Oréal's research center and explains how data-driven insights are reshaping product development. The source is highly relevant to the topic of AI-powered immersive storytelling and content personalization, as it demonstrates how AI can tailor beauty products to individual needs and preferences – an example of personalization in consumer experiences. It also reflects how storytelling around technology can be used to engage audiences and build brand narratives. As a podcast, the source offers engaging commentary but lacks the depth and rigor of peer-reviewed research. It is a paid advertisement from IBM, which introduces potential bias in favor of the company's

technology. However, its accessibility and real-world application make it a strong supplementary source for illustrating industry use cases.

Source 6

Sinai, O. (2025, April 7). *How AI is making immersive experiences more powerful*. Rock Paper Reality. <https://rockpaperreality.com/insights/extended-reality/how-ai-is-making-immersive-experiences-more-powerful/>

This article explores how artificial intelligence is revolutionizing immersive technologies such as virtual reality (VR) and augmented reality (AR). It highlights how AI enhances personalization, responsiveness, and emotional engagement in immersive experiences. The author, Omead Sinai, draws on industry examples and strategic insights to show how brands are leveraging AI to create dynamic, user-adaptive environments that blend digital and physical worlds. The piece also emphasizes the growing role of generative AI in crafting real-time narratives and visuals. This source is highly relevant to my topic on AI-powered immersive storytelling and content personalization. It provides practical examples of how AI is used to tailor experiences to individual users, which supports my final project's focus on personalized digital media. Its strengths include clarity, accessibility, and real-world applicability. It is also authored by a recognized strategist in the immersive tech space and published by a reputable agency. This is a strong factual source for illustrating current trends and industry practices.

Source 7

Ketchen, E. (2025, June 9). *How AI can turn data into meaningful customer experiences*. Forbes Communications Council.

<https://www.forbes.com/councils/forbescommunicationscouncil/2025/06/09/turning-data-into-meaningful-customer-experiences-ais-role-in-personalization/>

In this Forbes article, Emily Ketchen, CMO at Lenovo, discusses how AI transforms raw data into personalized customer experiences. She highlights the shift from generic marketing to hyperpersonalization, citing a Statista survey where 64% of consumers preferred brands that tailored their messaging. The article explains how tools like Adobe GenStudio help marketers create targeted content faster and more efficiently, reducing production time from weeks to hours. It also explores how AI enables brands to discover new audiences and deliver relevant content across multiple platforms. This source is highly relevant to the top of AI-powered content personalization in branding. It offers practical, real-world insights in an accessible format, making it a strong factual addition to this annotated bibliography. Its industry perspective complements the scholarly sources by showing how AI is actively shaping marketing strategies in the field.

Source 8

Miller, A. (2025, January 15). *AI-driven personalization: Transforming marketing strategies for 2025 and beyond*. M7. <https://millermedia7.com/ai-driven-personalization-transforming-marketing-strategies-for-2025-and-beyond/>

This article by Anthony Miller explores how AI-driven personalization is revolutionizing marketing by delivering tailored content and interactions in real time. It highlights how brands like Netflix and Coca-Cola use AI to analyze customer behavior and generate dynamic campaigns. The article covers techniques such as behavioral segmentation, psychographic profiling, and adaptive email marketing, showing how AI enhances

engagement and conversion rates. It also emphasizes the importance of ethical data use and maintaining brand authenticity. The source is a valuable addition to this annotated bibliography, offering digestible insights into how AI supports immersive storytelling and personalization in branding. Its clear language and practical examples make it ideal for illustrating current trends and complementing more academic perspectives.