

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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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.

Table of Contents

Title of Chapters	Page No.
FOSTERING BUSINESS EXCELLENCE THROUGH ESG: EVIDENCE FROM INDIAN CORPORATIONS	1 – 12
<i>Anjali Yadav and Prof. (Dr.) Madhurima</i>	
BEYOND AUTOMATION: HUMAN-CENTRIC INNOVATION AND SUSTAINABLE VALUE CREATION IN INDUSTRY, SOCIETY, AND MARKETING 5.0	13 – 23
<i>Abhishek Pandey and Dr. Hannah Hameed</i>	
MARKETING STRATEGY IN UNCERTAIN ENVIRONMENTS: A SYSTEMATIC REVIEW OF STRATEGIC FORESIGHT, INNOVATION, AND MARKET PERFORMANCE	24 – 34
<i>Nishu Kumar and Dr. H. Theresa Darlong</i>	
THE ROLE OF SOCIAL AND SUSTAINABLE ENTREPRENEURSHIP IN ADVANCING SUSTAINABLE DEVELOPMENT IN DEVELOPING ECONOMIES	35 – 46
<i>Dr. Pooja Gupta</i>	
MARKETING 5.0 AND MARKET TRANSFORMATION: A CONCEPTUAL FRAMEWORK FOR SUSTAINABLE VALUE CREATION IN DEVELOPING ECONOMIES	47 – 66
<i>Anjana Tripathi and Vatsala Thakur</i>	
GREEN AI: LEVERAGING INTELLIGENT SYSTEMS FOR GLOBAL SUSTAINABILITY AND THE 2030 AGENDA	67 – 89
<i>Cheena Sharma and Prachi Sharma</i>	

MARKETING 5.0 AND DIGITAL TRANSFORMATION: A SYSTEMATIC REVIEW OF BRAND EQUITY AND CUSTOMER-CENTRIC VALUE CREATION 90 – 103

Himanshu Kumar and Dr. Santhi Narayanan

ARTIFICIAL INTELLIGENCE-ENABLED MARKETING 5.0: CONSUMER DECISION-MAKING, SUSTAINABILITY, AND DATA-DRIVEN FINANCIAL PERFORMANCE 104 – 120

Iqbal Husain and Abhinanda Bhattacharya

MARKETING 5.0 IN THE ERA OF SOCIETY 5.0: TECHNOLOGY-DRIVEN STRATEGIES FOR HUMAN-CENTRIC VALUE CREATION 121 – 133

Moitri Baruah and Akangkhyia Gogoi

ARTIFICIAL INTELLIGENCE IN MARKETING 5.0: EXAMINING CONSUMER BEHAVIOUR THROUGH A BEHAVIOURAL FINANCE LENS 134 – 149

Gunjan, Iqbal Husain and Amarpreet Kaur

MARKET ORIENTATION AND DIGITAL MATURITY IN CONTEMPORARY MARKETING: A SECONDARY REVIEW OF INNOVATION AND PERFORMANCE OUTCOMES 150 – 162

Rajan Kumar and Himanshu Kumar

INDUSTRY 5.0, SOCIETY 5.0, AND MARKETING 5.0: A HUMAN-CENTRIC AND SUSTAINABLE REVIEW OF EMERGING DIGITAL PARADIGMS 163 – 172

Dr. Irshad Ahmad Para and Abhishek Pandey

THE ALGORITHM OF INTUITION: HOW MARKETING 5.0 LEVERAGES AI FOR PERSONALIZED CUSTOMER JOURNEYS 173 – 182

Sahil Soni and Sugandh Johary

MARKETING 5.0 AND THE FUTURE OF BRANDS: BALANCING INNOVATION, TRUST, AND CONSUMER VALUES 183 – 193

Adeela Younis, Tanya Katiyar and Dr. Kiran

MARKET EVOLUTION BEYOND SELLING: MEANING, VALUE CO-CREATION, AND INSTITUTIONAL DYNAMICS 194 – 210

Geetanjali

THE IMPACT OF DIGITAL MARKETING AND MACHINE LEARNING ON CONSUMER BEHAVIOUR AND CUSTOMER LOYALTY 211 – 223

Kumar Anubhav and Dr. (CS) Rakesh Sharma

DIGITAL TRANSFORMATION AND SUSTAINABLE GROWTH: A MARKETING 5.0 PERSPECTIVE IN EMERGING ECONOMIES 224 – 232

Pratima Shukla, Dr. Zia Afroz and Athar Khaki

DIGITAL TRANSFORMATION AND SUSTAINABLE GROWTH: A MARKETING 5.0 PERSPECTIVE IN EMERGING ECONOMIES

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ABSTRACT

Significant changes have been observed in consumer behavior and business practices due to the rapid development of digital technology, especially in the context of emerging markets. This research paper attempts to understand the implications of Marketing 5.0 on the process of digital transformation and sustainable development, with a special emphasis on the case of India. Marketing 5.0 combines the application of advanced technology like artificial intelligence, big data, and automation with a humanistic approach to improve customer engagement and decision-making processes. The major factors influencing the process of digital transformation have been identified as internet connectivity, the adoption of smartphones, the growth of electronic commerce, and government initiatives. The research has also explored the implications of the process of digital transformation on consumer behavior and business practices. The major challenges to the process of digital transformation include the digital divide, skill gaps, and data privacy issues. The research has found that Marketing 5.0 can act as a strategic tool to achieve sustainable and inclusive growth in the context of emerging markets.

Keywords: Marketing 5.0, Digital Transformation, Emerging Economies, India, Artificial Intelligence.

1. INTRODUCTION

The growth of digital technologies over the last decade has dramatically changed the way consumers behave, as well as the way businesses operate, across the globe. The emerging markets, especially India, have witnessed rapid digitalization, driven largely by the growth of the internet, the penetration of smartphones, and the development of digital payment systems. The Digital India initiative, as well as the Unified Payment Interface, has also accelerated the digitalization process.

In the above context, Marketing 5.0 has introduced a new dimension of marketing, wherein digital technology has been merged with the 'human touch' to meet the changing demands of consumers (Kotler et al., 2021). Unlike other forms of traditional marketing, Marketing 5.0 has introduced the concept of personalization, real-time engagement, as well as data-driven decision-making. It has been contended in the study that the implementation of Marketing 5.0 can play a vital role in the sustainable growth of emerging markets.