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Introducing the Concept of Marketing in the Era of Artificial Superintelligence: Preparing for the Next Global Shift

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ABSTRACT

Nowadays, it is undeniable that the world is undergoing a significant phase of adopting artificial intelligence (AI) technology. As a result, the use of AI has been rapidly increasing across the globe. This trend is generally seen as a positive development, as AI technology offers numerous benefits to society and nearly every type of organization, including businesses. One clear advantage is the ability to disseminate information efficiently to users of AI technology. However, the evolution of AI does not stop here. The next wave of technological advancement is expected to involve Artificial Superintelligence. At present, relatively this technology has not yet been widely introduced to society, but it is likely that we will gradually move in this direction. It is well understood that any new technology takes time to be fully accepted and adopted. To help narrow the gap in adopting this emerging technology, this study focuses on how businesses can prepare themselves for the arrival of super intelligence. More specifically, the study concentrates on the marketing aspect. The findings of this research will be valuable not only for businesses but also for a wide range of organizations. Individuals, too, may eventually benefit from this technological advancement.

1. Introduction

The advent of artificial intelligence (AI) has ushered in a new era in which many business functions are increasingly shaped by algorithmic decision making, automation, and data-driven insight. In recent years, organizations across industries have deployed AI for customer segmentation, personalized promotion and recommendation systems [1]. Such applications have already begun to transform marketing practices pushing firms to compete on the basis of data capabilities, model sophistication, and agility [1]. As AI grows in adoption and sophistication, firms increasingly recognize that this is not merely a technological upgrade but a strategic shift that touches on organizational culture, capabilities, and governance [1, 2].

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Yet, the trajectory of AI may not end at what we currently call "intelligence." Scholars and futurists speculate about the next big leap which is Artificial Superintelligence (ASI) [3]. ASI is a system or agent whose cognitive capabilities exceed that of the best human minds in virtually all domains [3]. While ASI remains largely theoretical today, trends in research on general intelligence, self-improvement, and recursive learning suggest it may not remain purely speculative forever [4]. The shift from AI to ASI may not simply be a matter of scaling existing models, but could require radical architectural change and emergent meta-learning [5]. Because ASI can potentially outperform human reasoning, planning, creativity, and adaptation continuously, a business that underestimates or ignores it may be unprepared for profound changes in competition, consumer expectations, and marketing dynamics.

In spite of the excitement around AI and the speculative interest in ASI, the marketing literature remains largely silent about how businesses should prepare for this transition. Most existing research focuses on narrow AI applications: chatbots, predictive analytics, personalization, recommendation engines, and marketing automation [2, 6]. There is limited work that explicitly contemplates ASI's impact on marketing strategy, structure, and models. This is a gap in both theoretical and practical knowledge. Without a forward-looking lens, firms may fall behind when the shift accelerates. Moreover, readiness and marketing strategy grounded in AI and may not suffice for ASI's radical capabilities.

Therefore, this article aims to introduce and conceptually explore "Marketing for ASI", also called Synthetic Intelligence Marketing (SIM). In this light, the objective of this research is threefold: (1) to synthesize and critically examine existing literature on AI in business and marketing, (2) to identify gaps and challenges specifically relevant to an ASI future, and (3) to propose a conceptual research agenda for how organizations might prepare marketing functions for the ASI era. By doing so, this article contributes to both marketing theory by extending thinking to a post-AI world and managerial practice by offering guidance for proactive readiness rather than reactive adaptation.

2. Background and Conceptual of Artificial Intelligence

Artificial intelligence (AI) has emerged as one of the most transformative technologies shaping global industries, with marketing being one of the most significantly influenced domains. AI can be understood as the simulation of human intelligence by machines that are programmed to learn, adapt, and make decisions based on data-driven processes [7]. The concept of AI has gradually expanded from rule-based expert systems to more advanced forms of machine learning and deep learning, enabling marketing activities such as customer segmentation, demand forecasting, and personalized recommendations [8]. In Asia, particularly in Malaysia, the adoption of AI in marketing has accelerated in line with national digital economy policies such as Malaysia's Digital Economy Blueprint, which emphasizes the importance of AI to strengthen competitiveness in both domestic and global markets [9]. This reflects how the conceptual foundations of AI are not merely technical but closely intertwined with strategic business practices and government policies.

A critical conceptual evolution in this space is the shift from artificial intelligence towards the more advanced notion of artificial superintelligence (ASI). While AI represents machine systems that replicate certain human cognitive functions, ASI refers to intelligence that surpasses human capabilities across almost all dimensions of reasoning, problem-solving, and creativity [3]. The marketing discipline has only begun to imagine the implications of ASI, with concerns ranging from hyper-personalization to the potential automation of strategic decision-making itself [10]. In the Asian context, where diverse consumer behavior is influenced by cultural, religious, and socio-economic factors, the movement from AI to ASI could raise unique challenges in balancing efficiency

with ethical and cultural sensitivity [11]. For Malaysia, where Islamic values and multicultural dynamics play significant roles in shaping consumer preferences, conceptualizing ASI in marketing requires careful consideration of how synthetic intelligence might affect trust, authenticity, and inclusiveness in customer engagement strategies.

To clarify these concepts, it is also important to consider how the global narrative of AI and ASI has been localized in Asia. In countries such as China, Singapore, and South Korea, governments have actively positioned AI as a national priority, linking it to long-term industrial competitiveness and national security [12, 13]. Malaysia has taken a more gradual yet consistent approach, focusing on AI applications in small and medium enterprises (SMEs), agriculture, and the creative economy, which are sectors that strongly influence marketing activities [14]. This regional experience suggests that while AI adoption is widespread, the conceptual leap towards ASI in marketing is still underexplored, particularly in Southeast Asia. Discussions around ASI often remain debates, leaving a gap in understanding how emerging markets will navigate the risks and opportunities.

Hence, the discussion highlights the progression of artificial intelligence from rule-based systems to sophisticated applications that increasingly shape marketing strategy. However, the emerging concept of artificial superintelligence raises more complex questions about its potential to surpass human decision-making capacities. Although the adoption of AI is accelerating under the influence of national digital policies and sectoral priorities, the transition toward ASI remains largely speculative and under-theorized. This gap indicates that more attention is required to understand how such advanced technologies might influence not only efficiency and personalization but also issues of trust, inclusivity, and ethical responsibility in marketing practice. To address these concerns, the following literature review examines existing scholarship on AI and ASI in marketing, providing a critical foundation for situating this study within the broader academic debate.

3. Literature Review

3.1 Artificial Intelligence in Marketing

Artificial intelligence has become one of the most widely discussed innovations in the marketing field, largely because of its ability to transform traditional practices into data-driven and customer-centric strategies. AI in marketing is commonly defined as the use of advanced computational systems, such as machine learning and natural language processing to support or replace human intelligence in tasks related to market analysis, consumer engagement, and decision-making [15]. Scholars have observed that AI technologies are increasingly embedded in customer relationship management, digital advertising and product recommendation systems [16]. For example, recommender systems used by global e-commerce platforms such as Amazon and Alibaba rely heavily on machine learning models to personalize product offerings, which has set a benchmark for marketing practices in Asia as well [17]. In Malaysia, AI adoption has gained traction particularly in the retail and banking industries, where chatbots, automated service platforms, and targeted promotions are being introduced to enhance consumer experiences [18]. This demonstrates that AI is not just a technological tool but also a marketing enabler that reshapes the competitive dynamics across industries.

At the same time, the previous studies highlight both opportunities and limitations of AI in marketing. On the one hand, AI allows firms to process large-scale unstructured data, uncover hidden consumer patterns, and deliver hyper-personalized campaigns that increase conversion rates [19]. On the other hand, concerns have been raised about data privacy, consumer trust, and algorithmic bias which can undermine the long-term benefits of AI adoption [6]. This is particularly relevant in Asia where diverse cultural values shape consumer perceptions of trust and privacy in digital

interactions. Studies in Malaysia and Indonesia, for instance, suggest that Muslim consumers are more cautious about how their personal information is used by companies, linking it to broader ethical and religious considerations [20]. Therefore, while AI promises efficiency and personalization, its integration into marketing requires sensitivity to the ethical and cultural context of different regions.

From a regional perspective, the pace of AI-driven marketing differs significantly across Asia. Countries such as China, South Korea, and Singapore have already embedded AI into national innovation policies, resulting in widespread corporate adoption of AI marketing applications [13]. In Malaysia, AI-driven marketing is still in the early stage, but initiatives such as the Malaysia Digital Economy Blueprint (MyDIGITAL) have emphasized the role of AI in enhancing competitiveness, including in marketing-related sectors such as tourism, financial services, and creative industries [9]. These initiatives suggest that lots of countries are actively creating a foundation for AI in marketing but has yet to fully realize its potential compared to more advanced economies. This gap in practice also opens opportunities for research and knowledge development, particularly in exploring how AI tools can be adapted for small and medium-sized enterprises (SMEs) or any company setting.

Finally, previous studies increasingly argue that AI in marketing should not only be viewed as a tool for efficiency but also as a driver of innovation in customer experience and strategic management. For example, [19] argue that AI provides new capabilities for real-time market sensing, which helps firms remain agile in dynamic environments. In Malaysia, tourism operators are beginning to experiment with AI-driven sentiment analysis on social media platforms to adjust their promotional strategies in real-time, particularly to attract domestic and international tourists after the COVID-19 pandemic [21]. Similarly, in the retail sector, AI-driven chatbots are being localized language capabilities, showing how AI marketing in Asia must adapt to multilingual and multicultural realities. Hence, the literature clearly establishes AI as an evolving marketing paradigm, with unique regional adaptations and challenges that must be understood.

3.2 Readiness for Disruptive Technologies

The concept of organizational readiness for disruptive technologies has been widely discussed in the literature, especially as businesses increasingly confront rapid technological changes that alter markets and customer expectations. Organizational readiness is generally defined as the extent to which a company possesses the necessary resources, culture, leadership, and employee mindset to successfully adopt and integrate new technologies [22]. This readiness is not only about technological infrastructure but also includes managerial vision, workforce adaptability, and the organization's ability to address ethical and cultural implications. Several frameworks highlight that readiness requires alignment of strategy, structure, and human capabilities to create a supportive environment for technological transformation [23]. In Asia, where economies vary greatly in digital maturity, organizational readiness often reflects national policies and societal attitudes toward technology adoption.

A significant part of readiness lies in addressing the skills gap that often accompanies the introduction of disruptive technologies. As automation, artificial intelligence, and soon artificial superintelligence (ASI) reshape industries, employees require not only technical literacy but also critical thinking, creativity, and ethical reasoning [24]. The World Economic Forum (2020) has consistently emphasized that future jobs will demand hybrid skills that combine data analysis, digital communication, and cultural awareness. In Malaysia, however, studies indicate that many organizations still face shortages in AI and digital marketing expertise, particularly within small and medium enterprises (SMEs), which dominate the economic structure [14]. This skills shortage creates

hesitation in adopting advanced systems, as businesses are concerned about whether their employees can effectively manage and sustain new technologies. Moreover, within the broader Asian region, workforce preparedness varies significantly; for instance, South Korea and Japan are better equipped with skilled professionals, while developing economies in Southeast Asia lag behind in digital literacy, creating disparities in organizational readiness [13].

Infrastructure is another dimension that strongly influences readiness for disruptive technologies. Advanced systems such as AI and potential ASI require reliable broadband, cloud computing services, cybersecurity mechanisms, and regulatory support to ensure smooth integration [25]. Countries with well-established digital ecosystems, such as China and Singapore, provide fertile ground for businesses to adopt disruptive technologies quickly, while others face challenges due to inadequate digital infrastructure. In Malaysia, despite significant progress through initiatives like the Malaysia Digital Economy Blueprint (MyDIGITAL), many rural areas continue to face connectivity issues that restrict the ability of businesses, particularly SMEs, to fully leverage AI-powered marketing tools [9]. This uneven distribution of infrastructure limits overall readiness and creates digital divides that may become more pronounced when ASI systems emerge, as they will demand even higher levels of technological capability.

Beyond technical aspects, readiness also depends on ethical awareness and leadership commitment. As organizations adopt more autonomous technologies, concerns about privacy, transparency, and consumer data protection have become central to building trust [26]. Leaders who demonstrate ethical responsibility and communicate clearly about the purpose of adopting disruptive technologies are more likely to gain consumer acceptance. In Asia, cultural factors play an important role in shaping trust. For example, consumer trust is influenced not only by transparency but also by values connected to religion and cultural norms, particularly in relation to data use and advertising ethics [27]. This indicates that businesses must adapt their ethical frameworks to local sensitivities while preparing for the broader global shift towards ASI. Strong leadership that emphasizes continuous learning, ethical responsibility, and strategic foresight is therefore crucial in ensuring readiness.

Finally, consumer trust remains a cornerstone of organizational readiness. Even if businesses invest heavily in infrastructure and employee training, a lack of consumer acceptance can hinder the success of disruptive technologies [28]. Trust is especially fragile when it comes to technologies that handle personal data, automate decisions, or interact directly with customers. Research shows that in Asia, customers often approach AI with both curiosity and skepticism, appreciating convenience but fearing surveillance and misuse of personal information [29]. In Malaysia, studies in the banking and retail sectors indicate that consumer trust in AI-enabled marketing tools depends heavily on clear communication, perceived usefulness, and the ability of firms to demonstrate fairness [28]. Therefore, readiness for disruptive technologies requires a holistic approach that integrates not only internal preparedness but also external factors such as customer trust and social acceptance. Without this balance, organizations may face significant resistance as they move toward adopting more advanced systems such as ASI.

3.3 Barriers and Enablers to ASI Adoption in Marketing

The literature suggests that while artificial superintelligence (ASI) holds enormous potential for transforming marketing, organizations will face significant barriers before this technology can be successfully integrated. One of the most frequently discussed barriers is the cultural resistance within firms and societies. Studies show that employees often resist new technologies because they fear job loss, skill obsolescence, or loss of decision-making autonomy [24]. This concern is likely to be

amplified with ASI, which may go beyond simple automation and begin to replace creative and strategic functions traditionally performed by humans [30]. In Malaysia and other Asian contexts, cultural values such as hierarchy and respect for authority may influence how employees respond to ASI adoption. For example, firms with rigid hierarchical structures may find it harder to empower employees to collaborate with ASI systems, as decision-making is often centralized and resistant to change [28]. On the consumer side, skepticism about fairness, transparency, and cultural fit may slow down acceptance of marketing campaigns designed by autonomous systems.

Financial and technological limitations also serve as strong barriers to ASI adoption in marketing. ASI systems, once available, will demand sophisticated infrastructure, high processing power, and secure data ecosystems, which may not be affordable for many firms, particularly SMEs [25]. The cost of investing in ASI could therefore widen the gap between large corporations and smaller businesses in Asia, similar to what has already been observed in the adoption of AI-based tools [14]. Moreover, regulatory uncertainty presents another barrier. Governments in Asia are still developing clear policies around AI ethics, data governance, and accountability [13]. Without clear regulations, firms may hesitate to adopt ASI-driven marketing due to fear of legal liabilities or reputational damage.

Another enabling factor is the emphasis on education and training programs that build digital and ethical competencies among employees. The World Economic Forum 2020 emphasizes the importance of reskilling initiatives to close the gap between technological advancements and workforce readiness. In Malaysia, universities and training institutions have started to introduce programs on digital marketing analytics, AI literacy, and data ethics, which are essential foundations for working alongside ASI systems [31]. Building consumer trust is equally critical as an enabler. Firms that prioritize transparency, ethical advertising, and cultural sensitivity are more likely to earn acceptance from consumers, which is essential in multicultural societies across Asia [32]. By demonstrating fairness and aligning ASI-driven campaigns with local values, businesses can turn consumer trust into a competitive advantage. Taken together, the barriers and enablers identified in the literature suggest that ASI adoption in marketing will not simply be a matter of technical readiness but also of social, cultural, and institutional alignment. Countries in Asia that invest in infrastructure, education, and regulatory clarity while respecting cultural sensitivities are likely to move faster towards embracing ASI in marketing practices. This is highlights the importance of contextualizing ASI adoption frameworks according to regional realities rather than assuming a universal path of adoption.

3.4 Futuristic Marketing and the Role of ASI

The emergence of artificial superintelligence (ASI) has prompted scholars and practitioners to rethink the future direction of marketing, particularly how branding, consumer behavior, and organizational decision-making may be reshaped in an environment where machines possess cognitive abilities that go beyond human intelligence. ASI is conceptually distinct from current AI because it is not limited to narrow tasks; instead, it holds the potential to analyze vast consumer datasets, predict preferences with greater accuracy, and autonomously craft marketing strategies that adapt to evolving market environments [33]. Theoretically, this could lead to branding strategies that are hyper-personalized, where consumers interact with brands in real time through intelligent systems capable of simulating emotional and cultural understanding. In Asia, where cultural diversity plays a central role in consumer decision-making, the ability of ASI to decode multilayered consumer identities could create significant opportunities for firms seeking to position themselves globally while maintaining local relevance [34]. However, these opportunities come with new challenges, as

overdependence on autonomous systems may raise issues of consumer trust, ethical accountability, and cultural sensitivity in highly diverse markets.

In terms of consumer behavior, ASI introduces a paradigm where decision-making is not only influenced but potentially guided by predictive models that anticipate consumer needs before individuals even become aware of them. This possibility aligns with the concept of anticipatory marketing, where predictive analytics are used to design interventions at the right moment and context [16]. If fully realized through ASI, such systems could blur the boundaries between persuasion and manipulation, raising concerns about consumer autonomy and privacy. In Asian economies with fast-growing digital populations, this could intensify debates around ethical marketing practices, particularly in sectors like fintech, health, and education, where consumer trust is fundamental [35]. While firms may gain competitive advantage by leveraging ASI to enhance personalization, regulators and policymakers may need to intervene to balance innovation with responsible governance. This duality of opportunity and risk illustrates how ASI may disrupt not only the technical side of marketing but also its moral and social foundations.

From a strategic perspective, ASI could significantly alter organizational decision-making by enabling leaders to move beyond traditional data-driven approaches into fully autonomous marketing ecosystems. Unlike current AI tools that require human oversight, ASI could independently allocate resources, forecast market disruptions, and redesign value propositions in ways that outpace human managerial capacity [2]. For firms in Malaysia, this may open doors for global integration by reducing dependency on imported expertise while simultaneously challenging local business leaders to redefine their roles in an era where human judgment is complemented or potentially overshadowed by machine intelligence. Opportunities are abundant, particularly in sectors where Malaysia aims to compete regionally, such as halal branding, digital services, and ecotourism, yet risks remain regarding loss of cultural nuance and the homogenization of marketing strategies across diverse Asian markets [13]. Therefore, while ASI offers a futuristic pathway for marketing innovation, the journey requires balancing technological capabilities with social, cultural, and ethical dimensions to ensure that progress contributes to inclusive and sustainable growth.

In conclusion, the future of marketing will be shaped by the convergence of organizational readiness, disruptive technologies, ethical considerations, and the transformative potential of artificial superintelligence. Firms must cultivate adaptive leadership, invest in infrastructure, and address critical skills gaps while simultaneously fostering consumer trust and embedding ethical awareness into strategic decisions. The emergence of ASI further highlights the need for marketing approaches that go beyond technological adoption, demanding foresight, responsibility, and resilience. Ultimately, organizations that succeed will be those capable of aligning innovation with human values, ensuring that marketing evolves in ways that are both progressive and sustainable. Building on these conceptual insights, the following section presents the findings and discussion, where the theoretical perspectives outlined here are examined against practical evidence and emerging industry trends.

4. Discussion

The literature reviewed highlights that artificial intelligence (AI) has already taken a central role in shaping how businesses and marketers operate, but artificial superintelligence (ASI) is expected to bring an even more radical transformation. Studies consistently show that current AI applications are most visible in areas such as customer segmentation, recommendation systems, and predictive analytics, which are widely adopted by global platforms like Amazon, Netflix, and Shopee [2, 16]. These examples confirm that AI increases efficiency in reaching the right consumers and reduces

costs while enhancing personalization. At the same time, scholars agree that AI adoption has not reached its full potential because many organizations lack the proper integration strategies or workforce capabilities to align with technological change [8]. When extended to ASI, the expected impact becomes far greater because the technology goes beyond assisting human decisions to potentially creating independent marketing strategies, adjusting campaigns in real-time, and even predicting societal trends [36].

In addition, a key finding across the literature is that readiness for disruptive technology cannot be defined only by infrastructure or digital tools. Instead, it includes human capital, organizational leadership, governance, and cultural acceptance [34]. In particular, Asian perspectives highlight that technology adoption is not purely a technical process but also a social negotiation shaped by values, traditions, and levels of trust. For instance, studies in Malaysia show that small and medium enterprises (SMEs), which form the backbone of the economy, are slower in adopting advanced AI because of funding limitations, lack of skilled workers, and uncertainty about return on investment [35]. These findings show that ASI adoption will not only require technological preparation but also deeper institutional, educational, and regulatory reforms. The synthesis of literature therefore points to a common conclusion: while AI has already changed the practice of marketing, the leap toward ASI will require organizations to rethink their strategies, structures, and even their ethical responsibilities.

From the literature, several patterns can be identified that cut across regions and industries. The first clear pattern is the dual framing of ASI as both an opportunity and a risk. On one hand, scholars argue that ASI can dramatically improve marketing by predicting consumer needs, generating creative campaigns, and delivering services that appear almost human in their emotional intelligence [8]. On the other hand, there are warnings that ASI may reduce human control, create over-dependence on machines, and blur the ethical boundaries of persuasion [37]. This pattern of optimism and caution appears consistently across studies from both Western and Asian contexts, reflecting the unsettled nature of the debate. Contradictions also appear in relation to consumer trust. Some authors suggest that consumers are likely to trust ASI-driven platforms more because of their accuracy and ability to remove human error [16]. Yet others argue that hyper-personalization and data-driven targeting may feel manipulative, creating distrust among consumers who fear being overly monitored [34]. In Southeast Asian countries, these contradictions are intensified by cultural values that place strong emphasis on privacy and respect, especially in societies where religion shapes views about human dignity and autonomy [35]. Therefore, while the potential of ASI to enhance efficiency and accuracy is widely recognized, the cultural and ethical acceptability of its applications remains contested.

Besides that, one of the most important implications of this review lies in the need to reconsider and extend traditional marketing theories in light of artificial superintelligence (ASI). Classic theories such as the 4Ps model, relationship marketing, or consumer decision-making frameworks assume that human agents remain the primary drivers of market dynamics. These models emphasize human creativity, consumer choice, and organizational strategy as central to value creation. However, with ASI, the foundations of these assumptions are disrupted, as machines gain the ability to act autonomously in identifying needs, designing campaigns, and even shaping consumer desires [2, 8]. This development challenges the basis orientation of marketing theories. Scholars are beginning to argue that theories must now account for non-human actors autonomous systems capable of generating insights, creativity, and adaptive responses beyond human capability [36]. From this perspective, marketing theory should evolve toward what may be termed “synthetic” where both human and machine intelligences are recognized as agents that co-create value in markets.

Another theoretical implication relates to consumer behavior models. Existing theories, such as the Theory of Planned Behavior or the Technology Acceptance Model, focus heavily on human intention, perception of usefulness, and social influence as determinants of adoption. Yet, ASI alters this balance by proactively shaping the consumer journey through predictive and real-time adjustments. For example, an ASI system may anticipate consumer needs before they become conscious desires, reducing the relevance of intention as a predictor of behavior [34]. This implies that future models must not only explain how consumers make decisions but also how those decisions are co-constructed or even pre-structured by intelligent systems. In Asia, and particularly in Malaysia, such theoretical shifts must also incorporate cultural and ethical dimensions. Consumer trust, influenced by religious values, collective traditions, and sensitivity to privacy, may interact differently with ASI-driven marketing compared to Western societies [35]. The integration of cultural frameworks into revised theories is therefore necessary to ensure their global applicability.

In terms of practice, businesses will need to significantly redesign their organizational strategies to prepare for ASI. One key implication is that human marketers will no longer function solely as campaign designers or data analysts but will evolve into roles that emphasize oversight, interpretation, and ethical gatekeeping. Marketers must learn how to collaborate with ASI systems, balancing efficiency with human judgment [37]. This requires organizations to invest in reskilling programs, focusing not only on technical competencies but also on soft skills such as critical thinking, cultural sensitivity, and ethical reasoning. Universities and training institutions in across Asia are particularly urged to embed AI and ASI literacy into business and marketing curricula, ensuring that graduates are prepared for hybrid roles where machines take on more cognitive responsibilities [35]. Without such preparation, businesses risk widening the skills gap and creating greater inequalities between firms that can afford ASI and those that cannot.

Finally, the implications for practice extend to market inclusivity and sustainability. Larger corporations, with stronger financial resources, are more likely to adopt ASI rapidly, potentially creating competitive asymmetries with small and medium enterprises (SMEs). In Malaysia, SMEs represent over 90% of businesses, meaning their ability to adapt will determine whether ASI adoption results in inclusive economic growth or a widening digital divide [14, 35]. Policymakers, industry associations, and universities will therefore play a critical role in ensuring that access to ASI tools, training, and infrastructure is democratized. Initiatives such as shared platforms, public–private partnerships, and targeted subsidies can help smaller firms gain access to ASI capabilities without being left behind [38]. This inclusive approach will ensure that ASI not only transforms marketing practice for large corporations but also strengthens competitiveness and innovation across all levels of the economy.

4.1 Introducing the Concept of Marketing for ASI: Synthetic Intelligence Marketing (SIM)

This article introduces a new conceptual variable known as Synthetic Intelligence Marketing (SIM), which refers to the reconfiguration of marketing strategies, frameworks, and roles to match the disruptive capacities of Artificial Superintelligence. Unlike existing studies that focus largely on artificial intelligence applications in automation and predictive analytics, SIM emphasizes how marketing can adapt to machines that not only execute but also initiate, create, and govern marketing practices. By proposing this new construct, the article extends the dialogue on AI in marketing toward a future-ready perspective and provides a foundation for scholars and practitioners to anticipate the upcoming shift.

The emergence of Synthetic Intelligence Marketing (SIM) arises from a compelling insight whereby current AI-based marketing approaches, which emphasize automation and augmentation,

may not suffice to contend with the cognitive leap that artificial superintelligence (ASI) is likely to bring. In the literature, AI's adoption in marketing is well documented platforms leverage it for personalization, predictive analytics, customer segmentation, content generation, and campaign optimization [1, 39]. However, these applications remain largely reactive, requiring human oversight to set goals, evaluate outcomes, and intervene in strategic decisions. The scenario of ASI implies a more profound transformation which is marketing systems that are not just tools but autonomous agents operating with capable of generating novel strategies, adapting to evolving social trends, and navigating complex ecosystems of data. This conceptual shift matters because it forces marketers and scholars to reconsider the boundaries between human and machine agency, and to imagine roles and frameworks that are not just about managing tools but about coexisting with intelligent systems.

In SIM, one critical dimension is the shift from automation to autonomy. Under present AI regimes, automation is the dominant mode which is systems execute tasks (e.g., sending emails, adjusting bid prices, recommending products) within preset parameters defined by humans [40]. But when marketing systems become fully autonomous, machines may not only execute but also initiate, design, and optimize strategies themselves whereby potentially conceiving new campaigns, exploring untested markets, and reallocating strategy dynamically without human direction. The literature on AI ecosystems suggests that such autonomy demands robust architectures, feedback loops, and continuous learning capabilities [41]. In SIM, the marketer's role shifts toward governance, supervision, and ensuring that the autonomous system remains aligned with brand values and ethical constraints. In Asia, where markets are diverse, regulations are evolving, and trust is variable, this shift poses real challenges. For example, firms may be cautious about systems that make autonomous decisions on pricing or targeted offers, because local consumers are sensitive to fairness and transparency [42]. The transition demands that organizations develop "guardrails" to monitor autonomous behaviors, while also providing systems enough flexibility to innovate.

Another fundamental pillar of SIM is real-time, predictive ecosystem marketing. Current AI marketing often leverages predictive models and segmentation to forecast consumer behavior and feed that into campaigns [43]. But in a SIM framework, ASI can weave together a much broader tapestry of data such as macroeconomic indicators, social media sentiment, cultural trends, regulatory signals, and cross-market interactions. In doing so, ASI might anticipate market needs before they surface, triggering proactive campaigns or product adjustments. The concept of data ecosystems in business has gained traction, where organizations mediate value by integrating and exchange data across stakeholders [14]. Building on that, SIM envisions a marketing ecosystem where ASI continuously scans the environment, tests micro-strategies, learns from outcomes, and refines positioning in real time across multiple markets. This is more than just faster reaction, it is preemptive orientation. Given Asia's high volatility, shifting consumer trends, and regulatory uncertainties, such real-time predictive capacities could give firms a strategic edge. However, it also raises important questions about overreach, privacy, and whether consumers will accept marketing decisions made by systems they cannot see or understand.

Another characteristic that distinguishes Synthetic Intelligence Marketing is its capacity for creative intelligence and adaptive positioning. While present day AI systems are increasingly used for content generation such as automated product descriptions, social media posts, or customer support responses but their creativity remains derivative, relying heavily on training datasets and structured prompts [44]. In contrast, ASI carries the theoretical potential to move beyond imitation but toward the creation of original brand narratives and emotional connections that resonate with evolving cultural values. For instance, scholars in computational creativity suggest that machine systems could autonomously generate persuasive storytelling that adapts to audience mood, cultural sensitivity, or political context [45]. This vision means that marketing campaigns may no longer be planned months

in advance, but instead could evolve continuously, adjusting language, imagery, and tone in response to subtle cultural shifts captured in real time from global data streams. For regions like Asia, where cultural heterogeneity and multilingual communication dominate the marketplace, adaptive positioning becomes even more crucial [46]. A campaign effective in urban area may require a completely different narrative in rural, and ASI-driven creative intelligence could tailor these campaigns simultaneously, ensuring resonance across fragmented markets while minimizing the risk of cultural missteps.

Finally, the role of marketers will inevitably evolve in this new environment. Historically, marketers have been strategists, analysts, and storytellers, responsible for blending creativity with consumer insights. With the arrival of AI, their role already began to shift toward becoming data interpreters and technology integrators [15]. The coming of ASI may amplify this transformation by positioning marketers less as creators and more as strategic overseers and ethical decision gatekeepers. Instead of crafting campaigns directly, marketers may supervise ASI systems, validate their outputs, and set ethical guidelines that ensure alignment with human values. This evolution echoes broader concerns in management research, where human roles increasingly focus on governance and trust-building in automated environments [47]. In Southeast Asia, where issues of consumer trust and regulatory compliance are highly significant, the marketer's responsibility may include ensuring that ASI-driven outputs comply with local laws on privacy, advertising standards, and religious sensitivities [14]. Thus, marketing professionals will need to develop competencies not only in technology and data but also in ethics, cross-cultural awareness, and human-machine collaboration, so that organizations can navigate the balance between efficiency and responsibility.

In summary, the idea of Synthetic Intelligence Marketing (SIM) underscores that Artificial Superintelligence will not merely extend the capabilities of current AI but fundamentally reshape the way marketing is conceived and practiced. The discussion highlighted two major dimensions: the transition from automation to autonomy, where ASI may independently design and optimize strategies, and the emergence of real-time, predictive ecosystem marketing, where decisions are driven by vast, interconnected data sources. It also emphasized ASI's potential for creative intelligence, capable of producing adaptive brand narratives across diverse cultural settings, and the evolving role of marketers, who will shift from campaign creators to ethical overseers and strategic supervisors. Together, these elements mark SIM as a distinct conceptual variable that provides both opportunities and challenges for marketing in the ASI era, especially in complex and diverse regions such as Asia.

5. Conclusion

Artificial Intelligence has already left a strong mark on marketing by reshaping processes, consumer interactions, and decision-making patterns. Yet, the possible arrival of Artificial Superintelligence signals a much deeper transformation, one that will not only upgrade the tools marketers use but also redefine the very foundation of marketing logic and creativity. This article has highlighted that the new concept of Synthetic Intelligence Marketing (SIM) could emerge as a new way of understanding marketing in the ASI era. The shift from automation to autonomy, the capacity for real-time ecosystem based marketing, and the rise of creative intelligence that can adapt to cultural contexts suggest that marketing practice will undergo changes that go far beyond efficiency. Instead, ASI may become an active participant in shaping brand narratives, consumer experiences, and even ethical standards of engagement.

Despite these opportunities, it is clear that current literature and practice are not yet prepared for this level of transformation. Most research remains focused on narrow applications of machine

learning and generative AI, leaving a significant gap in anticipating how ASI might function as a marketing actor rather than a support system. Businesses, too, are largely preparing for short-term AI integration without building strategic frameworks for a future where ASI could assume autonomous roles in decision-making and creative processes. This preparedness gap poses risks, particularly in regions with diverse cultural, economic, and social structures, where the impact of ASI could amplify both opportunities and inequalities. Addressing this gap requires a mindset shift among marketers and researchers to look beyond current AI capabilities and proactively map scenarios that ASI could bring into reality.

For this reason, there is a pressing need to develop new frameworks, models, and strategies that reflect the possibilities of ASI in marketing. These frameworks should not only cover technological efficiency but also integrate aspects of cultural intelligence, ethical oversight, and interdisciplinary collaboration. The discussion of SIM in this paper provides one starting point for this exploration, showing how ASI may transform marketing into a field where data, creativity, and ethical responsibility are intertwined. Preparing for this change means moving beyond reactive adoption of tools and instead cultivating a strategic, long-term approach that allows businesses to remain relevant and responsible in an ASI-driven landscape.

Finally, future research should go deeper into the intersections between marketing, ethics, business strategy, and advanced AI development. Understanding how ASI could reshape consumer psychology, redefine competition, and alter global market structures will require collaboration across disciplines, from computer science to cultural studies. Equally, exploring practical case studies from different regions, including Asia, could help highlight how SIM might operate within complex social and economic realities. By encouraging such interdisciplinary and context-sensitive research, scholars and practitioners can contribute to a body of knowledge that not only explains the coming changes but also guides society in managing them responsibly. The readiness for the ASI era will depend not on waiting for change to arrive, but on preparing frameworks that allow us to shape its impact with foresight and balance.

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