

**The Research Centre of the School of Economics and Business**  
cordially invites you to a research seminar  
on **Tuesday, 16 September 2025, at 09:00 CET** in room **RZ-002**  
at the University of Ljubljana School of Economics and Business

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**Grzegorz Leszczyński** (Poznan University of Economics and Business)

will present the article

**Working with AI in marketing. Challenges and competencies needed**

Human–AI collaboration in marketing is an emerging area of research that explores how artificial intelligence can augment, rather than replace, human expertise in creating value for consumers and businesses. Key topics include the use of AI in augmenting decision-making for marketing strategy, where machines analyze vast consumer and market data while humans provide contextual judgment; personalization at scale, in which AI delivers tailored recommendations while marketers ensure ethical oversight to avoid bias and privacy issues; and creative collaboration in advertising, where generative AI produces draft content and visuals that humans refine with cultural and brand-specific insights. Other areas of interest include the study of customer trust in AI-mediated campaigns, the synergy between AI-driven analytics and human interpretation in social media marketing, and the role of AI in influencer and relationship marketing to optimize partnerships while maintaining authenticity. Underpinning all these themes is the question of ethics and responsibility, as researchers investigate how marketers and AI can work together transparently, fairly, and in compliance with evolving regulations.

**We look forward to welcoming you at the seminar.**