

Modern Technologies in Marketing during the COVID-19 Pandemic - State of the Literature Research*

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Abstract

The use of modern technologies in marketing is characteristic of fast-changing industries and big innovative companies. However, the situation changed during the pandemic crisis when companies had to deal with a high-velocity environment. We could observe, that modern technologies were used in marketing also by small companies from various industries. Firms, that had not seen such a need before, were using these marketing tools. This study aims to examine the state of research on the use of modern technologies in marketing during the COVID-19 pandemic. A systematic review of the literature was used as the research method. Research has shown that although the number of publications on the topic under investigation is still relatively small, the papers on the application of modern technologies in marketing are very diverse. This study has also practical implications, as companies may use its results as an incentive to use modern technologies in their work.

Keywords: Modern Technologies, Marketing, Pandemic, COVID-19, Crisis