

Editorial: *Disrupted and Reshaped Global Supply Chains, Marketing*

Performance, and Marketers' New Tool ChatGPT and Its Competition



A Boston Consulting Group (BCG) analysis (based on BCG Trade Methodology) recently presented a big picture (see figure below) of the world trade until the end of the current decade within the context of the shifting geopolitical and economic dynamics which will strongly impact both the economic globalization, and trade opening (Gilbert et al., 2023). Networks' diversification and resilience building must be taken into account by all those depending on the disrupted global supply chains.

Exhibit 1 - Future of Trade 2031 Outlook: Geopolitical Tensions Contribute to Reshaping Trade Flows

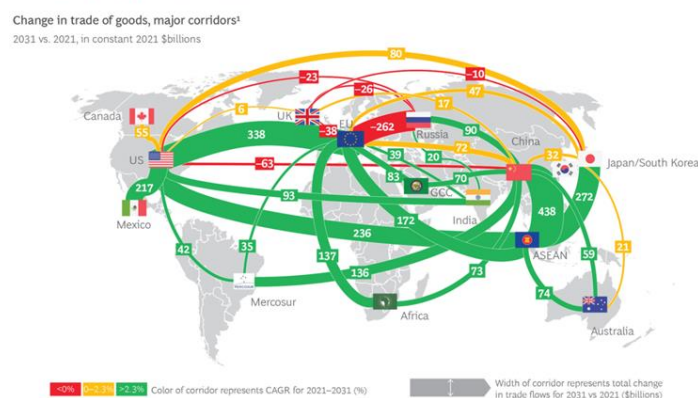


Figure no. 1: *Future of Trade 2031 Outlook: Geopolitical Tensions Contribute to Reshaping Trade Flows*
Source: Gilbert, M., Lang, N., Mavropoulos, G. and McAdoo, M., 2023. *Protectionism, Pandemic, War, and the Future of Trade*, BCG, January 17, 2023. (Work cited)

In our last HMM Editorial we made reference (Purcarea, 2022), among other aspects, to companies' need for the right mindset, strategy, and capabilities while approaching the new dimensions of uncertainty and turbulence in today's interconnected world, also paying attention to customers' functional, social, and emotional value, and creating it with the help of technology investments, considering digital transformation and improved customers' and employees' experience. It is largely recognized what is considered critical for raising marketing performance (campaign execution time, customer engagement, and cost savings), and to competitive advantage (the necessary marketing capabilities like data ownership and strategy, media planning and execution, content creation and optimization, measurement, and last but not least marketing technology), as underlined by the reputed BCG (Senzer et al., 2022).

In December last year Chartr (2022) brought to our attention a significant picture (see figure below) regarding how an Artificial Intelligence (AI) bot – ChatGPT, from OpenAI – quickly become very successful in the technology world:

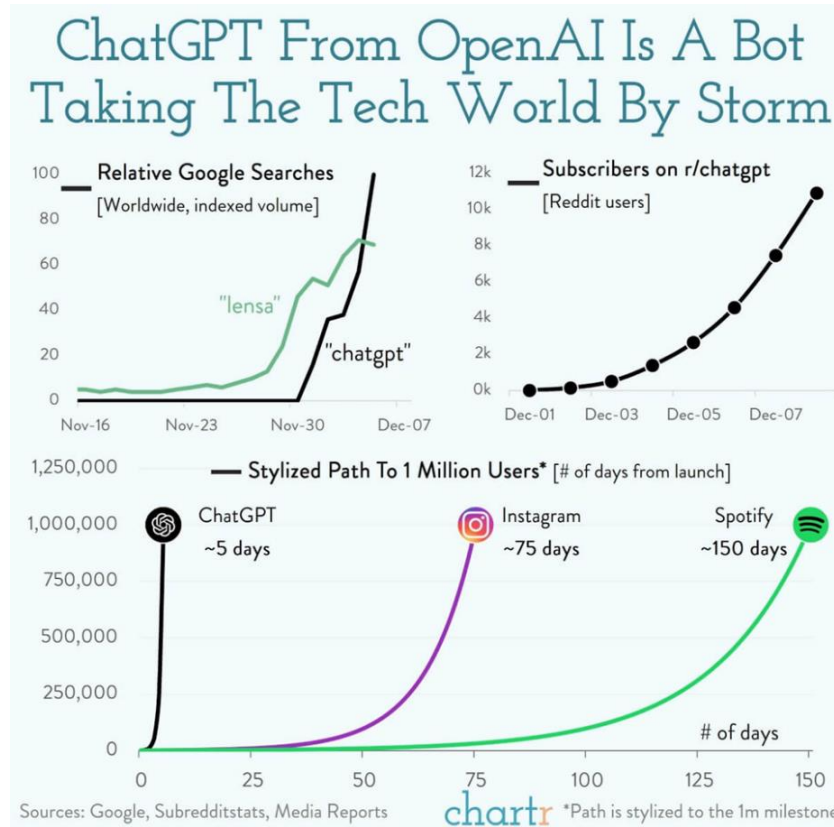


Figure no. 2: ChatGPT, from OpenAI Is a Bot Taking The Tech World By Storm

Source: Chartr, 2022. ChatGPT. The AI bot taking the tech world by storm, Newsletter, December 9, 2022. (Work cited)

A recently published article in European Business Review (Fares, O.H., 2023) analyzed the great interest of both businesses and consumers in the new technology ChatGPT (both providing creative content, and supporting content ideation), considering its great potential to

revolutionize both marketing strategies (enhancing marketing effectiveness), and customer experience (CX). And as from the point of view of Gartner's hype cycle in adopting this new technology consumers appear to build their expectations (getting close to the highest point of inflated triggers stages), marketers are challenged "to set realistic expectations for consumers and navigate the integration of ChatGPT to mitigate the effects of the trough of disillusionment stage" (while facing the gap between consumers' expectations and understanding of the pitfalls of ChatGPT). As shown by Fares: before integrating this new technology assisting humans (who are providing not only relevancy, character, and experience, but also personal connection) it is imperative for marketers to adopt and implement the appropriate strategy; it is also important to take into account both ChatGPT's possibilities for enhancing marketing processes (supporting content creation and data analysis, enhancing customer service twenty-four hours a day, and automating repetitive marketing tasks), and limitations (only a human-like tool but without emotional intelligence, not error free, and lacking humans' lived experience and understanding of the complex human nature).

On the other hand, as recently shown by Ahn and Chen (2023), beyond its recognized advantages: in order to both increase ChatGPT applications' relevance and timeliness, and enhance UX data sources (considering limited datasets) should include both pre-existing, and real-time and current data, ensuring this way its properly functioning; in order to ensure the provision of both accurate and up-to-date information (taking into account ChatGPT relatively weakness in providing new insights, advice, and recommendations with regard to a new phenomenon lacking pre-existing data and information) may be necessary data collection and digitization with the help of human action. They also brought to our attention: the possible ChatGPT contribution to human ability decline of both remembering specific facts, and critically thinking; the creation by ChatGPT of both benefits and challenges in learning and research environments, including from the point of view of educational integrity.

Within this framework, it is also worth highlighting other aspects, such as:

- The significant message, regarding important implications for business school education, of the reputed Professor Christian Terwiesch from the Wharton School of the University of Pennsylvania (Terwiesch, 2023), who documented the performance of Chat GPT3 on the final exam of Operations Management (as a typical MBA core course);
- The recently released by the young Edward Tian from Princeton University of his GPTZero app (based on his GitHub Co-Pilot software, and powered by GPT-3) in order to stop the misuse of the ChatGPT, and becoming able to learn how to use this new technology, as well as taking the appropriate measure to carefully enter the challenging future (Rosalsky and Peaslee, 2023);
- How Microsoft's Consumer CMO recently (a few weeks after making known the significant Microsoft's investment in ChatGPT owner OpenAI) saluted Bing's new chatbot (seen as being better than ChatGPT, and being clearly customized for search) improved by Prometheus model

from the point of view of relevancy, furnishing answers with explanatory notes, yielding more recent results, understanding geolocation, and better safety; how Google reacted to ChatGPT by announcing entering within a short time on this relevant market (making it known for the first time) with its Bard chatbot (already available to Google's trusted testers, according to the CEO of Alphabet and Google), based on a smaller version of Google's AI model LaMDA (that was built by adjusting precisely a family of transformer-based neural language models specialized for conversation), and focusing on producing easy-to-digest formats from multiple sources of information (Goldman, 2023). It is interesting to note the already remarkable close acquaintance with ChatGPT among US adults, as shown in figure below.

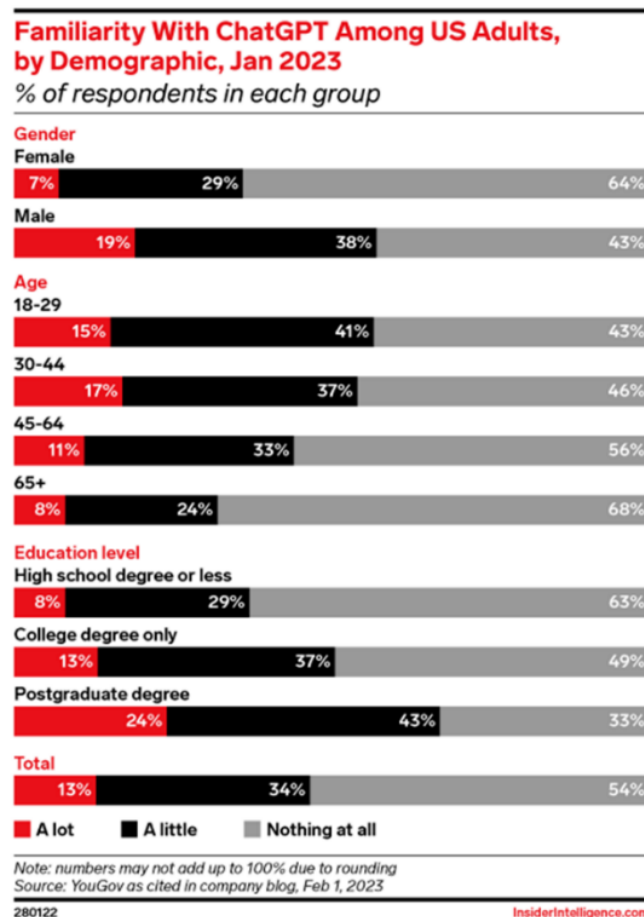


Figure no. 3: Familiarity with ChatGPT Among US Adults, by Demographic, Jan 2023

Source: Goldman, J., 2023. Driven by ChatGPT, Microsoft and Google debut the next generation of search, Insider Intelligence, Feb 8, 2023. (Work cited)

- The test recently made by an Editor for Search Engine Land (who is covering all things PPC, pay-per-click) with the new ChatGPT integrated Bing browser, and concluding that she could see herself regularly using this new technology (Farley, 2023).

Recently, the Founder and CEO of the marketing technology management platform CabinetM (Brearton, 2023), Anita J. Brearton (Author of the book “Attack Your Stack: A Guide

to Building and Managing Your Marketing Technology Stack”, 2 Nov. 2018), expressed her continuous astonishment regarding “*how few companies know what’s actually in their stack or how well those products are performing. Sooner or later there will be a reckoning and hopefully, it will be because of budget overruns and not because of data privacy or security issues which is a real risk when flying blind. If it were up to me, I’d anoint 2023 as the << year of stack rationalization >>*”. In her opinion, the decline in investment in marketing technology industry is explained by two main factors, the economic uncertainty and the so-called investment fatigue, and among other aspects she presented a comparison between the new product launches in the last two years (see figure below), as shown in the 2022 year-end MarTech Innovation Report published by CabinetM.



Figure no. 4: Top 10 Launch Categories

Source: Brearton, A., 2023. *The state of martech in 2023*, MarTech, February 6, 2023. (Work cited)

It is useful now to highlight that according to Gartner (2023), in the current uncertain economy (characterized by inflation, supply chain constraints, and rising talent costs), in order to establish guideposts for planning CMOs must avoid budget cuts and focus on valorizing (as shown in figure below) both marketing analytics, and marketing mix modeling, establishing marketing investment triggers, predicting their impact, and targeting marketing-led innovation.

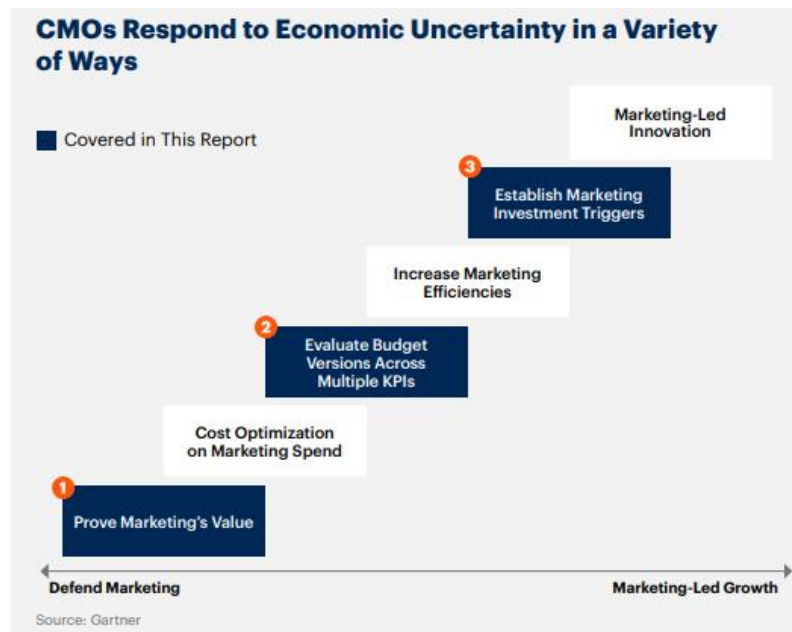


Figure no. 5: CMOs Respond to Economic Uncertainty in a variety of Ways

Source: Gartner, 2023. 3 Techniques to Prove Marketing Value. [pdf] Gartner for Marketers, eBook, p 2. (Work cited)

Without doubt, marketers are under pressure to deal with challenging times, even more so now entering the new marketing universe which is metaverse, as underlined by (Hollensen, Kotler and Opresnik, 2022).

Theodor Valentin Purcărea

Editor-in-Chief

References

Ahn, M.J. and Chen, Y.-C., 2023. Building guardrails for ChatGPT, The Brookings Institution, February 7, 2023. [online] Available at: <<https://www.brookings.edu/blog/techtank/2023/02/07/building-guardrails-for-chatgpt/>> [Accessed 8 February 2023].

Brearton, A., 2023. The state of martech in 2023, MarTech, February 6, 2023. [online] Available at: <<https://martech.org/the-state-of-martech-in-2023/>> [Accessed 9 February 2023].

Chartr, 2022. ChatGPT. The AI bot taking the tech world by storm, December 9, 2022, Today's Topics. [online] Available at: <<https://www.chartr.co/newsletters/2022-12-09>> [Accessed 10 February 2023].

Fares, O.H., 2023. ChatGPT Could be a Game-Changer for Marketers, but it won't Replace Humans any Time Soon, European Business Review, February 7, 2023, originally published in The Conversation on 22 January 2023. [online] Available at: <<https://www.europeanbusinessreview.com/chatgpt-could-be-a-game-changer-for-marketers-but-it-wont-replace-humans-any-time-soon/>> [Accessed 8 February 2022].

Farley, N., 2023. Test driving the new Bing, Search Engine Land, February 7, 2023. [online] Available at: <<https://searchengineland.com/test-driving-the-new-bing-392841?>> [Accessed 9 February 2023].

Gartner, 2023. 3 Techniques to Prove Marketing Value. [pdf] Gartner for Marketers, eBook, pp. 1-2, 8. Available at: <three-techniques-to-prove-mktg-value_ebook> [Accessed 2 February 2023].

Gilbert, M., Lang, N., Mavropoulos, G. and McAdoo, M., 2023. Protectionism, Pandemic, War, and the Future of Trade, BCG, January 17, 2023. [online] Available at: <<https://www.bcg.com/publications/2023/protectionism-pandemic-war-and-future-of-trade?>> [Accessed 7 February 2023].

Goldman, J., 2023. Driven by ChatGPT, Microsoft and Google debut the next generation of search, Insider Intelligence, Feb 8, 2023. [online] Available at: <<https://www.insiderintelligence.com/content/driven-by-chatgpt-microsoft-google-debut-next-generation-of-search?>> [Accessed 9 February 2023].

Hollensen, S., Kotler, P., Opresnik, M.O., 2022. Metaverse – the new marketing universe, Journal of Business Strategy, ahead-of-print. 2022. Doi: 10.1108/JBS-01-2022-0014.

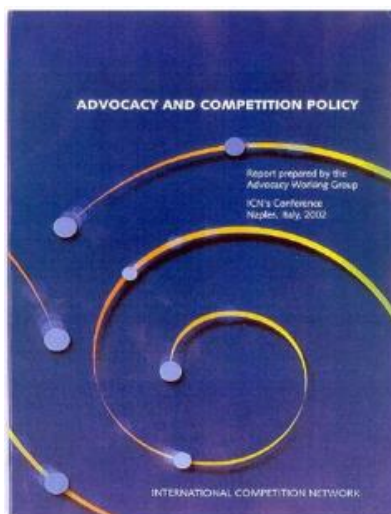
Purcarea, T., 2022. Brand as an Important Source of Power, and Risk Culture in Dealing with Organization's Most Pressing Issues, Holistic Marketing Management, vol. 12(4), pp. 04-10, December.

Rosalsky, G., Peaslee, E., 2023. This 22-year-old is trying to save us from ChatGPT before it changes writing forever, Wisconsin Public Radio (WPR), January 17, 2023. [online] Available at: <<https://www.wpr.org/22-year-old-trying-save-us-chatgpt-it-changes-writing-forever>> [Accessed 8 February 2023].

Senzer, S., Agrawal, R., Colgan, M. and He, S., 2022. Solving the Build-or-Buy Equation in Marketing, Boston Consulting Group, September 22, 2022. [online] Available at: <<https://www.bcg.com/publications/2022/approach-to-marketing-capabilities-dilemma>> [Accessed 7 February 2023].

Terwiesch, C., 2023. Would Chat GPT3 Get a Wharton MBA? A Prediction Based on Its Performance in the Operations Management Course. [pdf] Mack Institute for Innovation Management at the Wharton School, University of Pennsylvania, 2023.





DIRECTORY

ADVOCACY WORKING GROUP

FERNANDO SANCHEZ UGARTE
Chairman
Mexico

ALLAN FELS
Australia

CHRE WEST
Canada

MONICA SALAMANCA MARALLA
Chile

GEORG ROEBLING
European Union

JEROME GALLOT
France

ALBERTO HEIMLER
Italy

HIROSHI UENO
Japan

JOSEPH SEON HUR
Korea

JUSTYNA MICHALIK
Poland

THEODOR VALENTIN PURCAREA
Romania

BOGER FONES
USA, Department of Justice

PAUL KARLSSON
USA, Federal Trade Commission

TAD ABBOT LIPSKY
American Bar Association

PRADIP S. MEHTA
CUTS

MARK SCHECHTER
International Chamber of Commerce

DAPHNE YONG-DHERVE
International Chamber of Commerce

DAVID E. WHEELER
ICC/ SIAC

RUGHVIR SHYAM KHEMANI
LEGG

PAUL CRAMPTON
OECD

LENNART GORANSSON
OECD

PHILIPPE BRUSICK
UNITAD



De la stânga la dreapta: Allan Fels, președinte al Autorității de Concurență din Australia; Deborah Majoras, asistent al procurorului general al Departamentului Justiției din Statele Unite ale Americii; dr. Ulf Böge, președintele Autorității de Concurență din Germania; Bärbel Dieckmann, primarul orașului Bonn; dr. Theodor Valentin Purcarea, președintele Consiliului Concurenței din România; dr. Kurt Stockmann, vicepreședintele Autorității de Concurență din Germania; Andrej Plahutnik, șeful Autorității de Concurență din Slovenia.
(Reproducere după ziarul Kölnische Rundschau din 19 mai 03)



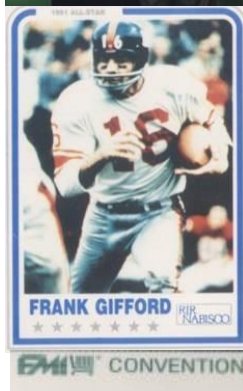
Mrs. Deborah Platt Majoras,
Chairman of
Federal Trade
Commission

March 27
2007



First meeting, Bonn, Germany, May 19, 2003, of
Deborah Platt Majoras (Assistant to the
Attorney General, Department of Justice, US),
Bärbel Dieckmann (Mayor of Bonn), and
Theodor Purcarea (President of Romanian Competition Council)

Reproduction of a photo appeared in Kölnische Rundschau,
May 19, 2003, presented in Romanian Trade Magazine ("Revista de
Comert, Tribuna Economica"), September 2003



FMI
FOOD MARKETING INSTITUTE

Frank Gifford
FRANK GIFFORD

Birthplace: Santa Monica, CA College: U. of So. California

Career: #1 draft choice of the NY Giants - 1952
Six-time All-Pro at three positions: WR, RB, DB
Holds the NY Giant record for career TDs - 78
NFL Most Valuable Player - 1956
Elected to the Pro Football Hall of Fame - 1977

Of Interest: Frank was awarded television's highest honor, The
Emmy, in 1977 as Outstanding Sports Personality

B/C Order Form: PO Box C, Newark NJ 07102, Or Call 201-607-0700



Comertul Interior românesc și Food Marketing
Institution și-au dat mâna încă din mai '91 prin
reprezentanții săi - dl. Th. Purcarea, pe atunci
director general în minister, și dl. Robert O.
Aders, președintele prestigiosului for internațional.
The Romanian domestic trading and
Food Marketing Institution shook hands as early
as May 1991 through their representatives - Mr.
Th. Purcarea, General Manager in the ministry,
at the time, and Mr. Robert O. Aders, the President
of the prestigious international forum.

