

**ICDBME-2024**  
**4<sup>th</sup> International Congress on Digital Business,  
Management & Economics**  
**Book of Abstracts**

**Editör**  
**Doç. Dr. Egemen İPEK**



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CONVERSATIONAL MARKETING WITH AI-POWERED CHATBOTS: A BIBLIOMETRIC  
ANALYSIS

İbrahim Halil EFENDİOĞLU<sup>1</sup>

ABSTRACT

Artificial intelligence-powered chatbots have reshaped the interaction between businesses and their customers. Advances in AI technology enhance the ability of chatbots to understand and interpret human emotions, thereby improving customer experiences. Consequently, businesses can make their marketing strategies data-driven and increase operational efficiency. This study aims to conduct a comprehensive bibliometric analysis of the literature on conversational marketing and AI-powered chatbots. To this end, a search was conducted in the Web of Science database using the terms "conversational marketing" and "chatbots," examining 212 publications between 1994 and 2024. The findings indicate that the number of publications has continuously increased, particularly after 2015, with a remarkable annual growth rate of 8.64%. Additionally, publications received an average of 22.07 citations per document. The most cited journal is "Computers in Human Behavior," with 357 citations. Furthermore, the United States leads with 143 publications on these topics, followed by the United Kingdom with 78 publications. The international co-authorship rate was 33.49%, highlighting the wide geographical distribution of research and the rapid increase in international collaborations. This study provides a foundation for understanding the role of this topic over the years and offers a roadmap for future researchers in this field.

**Keywords:** Conversational Marketing, Chatbots, Bibliometric Analysis

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