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Algorithmic Marketing in the Digital Age: A Bibliometric Analysis of Research Trends and Emerging Directions

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Abstract

The growing use of artificial intelligence and data technologies in marketing processes calls for an integrated assessment of the accumulated knowledge and research directions in this field. This study aims to examine the development and intellectual structure of the algorithmic marketing literature, encompassing the integration of artificial intelligence, machine learning, natural language processing, and large language models into marketing processes. By examining international publications indexed in Web of Science between 2016 and 2026, the study seeks to identify the field's publication trends and conceptual structure. Algorithmic marketing research covers a broad range of topics, from data-driven decision-making and personalization to generative artificial intelligence applications. Systematically mapping this body of literature helps clarify the relationships between research topics and the themes that have gained prominence in recent years. By highlighting the development of the literature and its principal research areas, the study provides a framework for future research. The study employs bibliometric analysis and science mapping techniques. The identification, organization, and evaluation of the literature followed the SPAR-4-SLR protocol. The dataset was compiled through a search of the Web of Science database conducted on May 16, 2026. The analysis includes 1,778 research and review articles published between 2016 and 2026, classified under the Business and Management categories and indexed in SSCI and SCI-EXPANDED. Web of Science analytical tools were used to assess publication performance, while VOSviewer was used to construct bibliometric networks, conduct keyword co-occurrence analysis, and generate visualizations based on average publication years. The findings show that publications on algorithmic marketing increased markedly from 2019 onward, reaching their highest annual count within the study period in 2025. Keyword co-occurrence analysis identified seven thematic clusters. Prominent themes include marketing analytics and big data applications, social media analytics and text mining, and research bringing together artificial intelligence, chatbots, and ethical considerations. Visualization based on the average publication years of keywords indicates that generative artificial intelligence, ChatGPT, virtual influencers, and consumer trust are among the research topics that have gained prominence in recent years. Taken together, the findings suggest that, alongside technological applications, human–technology interaction and ethical considerations are receiving increasing attention in algorithmic marketing research.

Keywords: Algorithmic Marketing, Artificial Intelligence, Machine Learning, Large Language Models, Bibliometric Analysis.

The Reality of Employing Artificial Intelligence Technologies in Teaching English among Middle School Teachers in the State of Kuwait

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Abstract

This study aimed to identify the reality of employing AI technologies in teaching English among middle school teachers in the State of Kuwait, to explore the challenges they faced, and to examine whether their perceptions differed according to gender, years of experience, academic qualification, and educational district. A quantitative descriptive survey design was adopted. The study population comprised 3,069 middle school English teachers across Kuwait's six educational districts, and a purposive sample of 200 teachers (100 male and 100 female) was selected. A researcher-developed questionnaire of 34 items, rated on a five-point Likert scale, was used to collect the data. It covered two domains: the reality of employing AI in teaching English (18 items), including lesson planning, worksheet and quiz design, presentations, feedback, and classroom interaction; and the challenges of using AI (16 items), including technical, pedagogical, institutional, and professional obstacles. Content validity was established through review by three experts in curriculum and instruction, and reliability was confirmed on a pilot sample of 34 female teachers, yielding Cronbach's alpha coefficients of 0.91 and 0.88 for the two domains and 0.93 for the instrument as a whole. The study recommended designing specialized training programs that took teachers' experience levels into account, addressing the challenges teachers faced, and establishing clear ethical guidelines from the Ministry of Education to regulate AI use in English language teaching.

Keywords: Artificial Intelligence; English Language Teaching; English Language Teachers; Middle School; Kuwait

The economics of payment fraud in the European Union: regulation, cross-border costs and digital innovation

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Abstract

Digital payments play a crucial role in the European single market, which leads to the creation of new fraud opportunities. The economic effects are not limited to direct losses borne by the consumers; they include expenses for combating fraud, disputes that arise from fraud and reduced confidence in distance purchases. The purpose of this paper is to examine how the EU payment regulation combats these costs while maintaining competition and innovation. The main method used in the paper is a strict narrative literature review of the economic studies, European legislative acts, and reports produced by European regulators and monetary authorities. The analysis highlights the current provisions of the revised Payment Services Directive as well as Instant Payments Regulation and Digital Operational Resilience Act and compares them to proposed Payment Services Directive 3 and Payment Services Regulation reform. The paper outlines a conceptual framework that connects the allocation of losses occurred due to fraud, payment verification, operational resilience, and cross-border integration of the markets. The example of the European Economic Area shows that the use of strong customer authentication is beneficial for mitigating some of the traditional forms of fraud. However, the problem of manipulating the payers still exists. The author states that an efficient policy should focus on teams along the payment chain instead of the tools of technical authentication.

Keywords: payment fraud; European Union; cross-border payments; FinTech; payment regulation; financial innovation.

Female Arabic Language Teachers' Practices in Shaping Sustainable Development Values among Female Middle School Students in Kuwait through the Hidden Curriculum: A Research Proposal

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Abstract

Education for sustainable development extends beyond formal curricular content to the values conveyed through teachers' everyday interactions, classroom routines, and implicit messages. This proposed study aims to examine female Arabic language teachers' practices in shaping sustainable development values among female middle school students in Kuwait through the hidden curriculum. Drawing on literature concerning the hidden curriculum and education for sustainable development, it asks: What practices do female Arabic language teachers report using to shape these values through the hidden curriculum? A descriptive research design is proposed, using a questionnaire. The intended study population comprises female Arabic language teachers working in girls' middle schools in Kuwait. The questionnaire addresses four domains of sustainable development values: environmental, economic, social, and cultural. It was piloted with 26 teachers, yielding an overall Cronbach's alpha coefficient of 0.908, indicating high internal consistency within the pilot sample. The main study has not yet been conducted; therefore, no main-study findings are reported. The study is expected to identify areas of strength and potential gaps in teachers' reported practices across the four domains, informing teacher preparation and professional development in education for sustainable development. Reliance on teachers' self-reports limits the conclusions that may be drawn about students' actual values or classroom behaviours. Future research could incorporate classroom observations and students' perspectives to develop a more comprehensive understanding of the hidden curriculum.

Keywords: Hidden curriculum; Sustainable development values; Arabic language teachers; Middle school education; Research proposal.

The application of active teaching methods in developing primary school students' logical thinking and reading comprehension skills

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Abstract

The study aimed to analyse the application of active teaching methods in developing primary school students' logical thinking and reading comprehension skills. A mixed-methods research approach was employed, combining quantitative and qualitative data collection and analysis. The quantitative part involved a questionnaire survey of 60 primary school teachers working with grades 1–4, while the qualitative part included semi-structured interviews with six primary school teachers. Quantitative data were analysed using descriptive statistics, and qualitative data were examined through qualitative content analysis. The findings revealed that active teaching methods were regularly used in primary education, with discussions (75.0%), game-based activities (71.7%) and problem-solving tasks (68.3%) being the most frequently reported methods. Teachers highly valued the contribution of these methods to the development of logical thinking (86.6%) and reading comprehension (90.0%). Problem-solving, drawing justified conclusions, analysing information, identifying the main idea of a text and supporting answers with textual evidence were identified as important skills fostered through active learning. The findings also highlighted the potential of integrating logical thinking and reading comprehension through problem-based situations, mathematical word problems, discussions and argumentation. However, teachers reported several challenges, particularly limited lesson time (70.0%) and differences in students' abilities (66.7%). The study demonstrated the importance of purposeful selection and integration of active teaching methods in primary education. The findings reflected teachers' perceptions and experiences rather than directly measured changes in students' skills.

Keywords: active teaching methods, primary education, logical thinking, reading comprehension, mixed-methods research.

Emerging Transmission Dynamics of West Nile Virus in Southeastern Albania: An Integrative Study through the 'One Health' Lens

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Abstract

West Nile virus (WNV) is an arbovirus of major public health significance in the Mediterranean region. In Albania, enzootic circulation and equine seropositivity have been documented, whereas human cases have predominantly been reported in coastal areas. Between August and October 2026, five human cases were identified for the first time in Korçë County, including two fatal outcomes. This study aimed to investigate human, veterinary, and entomological evidence of WNV circulation through a One Health approach. The human component comprised clinical assessment, cerebrospinal fluid (CSF) laboratory analyses, and magnetic resonance imaging (MRI) and computed tomography (CT) findings in five hospitalised patients with neuroinvasive WNV infection, monitored throughout hospitalisation. The veterinary component involved a literature review of equine serological surveillance conducted between 2010 and 2025. Entomological investigations included environmental assessments by the Institute of Public Health, mosquito collection, and molecular detection using reverse transcription polymerase chain reaction (RT-PCR). All five patients presented with encephalitis. Two died (case fatality rate: 40%), two developed severe neurological sequelae, and one achieved complete recovery. WNV RNA was detected in *Culex pipiens* mosquitoes. Veterinary evidence demonstrated historical and recent equine seropositivity, highlighting horses as sentinel animals for monitoring viral circulation. The occurrence of human cases in mountainous Korçë suggests a possible geographical expansion of WNV activity in Albania. Climatic changes may contribute to this epidemiological pattern, although further investigation is required. These findings emphasise the importance of integrated human, animal, and entomological surveillance, intersectoral collaboration, and coordinated prevention and control strategies within the One Health approach.

Keywords: West Nile virus; neuroinvasive disease; encephalitis; *Culex pipiens*; equine seropositivity; One Health.

Microfinance institutions in Albania – their activity and financial structure

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Abstract

Microfinance institutions represent an important part of the financial system. Since their establishment, there has been a gradual increase in their activity. These institutions represent a good financing opportunity for certain categories that lack access to mainstream funding sources from banking institutions. In Albania, too, the microfinance sector has seen significant developments, which align with the country's socio-economic progress. In recent years, there has been an increase in their activity, as well as a shift in the structure of their funding sources.

The purpose of this paper is to provide an analysis of the activities and financial structure of microfinance institutions in Albania for the period 2010–2025. The paper will focus will focus on the performance of the activity, the loan portfolio, and sources of funding.

The methodology used in this paper is descriptive and comparative. The data used are secondary data from the reports of the Bank of Albania and other publications of microfinance institutions. By analyzing various indicators and comparing them over the years, the study aims to identify the trends within this sector in Albania.

Keywords: Microfinance, financial system, financial structure, loan portfolio, Albania.

Importance of Consumers for Sustainable Growth and Development of Enterprises

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Abstract

Consumers represent one of the key factors of sustainable growth and development of modern companies, because their needs, expectations and purchasing habits directly affect business decisions, competitiveness and long-term business success. The aim of this paper is to point out the importance of consumers in the process of achieving sustainable growth and development of companies, with special reference to satisfaction, loyalty and building long-term relationships with consumers. The paper discusses the mechanisms by which companies can recognize and satisfy consumer needs, improve the quality of products and services, and thus adapt their business strategies to changes in the market. Special attention is paid to the importance of quality communication, personalized approach and socially responsible business, all with the aim of creating trust and strengthening consumer loyalty. From a long-term point of view, focus on the consumer allows companies to improve business results, build a stable market position and achieve a sustainable competitive advantage. Understanding consumer needs and developing quality relationships is a key prerequisite for the long-term sustainability of the company's operations.

Keywords: consumers, sustainable growth, company development, loyalty, CRM value chain.