

Annotated bibliography assignment

1. Zhou, X. (2022, December). Analysis of Lego Storytelling Marketing Strategy and Bilateral Relationship Business Model. In 2022 4th International Conference on Economic Management and Cultural Industry (ICEMCI 2022) (pp. 2006-2018). Atlantis Press.

Zhou, X. (2022) investigate the Lego storytelling marketing strategy and bilateral relationship business model indicating that Lego's approach to marketing and business is effective in driving customer engagement and loyalty. The author highlights the strengths of Lego's storytelling approach, including its ability to create characters and narratives around its products, and its effectiveness in engaging customers. The author also notes the benefits of Lego's bilateral relationship model, such as cost savings, risk management, and innovation. This article does not discuss the potential weaknesses or limitations of Lego's approach. Additionally, while the findings are informative for companies in the toy industry and beyond, the article does not provide practical recommendations for implementing a similar approach. In conclusion, the article is useful for understanding Lego's approach to marketing and business, and its potential implications for other companies. However, it may be more valuable as a starting point for further research and exploration rather than a comprehensive guide.

2. Galetto, M., & Peroncini, S. (2018). European University Market for 3D Printing and Business Plan of an Additive Manufacturing Laboratory.

Galetto and Peroncini (2018) focus on the European university market for 3D printing and provide a business plan for establishing an additive manufacturing laboratory. The authors analyse the current market and identify potential opportunities for a university-based 3D printing lab. They also discuss the potential benefits of such a lab, including providing access to advanced equipment and fostering collaboration with industry partners. The strengths of the article include its thorough analysis of the European university market for 3D printing and the detailed business plan for establishing a lab. However, the article's weaknesses include a lack of discussion on potential challenges and limitations of establishing and operating a 3D printing lab, as well as a focus exclusively on the European market.

The article is useful for universities considering establishing a 3D printing lab, providing valuable insights into the potential benefits and requirements.

3.Jain, P., & Aggarwal, K. (2020). Transforming marketing with artificial intelligence. *International Research Journal of Engineering and Technology*, 7(7), 3964-3976.

Jain and Aggarwal (2020) explore the use of artificial intelligence (AI) in transforming marketing. The authors discuss the potential benefits of using AI in marketing, such as improving customer targeting and personalization, enhancing customer experience, and increasing marketing effectiveness. The main findings suggest that AI can help marketers to better understand customer behaviour and preferences through data analysis, enabling them to create more effective and personalized marketing campaigns. The authors also highlight the importance of ethical considerations in using AI for marketing, such as ensuring transparency and fairness in decision-making processes. The strengths of the article include its comprehensive analysis of the potential benefits of AI in marketing, as well as its discussion of ethical considerations.

The authors focus primarily on the potential benefits for businesses and do not provide insights into the potential impact on consumers which can be considered a weakness of their study. Further research is needed to address potential challenges and explore the potential impact on consumers.