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**A COMPLEMENTARY MODEL OF ARTIFICIAL INTELLIGENCE USAGE IN THE
MODERN MARKETER'S PROFESSIONAL ACTIVITIES**

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The concept of complementarity is interpreted quite broadly and diversely in scientific literature, as evidenced by the analysis of relevant definitions presented in the works of Ukrainian authors. In most cases, these definitions are similar in content and are expressed using synonymous terms such as “additionality,” “mutual complementarity,” “conjugation,” and directly “complementarity” [1, 2].

At the same time, foreign sources offer a more expanded and detailed understanding of this concept, going beyond the mere listing of synonymous terms. Unlike the brief interpretations provided by domestic authors, foreign dictionaries accompany the term with more elaborate explanations, often presented in the form of several sentences [3, 5, 6].

A general analysis of the presented definitions and interpretations allows to conclude that complementarity contributes to the formation of coherence, orderliness, systematization, and reciprocity, acting as an opposition to such states as chaos and uncertainty. As a result, complementarity is effectively used not only as a criterion for evaluating the optimization of various processes and phenomena but also as a practical tool for carrying out the optimization itself.

Moreover, complementarity finds wide application in fields. The complementary approach, based on the principles of coherence and mutual supplementation, is actively used in the context of market assessment and investment activities. In the organizational context, complementarity is reflected in the deliberate avoidance of forming work teams composed of employees with identical professional skills.

An analysis conducted by the International Monetary Fund (IMF) indicates that approximately 60% of jobs in advanced economies, such as the United States and the United Kingdom, are exposed to the influence of artificial intelligence, with around half of these jobs potentially experiencing negative impacts from this technology. However, at the same time, artificial intelligence has the potential to significantly enhance the productivity of certain categories of workers through the improvement and automation of their job functions [4].

It should be noted that the idea of the complementarity of artificial intelligence technologies in the professional activity of a marketer lies in creating conditions for the universalization and improvement of methodological tools, as well as ensuring the systemic integrity of marketing

processes. This makes it possible to actualize an integrated understanding of marketing strategies, enhance decision-making efficiency, and contribute to achieving maximum effectiveness in communication with the target audience through personalization and accurate prediction of consumer behavior.

In fact, complementarity in this context elaborates on and enhances the principle of interaction and interdisciplinarity between marketing technologies and artificial intelligence. Unveiling the essence of such an approach requires the understanding that the process of developing a marketer's professional competencies should involve the parallel acquisition of both traditional marketing tools and modern AI technologies. This is why the cross-disciplinary integration of marketing activities with the IT sphere becomes a key prerequisite for the success of a modern marketing specialist. Thus, the professional activity of a marketer, empowered by the capabilities of artificial intelligence, can be viewed as a holistic, integrative process capable of significantly increasing the effectiveness of contemporary companies' marketing strategies.

Conclusion

In the context of artificial intelligence's impact on professional activity, it has been established that professions with a high degree of complementarity to AI benefit from interaction with these technologies, whereas professions with low complementarity risk being entirely displaced. Finally, complementarity in the marketing sphere implies interdisciplinary interaction between traditional and innovative tools, thereby ensuring an integrative approach capable of significantly enhancing the effectiveness of modern companies' marketing strategies.

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