

ОБЩЕСТВЕНИ КОМУНИКАЦИИ И ИНФОРМАЦИОННИ НАУКИ
PUBLIC COMMUNICATIONS AND INFORMATION SCIENCES

**GENERATIVE ARTIFICIAL INTELLIGENCE IN ENTREPRENEURIAL
INFORMATION PROCESSES: MANAGING MARKETING INFORMATION AMONG
DIASPORA ENTREPRENEURS**

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Abstract: *The article asks and answers how entrepreneurs can use generative artificial intelligence (GenAI) in their marketing information processes. The study is motivated by two factors. Firstly, the success of ChatGPT, developed by OpenAI, has attracted considerable attention from the media and various academic discourses. Secondly, the implications of this technology have been a subject of much discussion. The present paper aims to provide a comprehensive overview of the influence of GenAI on marketing processes in organisations undertaken by entrepreneurs. The development of the study was informed by academic sources and extensive literature research, and complemented by a survey conducted among Peruvian entrepreneurs residing in Germany. The article elucidates the rationales and utilisation of applications in marketing information processes, alongside impediments and competencies involved. The results of the study indicate that Peruvian entrepreneurs in Germany primarily utilise GenAI for efficiency purposes, exploration of new business models, and identification of opportunities. It is predominantly focused on creative and planning tasks, including the generation of ideas. Key constraints relate to quality and accuracy, as well as capability gaps; while competencies are generally strong, confidence in data analysis is a limiting factor in overall readiness.*

Keywords: *Information processes; entrepreneurship; marketing information; generative artificial intelligence (GenAI); diaspora Peru*

INTRODUCTION

Since November 2022, the concept of generative Artificial Intelligence (GenAI) has dominated discourse in the media, the economy, and politics (Bolz 2024). The release of ChatGPT by OpenAI has had a considerable impact on the field of marketing (Chui et al., 2023). A survey conducted by the trade association BITKOM revealed that 41% of companies in Germany are currently utilizing artificial intelligence (AI), with a further 48% planning and discussing its use (BITKOM, 2026). It is evident that the subject has a wide range of applications, which have been shown to increase efficiency, quality, and support innovation (Dahm and Neuhaus 2025).

A study conducted by SAS in 2024 found that approximately 74% of marketers consider it to be a pivotal factor in achieving success in marketing. Furthermore, the survey revealed that for 82% of respondents, the primary benefit identified was the reduction in time spent on repetitive tasks. Furthermore, GenAI has been demonstrated to facilitate the identification of business models, enable data-driven decision-making, and identify market opportunities (Kusetogullari et al. 2025).

A significant challenge is the selection of an appropriate tool, given the wide range of options available, with around 50,000 GenAI tools currently in operation (There's an AI for That, 2026). Furthermore, 61% of marketers report data protection as a problem, followed by 44% who mention GenAI-related competencies (SAS 2024). The integration of human competencies with the technical capabilities of GenAI has been demonstrated to enhance efficiency and innovation processes (Wecke 2024). In order to achieve the optimal utilization of GenAI, it is essential to cultivate the relevant competencies (Scarpa et al. 2024).

GenAI has the potential to support diaspora entrepreneurs in their marketing activities, although it is important to acknowledge the challenges that must be overcome to achieve this. This will be the focal point of the following analyses.

It should be noted that some of the findings presented in this article were first developed in the author's Master's thesis. Instead of reproducing the original work, the article employs a more focused and independently developed academic analysis to offer insights that build upon these foundations.

RESEARCH METHODOLOGY

The methodological approach of this publication is a comprehensive literature review and survey. The focus of this study will be on Peruvian diaspora entrepreneurs in Germany. The emphasis of this study is on the understanding of the function of GenAI in marketing activities and information processes. The analysis draws on academic books and peer-reviewed journal articles. A selection of practitioner-oriented reports and online publications were also included. In addition to the literature review, a survey was conducted with eleven Peruvian entrepreneurs residing in Germany. The collection of data was facilitated by the distribution of a questionnaire, which was executed using survey software. This approach was found to be beneficial for subsequent data analysis, thereby facilitating the organization and evaluation of the study. The resulting dataset was analyzed using descriptive statistics once the respondents had completed the questionnaire. Firstly, the analysis investigates the role and areas of application of GenAI in marketing-related information processes. This was followed by an examination of the barriers to usage and the key competencies required for GenAI in these processes. DeepL Write was used for language correction and stylistic improvement; the intellectual content remains the author's own.

The present study combines evidence from scientific literature, target-group publications and the entrepreneur survey, thereby providing a comprehensive understanding of the contemporary challenges facing diaspora entrepreneurs. This synthesis places particular emphasis on the Peruvian diaspora in Germany.

This paper builds on the methodological basis established in the author's master's thesis, which involved devising and implementing an exploratory research design. This paper revisits, condenses and further develops selected parts of that work.

RESULTS

Peruvian diaspora entrepreneurship in Germany

The concept of entrepreneurship is characterized by the utilization of available resources, the identification of business opportunities, and the role of the entrepreneur (Fust et al. 2019). The task of entrepreneurs is to transform ideas into products and to discover new markets (Kriedel 2017). In order to achieve success, it is essential that they possess competencies in the areas of ideas and opportunities, have access to resources, and are active (European Union 2018).

Research indicates that people from a diaspora are highly motivated to engage in entrepreneurial activities (Rana and Nipa 2019). The members of these communities are a minority in the host country and frequently report feelings of rejection and marginalization. They express a strong sense of obligation to support their home country and indicate a desire to return in the future (Cohen 2008).

Diaspora entrepreneurs have been shown to possess a high level of proficiency in the identification of commercial opportunities, coupled with the advantage of a robust network of connections with individuals within their respective diaspora communities. Furthermore, they have been found to possess a high level of cultural competence (Freiling 2019). In addition, they possess a strong desire to establish their own entrepreneurial activities (Rana and Nipa 2019) and are capable of identifying and filling market gaps through the implementation of innovative business models (Vanore 2018).

In the absence of statistical data, it is only possible to estimate the number of Peruvian diaspora entrepreneurs in Germany. In Germany, the entrepreneurial population constitutes approximately 3% of the total population (Statistisches Bundesamt 2026). Applying this rate to the estimated 30,000-strong Peruvian diaspora in Germany (Statistisches Bundesamt 2023), it is estimated that there are 900 Peruvian diaspora entrepreneurs in Germany.

Areas of application of GenAI in marketing-related information processes

Digitalization has a profound impact on organizational processes, necessitating the presence of both prepared managers and well-structured organizations. A combination of human and technological capabilities is required. As Krcmar (2015) argues, the management of information processes is dependent on both skill and cultural factors.

Marketing can be defined as the process of meeting customer expectations when an enterprise creates value for a product that is offered (Kotler et al. 2007). It is widely regarded as the predominant concept in this field (Bruhn 2019). Consequently, enterprises are obliged to carry out six specific tasks. Firstly, the analysis of the current situation is undertaken, followed by the definition of long-term company objectives. Thirdly, a strategy must be deduced, followed by operational planning of product, price, place and promotion. In the fifth instance, the planned content must be executed and finally controlled (Meffert et al. 2024).

GenAI, a part of AI, has developed into a tool capable of processing a variety of data simultaneously and generating new content (Wecke 2024a). GenAI is set to transform marketing-related information systems, with the potential to significantly enhance operational efficiency and performance (Rubera et al. 2025). As illustrated in Figure 1, GenAI has the potential to be employed across a variety of tasks. The utilization is recommended for research and strategy tasks, including market research and the development of buyer personas. It is followed by products, the utilisation of which as a tool for the generation of ideas and the facilitation of the creation of visual media, including but not limited to photography, text, and video. In the context of facilitating the information process with clients, GenAI has the capacity to personalize email campaigns and provide recommendations. Moreover, it facilitates the measurement of the performance of information processes for marketing campaigns. Finally, it enables marketing operations, such as the preparation of content for social media (Wecke 2024a).



Fig. 1. Use of GenAI for marketing tasks (Ehrsam, 2025)

As demonstrated in Figure 2, the vast majority of Peruvian entrepreneurs residing in Germany adopt GenAI primarily to achieve efficiency gains, such as optimizing workflows and reducing the time spent on manual tasks. Further factors include the exploration of novel business models and the identification of market opportunities. Conversely, the broader potential of GenAI in terms of its ability to enhance data-driven decision-making is considered to be of lesser significance. It is interesting to note that no mention is made of innovation, quality assurance, or any other factors that might be considered relevant (Ehrsam 2025).

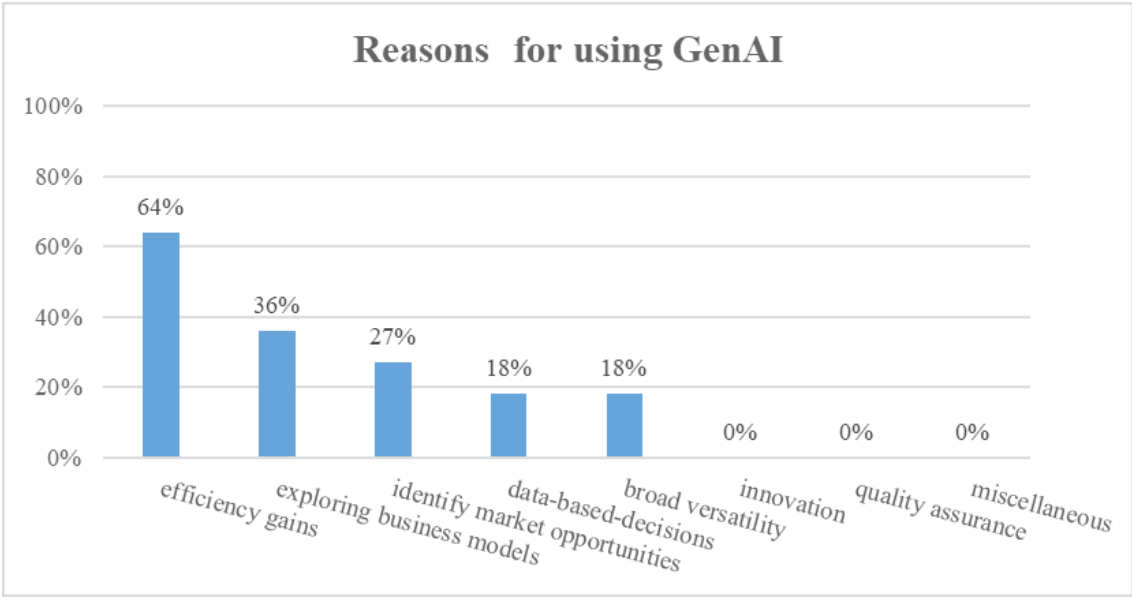


Fig. 2. Reasons for GenAI adoption among Peruvian entrepreneurs in Germany (Ehram, 2025)

The findings suggest that Peruvian diaspora entrepreneurs in Germany acknowledge the potential of GenAI in a range of marketing domains. As shown in Figure 3, idea generation represents the primary use case, whereas pattern identification is perceived as less relevant (Ehram 2025).

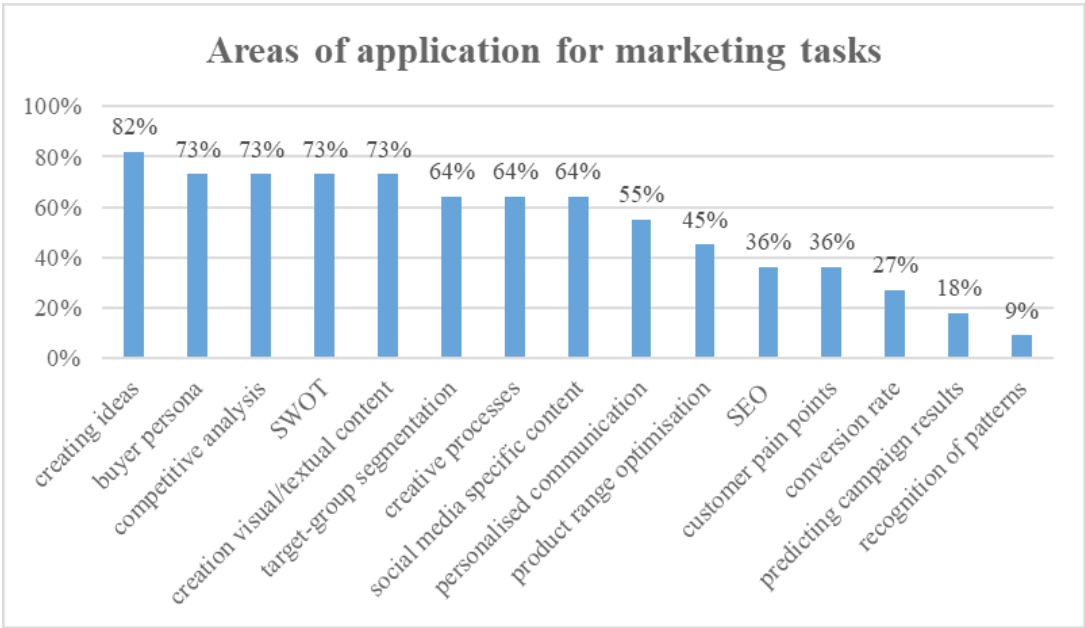


Fig. 3. Areas of GenAI use in marketing tasks among Peruvian entrepreneurs in Germany (Ehram, 2025)

As illustrated in Figure 4, the study also examined the key barriers to the utilization of GenAI. The most significant challenges experienced by participants are those related to quality concerns and limited access to suitable tools. This is in contrast to the few diaspora entrepreneurs who consider low personal and cultural resistance to be a significant challenge (Ehram 2025).

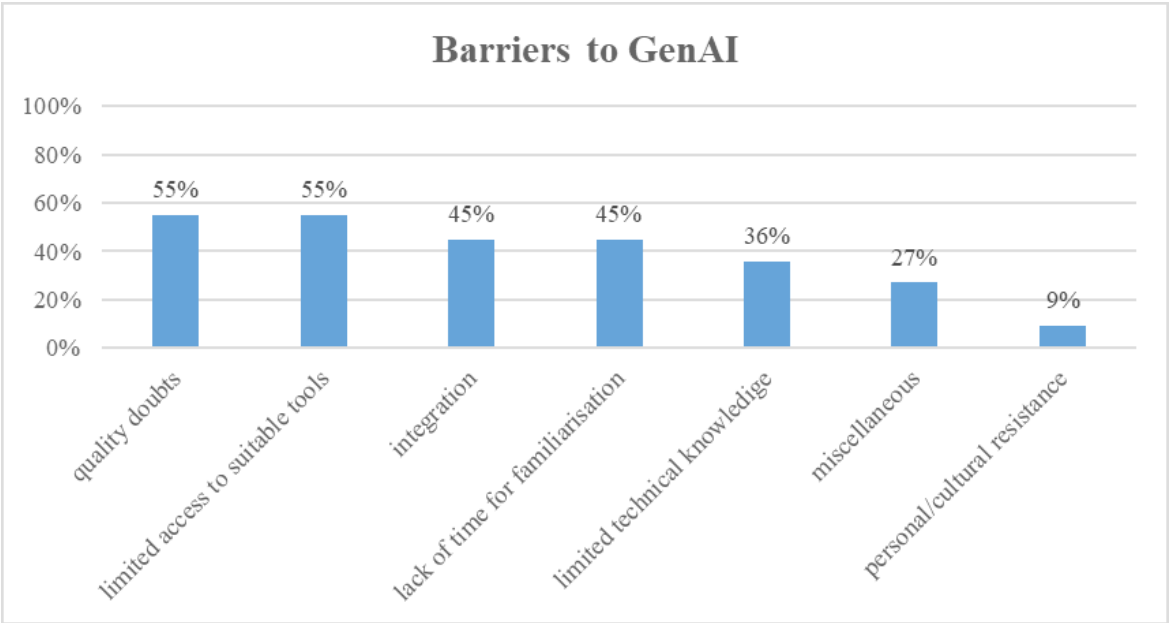


Fig. 4. Barriers to GenAI adoption among Peruvian entrepreneurs in Germany (Ehrsam, 2025)

Concerning the key competencies of diaspora entrepreneurs, Figure 5 demonstrates that 91% of respondents expressed a favorable opinion of their fundamental understanding of GenAI. Furthermore, an equal proportion of respondents stated that they utilize GenAI in a responsible manner, thereby signifying a commendable level of awareness concerning ethical and accountable practices. The level is almost equivalent, with 90% of the thinking being of a strategic nature.

In the domain of creative endeavors, a significant proportion of the participants have expressed high levels of satisfaction with their capabilities in the production of visual, textual, and video content, with 82% rating their proficiency in these domains as either good or very good. Furthermore, a substantial percentage of the participants, amounting to 82%, have also articulated a positive stance on continuous development and adaptability in the face of technological change. Furthermore, 81% of diaspora entrepreneurs evaluate their communication competence as strong, and 81% demonstrate a high level of confidence in understanding target groups.

With regard to the utilization of digital tools, 73% of participants expressed a high degree of confidence in their ability to competently operate them. Conversely, opinions regarding analytical abilities are more varied. A mere 54% of entrepreneurs rate their competence in analyzing data as good or very good (Ehrsam 2025).

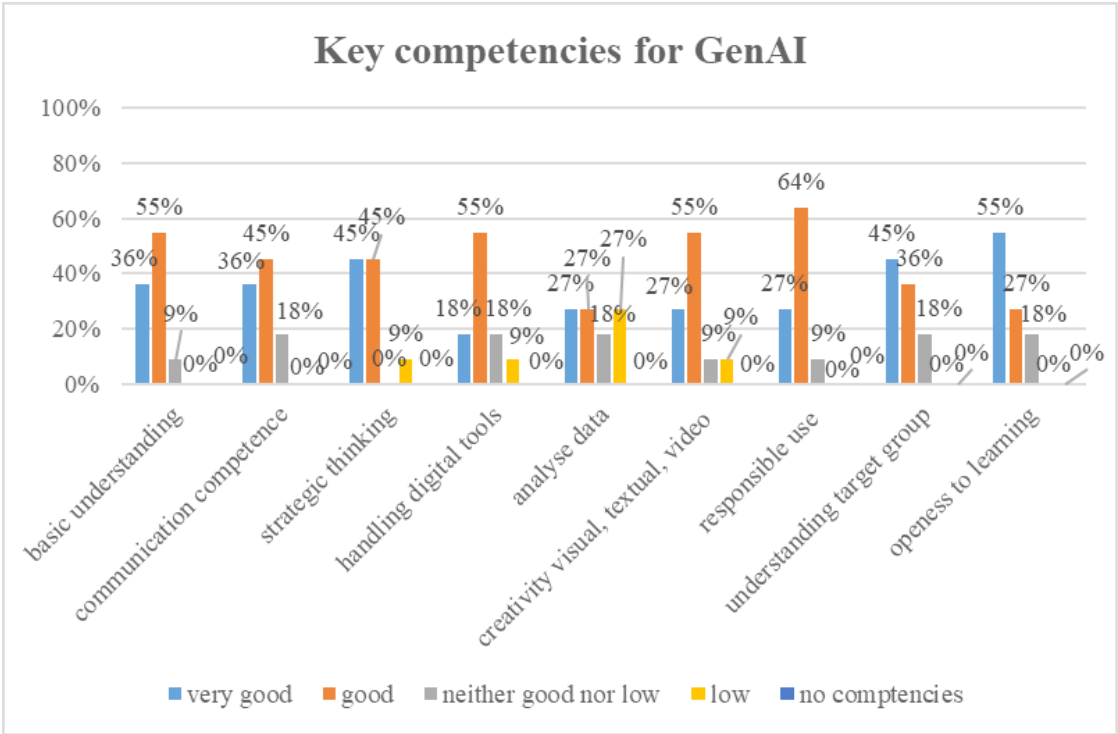


Fig. 5. Key competencies for GenAI among Peruvian entrepreneurs in Germany (Ehram, 2025).

DISCUSSION

With respect to the underlying motivations for adopting GenAI, 64% of Peruvian diaspora entrepreneurs identify efficiency gains as the dominant factor, thereby corroborating the findings of Dahm and Neuhaus (2025). The study’s findings underscore the efficacy of GenAI in enhancing both routine process execution and the handling of complex tasks. However, a discrepancy becomes apparent in the domain of innovation. While Dahm and Neuhaus (2025) emphasize the role of AI in enabling innovation, particularly in the development of new products and business models, Peruvian diaspora entrepreneurs in Germany do not primarily perceive GenAI as an innovation driver. While its relevance for business model development and market identification is acknowledged, this perception remains comparatively weaker.

Conversely, diaspora entrepreneurs evidently recognize the value of GenAI in the generation of ideas. This observation is consistent with the findings of BVDW (2025), which indicate that 88% of marketing agencies employ GenAI in ideation processes.

Concurrently, salient barriers persist, notably concerns regarding output quality and restricted access to appropriate tools. These results align with the findings of Hürtgen et al. (2024), who have identified significant concerns regarding the reliability and accuracy of AI-generated content.

From a capability perspective, the effective management of marketing-related information processes requires a combination of competencies, including technological literacy, strategic thinking, creative capabilities, data analytical skills, and a continuous learning orientation (Wecke 2024b). While Peruvian diaspora entrepreneurs demonstrate notable competencies in most of these domains, deficiencies persist in data analytical capabilities.

CONCLUSIONS

Individuals belonging to diaspora communities frequently exhibit a strong propensity to engage in entrepreneurial endeavors and demonstrate an aptitude for identifying business opportunities. Within the domain of marketing-related information systems, the integration of GenAI is anticipated to effect a transformation in processes, thereby engendering substantial performance enhancements. The potential applications of GenAI are extensive, encompassing domains such as research and strategy, product management, customer management, performance management, and marketing operations.

The Peruvian diaspora entrepreneurs in Germany is estimated to comprise approximately 30,000 individuals, of whom it is estimated that 900 are entrepreneurs. Their marketing activities are increasingly influenced by technological change and innovation, particularly driven by GenAI. The analysis yielded four key findings:

1. The primary motivation for Peruvian diaspora in Germany to adopt GenAI is efficiency gains.
2. The predominant application of GenAI is in the domain of idea generation.
3. The primary obstacles pertain to concerns regarding output quality and constrained access to appropriate tools.
4. With regard to competencies, Peruvian diaspora in Germany demonstrate a solid foundational understanding, use GenAI responsibly, and apply it for strategic purposes.

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ГЕНЕРАТИВЕН ИЗКУСТВЕН ИНТЕЛЕКТ В ПРЕДПРИЕМАЧЕСКИТЕ ИНФОРМАЦИОННИ ПРОЦЕСИ: УПРАВЛЕНИЕ НА МАРКЕТИНГОВАТА ИНФОРМАЦИЯ СРЕД ПРЕДПРИЕМАЧИТЕ ОТ ДИАСПОРАТА

Резюме: Статията разглежда как предприемачите могат да използват генеративен изкуствен интелект (GenAI) в своите маркетингови информационни процеси. Изследването е мотивирано от нарастващото внимание към ChatGPT на OpenAI и широките дискусии относно последиците от тази технология. Целта е да се представи преглед на влиянието на GenAI върху маркетинговите процеси в предприемаческа среда. Проучването се базира на академична литература и анкета сред перуански предприемачи в Германия. Анализирани са мотивите за използване, областите на приложение, както и свързаните с това бариери и компетенции. Резултатите показват, че GenAI се използва основно за повишаване на ефективността, разработване на бизнес модели и идентифициране на възможности. Основните приложения са в творчески и планови задачи, особено в генерирането на идеи. Ограниченията са свързани с качеството, точността и липсата на определени умения. Въпреки общо силните компетенции, ограниченото доверие в анализа на данни остава ключово предизвикателство.

Ключови думи: информационни процеси; предприемачество; маркетингова информация; генеративен изкуствен интелект (GenAI); перуанска диаспора

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