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**Nota di contenuto** Intro -- Contents -- About the Editors -- Part I Artificial Intelligence Applied in Marketing -- 1 Social Media Presence Impacts AI Influencer's Endorsement: An Empirical Evidence -- 1.1 Introduction -- 1.2 Literature Review and Hypotheses Development -- 1.2.1 Social Media Presence -- 1.2.2 Fantasy -- 1.3 Pilot Study -- 1.3.1 Methodology -- 1.3.2 Analysis and Results -- 1.3.3 Discussion -- 1.4 Main Study -- 1.4.1 Methodology -- 1.4.2 Analysis and Results -- 1.4.3 Discussion -- 1.5 Limitations and Future Research Directions -- References -- 2 GSP Internet Users Based on Their Navigation Preferences: Second Round-Law Sentences -- 2.1 Introduction -- 2.2 Data Mining Applied to Educational Environments -- 2.3 Description of the Problem -- 2.3.1 GSP Algorithm -- 2.3.2 GSP_M Algorithm -- 2.4 Experimentation -- 2.5 Conclusion -- References -- 3 Artificial Intelligence in the Development of Eco-innovations -- 3.1 Introduction -- 3.2 Theoretical Background

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