# Article information:

Contrasting perspectives – practitioner’s viewpoint on personalised marketing communication | Emerald Insight  
<https://www.emerald.com/insight/content/doi/10.1108/EJM-11-2017-0896/full/html>

# Article summary:

1. The paper provides insights into personalization from a practitioner's perspective to bridge the gap between academia and practitioners and steer the research agenda.

2. Practitioners are overly positive about personalization, but they are aware of constraining factors and engage in ethical discussions on personalization.

3. The study shows that practitioners have somewhat different beliefs about the utility and appreciation of personalized marketing practices than consumers, and implications for lawmakers are discussed suggesting that privacy laws need more clarity.

# Article rating:

Appears moderately imbalanced: The article provides some useful information, but is missing several important points or pieces of evidence that would be required to present the discussed topics in a balanced and reliable way. You are encouraged to seek a more balanced perspective on the presented issues by exploring the provided research topics and looking at different information sources.

# Article analysis:

The article "Contrasting perspectives – practitioner’s viewpoint on personalised marketing communication" aims to provide insights into personalization from a practitioner's perspective and bridge the gap between academia and practitioners. The study is exploratory in nature, and semi-structured expert interviews were conducted with marketers, market researchers, and online privacy specialists.

The article highlights that practitioners have somewhat different beliefs about the utility and appreciation of personalized marketing practices than consumers. However, it fails to provide any evidence or data to support this claim. The article also showcases how practitioners view the issues present in consumer research. It suggests that they are overly positive about personalization but are aware of constraining factors, and findings showcase best practices to mitigate them. Finally, practitioners are aware of controversies surrounding personalization and thus engage in ethical discussions on personalization.

The article provides six insights into personalized marketing as well as expectations for the future of the phenomenon to steer the research agenda. However, it fails to explore any counterarguments or potential risks associated with personalized marketing.

One potential bias in this article is that it only presents one side of the argument - the practitioner's perspective. It does not provide any insights from a consumer's perspective or consider their concerns regarding privacy and data protection.

Another potential bias is that the article seems promotional towards personalized marketing practices without providing any evidence or data to support its claims. It suggests that practitioners are overly positive about personalization without exploring why this might be the case.

Overall, while this article provides some valuable insights into personalized marketing from a practitioner's perspective, it lacks balance by not presenting both sides equally and failing to explore counterarguments or potential risks associated with personalized marketing practices.

# Topics for further research:

* Consumer perspectives on personalized marketing
* Privacy concerns in personalized marketing
* Risks associated with personalized marketing practices
* Ethical considerations in personalized marketing
* Impact of personalized marketing on consumer behavior
* Effectiveness of personalized marketing strategies

# Report location:

<https://www.fullpicture.app/item/7c515144a18a959ff59d89f6275fd741>