

Chapter 7

AI–Driven Digital Marketing in Kazakhstan: Opportunities and Challenges for Vocational Education and Training

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ABSTRACT

This chapter examines Kazakhstan's distinctive digital marketing scene and the transformative potential of artificial intelligence technologies in reshaping vocational education and training. Over the past five years, the rapid evolution of Artificial Intelligence (AI) technology has opened up unprecedented opportunities for vocational education. This book chapter not only explores the promise of artificial intelligence in vocational education through the lens of digital marketing but also emphasizes the transformative power of artificial intelligence. The present artificial intelligence technology introduces innovative application models, such as assisted

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teaching and learning, which empower teachers to craft personalized instruction and offer real-time support to students. The contemporary artificial intelligence-driven digital marketing for vocational education delivers a hopeful glimpse into the future of vocational education enriched by technology, instilling a sense of optimism and excitement about the possibilities.

INTRODUCTION

Artificial intelligence (AI) technology has introduced rapid changes, leading to swift progress by offering a lifelike experience to its actual users and multiple and unexpected benefits to the marketers' community. For business society, incessantly incorporating new means or methods is essential to maintaining a competitive advantage in their respective businesses—such a continuous demand for creativity yields capital and attention. In the framework of digital marketing, artificial intelligence examines the use of advanced algorithms and machine learning to analyze consumer behavior, predict trends, and automate marketing processes. This application of AI in digital marketing is a way to recognize progressed adeptness, competent understanding of clients, and customization. In the face of it is a viewpoint that emanates from its equitable portion paybacks, noteworthy confrontations occur, such as data privacy concerns, high setup cost, data quality, sourcing skilled personnel, and keeping up successive technological innovations. Modern organizations that bet on artificial intelligence to overcome all these impediments will probably be the most successful in their sectors. AI has influenced digital marketing and offered a wide range of advantages and very few drawbacks to transform the promotional programs of companies by tapping almost all digital avenues to reach the target markets. It is vital to grasp these changes, especially in ensuring companies remain competitive and innovative. The most potent learning type is not being taught what to do but learning how to find a solution independently.

Vocational education, also known as technical or career education, plays a pivotal role in augmenting a nation's economic effectiveness, safeguarding social stability, nurturing technological innovation, and urging national development from the perspective of economic globalization. The status and role of vocational education in society have experienced a significant improvement. It is equally crucial in general higher education and has become an integral component of the national education system and human resource development. Its primary tasks encompass developing diverse talents, transferring technical skills, and encouraging employment and entrepreneurship. It holds paramount significance for the country's and society's development. Vocational education is fabricated so that learners can obtain the intelligence, expertise, and capabilities that are identifiable to a distinct profession,

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