

Reconfiguring Marketing Workflows through Generative and Agentic AI: A Human-AI Collaboration Perspective

Richie Enrico Tanujaya

Global Business Marketing Study Program, BINUS Business School, Bina Nusantara University, Jakarta, Indonesia

Yuli Eni

Global Business Marketing Study Program, BINUS Business School, Bina Nusantara University, Jakarta, Indonesia

Abstract

This study examines how generative and agentic AI integrate into real marketing workflows, study how this integration reconfigures decision-making through human-AI interaction. Using a qualitative exploratory design with semi-structured interviews and a Gioia-inspired methodology, four interconnected patterns emerged across six marketing practitioners. First, AI enters the workflow as a cognitive entry point at ideation, shifting creative initiation from internal reflection to human and AI exchange. Second, this restructures the broader workflow, reducing production timelines even redistributing labour toward evaluation and strategic oversight. Third, agentic AI system introduce a supervisory dynamic in which practitioners monitor and audit automated decisions rather than executing them directly. Fourth, human decision authority remains intact but is exercised differently. It concentrated at structural and contextual levels rather than operational ones. AI does not replace marketing practitioners; it reconfigures what professional competence demands. The professional capacity to think critically across ideation, evaluation, and automated execution has become a professional requirement, not an assumed baseline.

Keywords

Generative AI, Agentic AI, Marketing Workflow, Human-AI collaboration, Decision Authority.