

Skilled Resilience: Skilled Resilience: Revitalizing Asian American and Pacific Islander Entrepreneurship Through AI-Driven Social Media Marketing Techniques

Vanya Shrivastava

University of Southern California, Los Angeles, California

Abstract

Asian American and Pacific Islander (AAPI) small business owners are vital contributors to U.S. economic growth. Nevertheless, this demographic confronts steep impediments to its socioeconomic success in the form of racism and blame for the COVID-19 pandemic. In addition, many AAPI entrepreneurs are burdened by marketing strategies that do not adequately drive consumers to their businesses. In response to these issues, this paper advocates for the skillful integration of artificial intelligence (AI) into AAPI entrepreneurs' social media marketing strategies that target U.S. consumers. To this end, there are three beneficial AI-driven social media marketing techniques that this paper addresses. These techniques include dual-coding, play-based approaches, and cultural sensitivity tools. This paper then concludes by recommending that AAPI entrepreneurs continually monitor and adjust evolving AI technology as well as their chosen marketing strategies to accelerate success.