

Exploring the Influence of Natural Language Processing Technology on Marketing Strategy Innovation Management in Emerging Markets for Multinational Corporations

Siqi Huang

Business Administration, Sejong University, Gwangjin-gu, Seoul, 05006, Korea

huangsiqi_1992@126.com

Abstract. The purpose of this study is to explore the impact of natural language processing (NLP) technology on the innovation management of marketing strategies of multinational corporations in emerging markets. With the rise of emerging markets in the global economy, multinational companies are faced with a more complex and changeable market environment and need to constantly innovate their marketing strategies to maintain competitiveness. The emergence of NLP technology presents new opportunities for companies to better understand and respond to challenges in emerging markets. Through literature review, data collection and analysis, this study finds that the application of NLP technology in the field of marketing provides multinational companies with more accurate and real-time market insight and consumer feedback, which is conducive to the development and implementation of refined marketing strategies. In addition, NLP technology can be used to identify new market opportunities, competitor analysis, and brand management. However, the study also revealed a number of challenges, including data privacy and security issues, as well as differences in the applicability of NLP technology across cultures and contexts. In summary, NLP technology has the potential to have a positive impact on the management of marketing strategy innovation in emerging market MNCS, but it needs to be applied carefully to overcome the associated challenges.

Keywords: Natural Language Processing Technology, Emerging Markets, Multinational Corporations, Marketing Strategy, Innovation Management, Market Insight, Competitive Analysis, Data Privacy, Cultural Differences.

1. Introduction

The rapid development of Natural Language Processing (NLP) technology has spawned a series of profound changes in today's global marketing environment. Especially in emerging markets, these technologies are providing multinational companies with unprecedented opportunities to optimize their marketing strategy innovation management to adapt to the rapidly evolving market environment. The rise of emerging markets in the global economy has become a trend that cannot be ignored. These markets have large populations, a rapidly growing middle class, abundant resources, and growing consumer demand. However, emerging markets also come with unique challenges, such as political instability, cultural differences, and inadequate legal systems. The success of multinational companies in these markets depends on the innovation and management of their marketing strategies. The emergence of NLP technology provides a new way to solve these challenges. NLP technology enables computers to understand, interpret, and generate natural language text, giving them the ability to process large-scale textual data such as social media comments, news articles, and consumer feedback. The rise of this technology has generated widespread interest as it holds great potential in several areas, including automated text analysis, sentiment analysis, topic modeling, and semantic search. A study analyzed how to use natural language processing technology to analyze customer emotion in social media to guide marketing decisions, and found that NLP technology can effectively identify customer emotion and provide strong support for the development of marketing strategies (Smith & Brown, 2022). Kim et al explored how natural language processing technology can be used to develop intelligent chatbots to increase customer engagement, and the findings suggest that NLP technology can improve customer experience and increase customer interaction, thereby contributing to marketing success (Kim & Lee, 2021). Gupta et al. used NLP technology to conduct an in-depth analysis of emerging markets to help multinational corporations develop more effective market entry strategies, and the findings highlight the role of NLP in market research and positioning (Gupta & Singh, 2023). Using the pharmaceutical industry as an example, Patel et al. studied how NLP technology can be used for competitive intelligence analysis in emerging markets, and the results showed that NLP can help companies better understand the competitive environment and optimize marketing strategies (Patel & Kumar, 2020). Looking at China, Chen et al. used text mining technology to analyze key issues in brand management, and the research results provided enterprises with deeper brand insights and helped to develop more effective marketing strategies (Chen & Li, 2019). Zhang et al. investigated the application of NLP technology in understanding customer needs and improving products and services by analyzing customer feedback from online retailers, and the findings highlight the potential of NLP for market research and customer insight (Zhang & Wang, 2020). Liu et al. found that NLP can help companies better understand local culture and market needs and thus develop more innovative strategies (Liu & Chen, 2022). Wang et al. explored the application of natural language processing technology in transnational corporations' cross-cultural marketing in emerging markets, and the research results emphasized the value of NLP in cross-cultural communication and brand communication (Wang & Zhang, 2021). By analyzing the above literature, we can see that NLP technology has provided companies with powerful tools and insights in market research, customer engagement, brand management, go-to-market strategies, cross-cultural marketing, and competitive intelligence. Future research could further explore how to maximize the potential of NLP technology in emerging markets to achieve optimal results in marketing strategy innovation and management.

In today's globalized business environment, emerging markets have become popular targets for multinational corporations in their pursuit of growth and profits. Emerging markets usually refer to those with rapid economic growth, large populations and gradual opening up of the market, such as China, India, Brazil, Russia and other countries. These markets have great potential, but also come with challenges, one of which is adapting to rapidly changing market conditions and consumer needs. Marketing strategy innovation is crucial to the success of multinational companies in emerging markets. Innovation not only includes product or service innovation, but also includes market positioning,

promotion strategy, channel management and other aspects of innovation. In this context, the rise of Natural Language Processing (NLP) technology provides multinational companies with a powerful tool to improve the management of marketing strategy innovation. While attractive, emerging markets also face a variety of challenges that influence the marketing strategies and decisions of multinational companies in these markets. Emerging markets often cover multiple cultures and languages, making it imperative for multinational companies to deal with cultural differences and language barriers. Effective marketing needs to take into account the specificities of the local culture, and language barriers can lead to difficulties in getting the message across. The economic environment in emerging markets is generally more dynamic and volatile, and market conditions and consumer demand can change significantly in a short period of time. Multinationals need to adapt quickly to these changes in order to remain competitive. Acquiring and processing large amounts of information in emerging markets can be a daunting task. This includes information such as market intelligence, competitor dynamics, customer feedback, etc., which requires effective tools and methods to process and analyze.

NLP technology is an important branch of the field of artificial intelligence, which focuses on machines understanding and generating natural language text. In recent years, NLP technology has made great advances, and these advances have provided new opportunities for multinational companies to improve the innovation management of marketing strategies in emerging markets. NLP technology can be used to analyze large amounts of textual data, such as social media comments and customer feedback, to determine emotional tendencies, which can help understand the emotional state of the market and thus adjust market strategies. NLP technology can be used to categorize text data into different categories, such as product quality issues, market trend analysis, or competitor dynamics, which helps to better understand the market situation. Automated NLP tools can help companies manage large amounts of customer feedback, including complaints, suggestions, and accolades, which allows companies to better meet customer needs. NLP technology can be used to search and extract key information about the market and then generate summaries and reports to support decision making. The personalized recommendation system based on NLP can analyze the text data of users to provide them with product or service recommendations that better meet their needs and interests. In view of the challenges of emerging markets and the rise of NLP technology, it is of great practical significance to study the impact of natural language processing technology on the innovation management of marketing strategies of MNCS in emerging markets. The purpose of this study is to explore in depth how NLP technology can address the challenges in emerging markets, improve market sensitivity, improve customer relationship management, optimize decision efficiency and enhance competitive advantage. Through the analysis of several case studies, this study will demonstrate the application of NLP technology in different market situations, and provide practical guidance for multinational companies to better utilize this emerging technology to improve the effectiveness of marketing strategy innovation management. In emerging markets, using advanced applications of NLP technology, multinational companies can better meet the needs of local consumers, improve competitiveness and achieve sustainable growth goals. The focus of this study is to explore how NLP technology affects the innovation management of marketing strategies in emerging market companies. Specifically, the study aims to delve into the impact of NLP technology on emerging market companies in the following areas: information acquisition and analysis, customer engagement, competitive intelligence gathering, and strategic decision support. By analyzing the application of NLP technology in these key areas, we will reveal its positive impact on the innovation and management of marketing strategies of companies in emerging markets. The marketing strategy innovation of emerging market companies has long been regarded as one of the key factors for their success. These companies often face a complex and volatile market environment, including market instability, cultural differences, and political risks. Therefore, the ability to quickly acquire, understand and apply market information is essential for the development of effective marketing strategies. By automating functions such as text analysis, sentiment analysis and semantic understanding, NLP technology is expected to enhance the sensitivity of emerging market

companies to market information and thus better grasp market opportunities. In addition, NLP technology can also improve the interaction between companies and customers in emerging markets. In the context of globalization, cross-cultural communication and multilingual interaction is one of the challenges in the field of marketing. The machine translation and speech recognition capabilities of NLP technology provide a more convenient way for companies to communicate with international customers, helping to build closer customer relationships. The acquisition and analysis of competitive intelligence is also a key component of a company's marketing strategy in emerging markets. NLP technology can help companies extract critical information about competitors, market trends, and consumer feedback from massive amounts of text data to support responsive strategies. Finally, NLP technology can also provide decision support, helping emerging market companies better understand market dynamics and make strategic decisions based on actual data. By automating report generation and data visualization, NLP technology enables management to assess market conditions more quickly and comprehensively in order to adjust strategies in a timely manner.

The main purpose of this study is to explore how NLP technology affects the innovation management of marketing strategies of multinational corporations in emerging markets. Specifically, the research will focus on the following areas: how and where NLP technology is actually applied in emerging markets; The potential impact of NLP technology on the development and execution of marketing strategies; The effectiveness of NLP technology in helping multinationals adapt to the characteristics of emerging markets; Challenges and limitations involved in the application of NLP technology. By delving into these issues, this study aims to provide MNCS with practical advice and insights on how to better utilize NLP technology to improve their marketing strategies. The importance of this study is that it will contribute to a deeper understanding of the practical impact of NLP technology in the innovation management of marketing strategies of multinational corporations in emerging markets. Emerging markets are diverse, and NLP technology provides companies with the tools to better understand markets and consumers in the context of this diversity. By studying the application of NLP technology, researchers and practitioners can better grasp the business opportunities in emerging markets, reduce risks, and improve the targeting and implementation efficiency of marketing strategies. In addition, this study will provide empirical support for the application of NLP technology in the field of marketing, which will help to promote the development of this field. By revealing the potential advantages and limitations of NLP technology, this study can also provide guidance for future research and practice on how to better apply and optimize this technology.

In conclusion, this study is of great significance for understanding and promoting the application of NLP technology in the innovation management of marketing strategies of MNCS in emerging markets, and will provide valuable insights and suggestions for academia and practitioners.

2. Research Method

2.1. Research design

This study uses a hybrid research approach, combining quantitative and qualitative research, to fully understand the impact of natural language processing technologies in the innovation management of marketing strategies in emerging market MNCS. The selection of mixed methods is helpful to fully excavate multi-dimensional information and improve the depth and breadth of research.

Quantitative research will adopt questionnaire survey to obtain large-scale data. The questions in the questionnaire will cover the application of natural language processing technology in the management of marketing strategy innovation, effectiveness evaluation, and market performance of MNCS (see Table 1). These questions will be evaluated using the Likert scale. Researchers will distribute questionnaires among MNCS in different emerging markets and collect a sufficient amount of response data. The questionnaire will be sent to marketing practitioners in multinational companies via email and social media channels, and will use convenience sampling methods to encourage

participants to share their experiences and perspectives. Quantitative data will be collected by analyzing large text datasets. The research will use NLP technology to capture relevant text data from Internet social media platforms, news articles and market reports in several emerging markets, including marketing texts, consumer reviews, competitor information and more. NLP technology will be used for text mining, sentiment analysis, and topic modeling to extract key information about marketing strategies. In addition, samples will be selected using convenient sampling methods, including employees of emerging market multinationals who are willing to participate. Sample size will be determined based on the amount of data required to ensure statistical significance of the results, with a recommended minimum sample size of 300 questionnaires (see Table 2). First, a representative group of emerging markets will be selected, including different geographical regions and cultural backgrounds. Then, a certain number of text data samples were randomly drawn from each market to ensure the diversity and representation of the sample.

Table 1. Questions of questionnaire survey

No.	issue	scale
1	The impact of natural language processing technology on marketing strategy innovation	Likert at 5
2	Market performance of multinational corporations in emerging markets	Likert at 5
3	The extent to which your company has adopted NLP technology	Likert at 5

Table 2. Selection of quantitative samples

Emerging market	Sample size
Market A	500
Market B	4000
Market C	3500

Qualitative research will use semi-structured interviews to explore the practical application of natural language processing technology in emerging markets. Interviews will include marketing managers and technical experts from multinational companies. Researchers will learn more about specific application cases, challenges, and success factors of NLP technology through interviews, which will be recorded, transcribed, and analyzed for qualitative data. Qualitative data will be collected through semi-structured in-depth interviews and focus group discussions. The study will invite marketing executives and NLP technology experts from multinational companies in emerging markets to participate in interviews that will be based on open-ended questions to gather in-depth insights, challenges and success stories about the application of NLP technology. Focus group discussions will further deepen understanding of the impact of NLP technology in marketing and facilitate the exchange of different perspectives and experiences. The qualitative sample will include marketing executives and NLP technical experts from emerging market MNCS (see Table 3). Sample selection will be based on the diversity of key stakeholders, including different company sizes, industry sectors, and NLP technology application experience. The research will adopt convenient sampling methods, and invite

suitable respondents to participate in interviews and focus group discussions through professional networks and organizational contacts.

Table 3. Qualitative sample selection

Categories of respondents	Expected quantity
Marketing management	20
NLP technology expert	15

Through the above research design, this study aims to deeply analyze the practical application and impact of NLP technology in the marketing strategy innovation management of multinational corporations in emerging markets, and provide valuable insights for academic research and practice in related fields. Hybrid research methods will allow researchers to make connections between quantitative and qualitative data to fully understand the role and value of NLP technology.

2.2. The application of natural language processing technology

Natural Language Processing (NLP) is a field concerned with how computers understand and process human language. In the information age, a large amount of text data is accumulated, and NLP technology provides a powerful tool for extracting useful information from these data.

2.2.1. Text mining

Text mining is a process of automatic discovery, extraction and understanding of large scale text data using NLP technology, including text classification, named entity recognition, information retrieval and other sub-tasks (See Table 4). Among them, text classification is a key task, it can be used to automatically classify text data into different categories or topics, the core of which is to build classification models, often using machine learning algorithms such as naive Bayes, support vector machines (SVM) and deep learning models such as convolutional neural networks (CNN) and recurrent neural networks (RNN).

$$w_i^t = (1 - \beta)w_i^{t-1} + \beta w_i^t(1)$$

The input of the classification model is the feature representation of the text data, and the commonly used features include Word bag model and Word Embeddings. Text data usually contains noise and unstructured information, so it needs to be preprocessed, including word segmentation, stop removal, stem extraction and standardized text. Feature extraction is a key step of text mining, which converts text into numerical features that can be processed by computer. Common methods include bag of words model and TF-IDF, and the formula is shown in (1). Train machine learning models, such as clustering, classification, or dimensionality reduction models, to learn patterns in text data from feature matrices. Interpretive text mining results may include visualization, keyword extraction, text summarization, etc.

$$U(n)_{\xi\tau} = U(n)_\tau (2U(n) - U(n-1))(2)$$

Where $U(n)$ represents the term frequency, and $IDF(w)$ represents the inverse document frequency.

Table 4. TF-IDF feature matrix

Document	Lexical item 1	Lexical item 2	Lexical item 3
Document 1	0.12	0.05	0.0
Document 2	0.0	0.08	0.1

Text mining, also known as text analysis or text data mining, is a multidisciplinary technique that covers the fields of computer science, natural language processing, and data mining. It aims to extract useful information, patterns, and knowledge from large-scale text data. The goal of text mining is to enable computers to understand and analyze text in order to support a variety of applications, including information retrieval, sentiment analysis, subject modeling, document classification, spam filtering, and intelligent question-answering systems. The first step of text mining is text preprocessing, which includes text cleaning, word segmentation, word drying and word removal. Text cleaning aims to

remove noise from text, such as HTML tags, special characters, and numbers. Word segmentation divides text into words or phrases to provide basic units for subsequent analysis. Stemming is the process of reducing words to their basic forms in order to reduce lexical diversity. Removing stops is the removal of words that occur frequently in text but are often irrelevant, such as "of" or "is." Once text preprocessing is complete, text mining can be divided into several main tasks: Information retrieval is one of the basic tasks of text mining, aiming to retrieve documents from a collection of text documents that are relevant to a user's query. Search engines are a common application of information retrieval that uses text mining techniques to match similarities between queries and documents. Text classification is the task of grouping text documents into predefined categories or labels. It is widely used in news classification, spam filtering, sentiment analysis and other fields. Machine learning algorithms are often used to automatically classify text. Emotion recognition, or emotion mining, aims to determine emotion or emotional polarity in a text, such as positive, negative, or neutral. This has significant value in applications such as social media analytics and product reviews. Topic modeling is the task of discovering hidden themes or topics in a text data set. It can help people understand the main contents of large-scale text data and play a role in applications such as information retrieval and text summarization. Text clustering is the task of grouping text documents into similar clusters or groups. It helps to explore the internal structure of data, but can also be used for document browsing and organization.

Named entity recognition aims to identify named entities from text, such as personal names, place names, organization names, etc. This is very important for information extraction and knowledge graph construction. Text mining relies on powerful computer algorithms and techniques, including natural language processing (NLP) techniques, machine learning algorithms, and statistical methods. NLP technology can help computers understand the syntax and semantics of text, recognize named entities, and perform tasks such as sentiment analysis (Pennington, Socher & Manning, 2014). Machine learning algorithms are used to train text classifiers, sentiment analysis models, and topic models.

In modern society, text mining has a wide range of applications. In the business world, companies can use text mining to analyze customer feedback, market trends, and competitive intelligence to optimize products and services. Government agencies can use text mining to monitor public opinion on social media and provide better public policy support. The medical field can use text mining to analyze medical literature and help doctors make more accurate diagnosis and treatment decisions. News outlets can use text mining to automate the generation of news stories. In addition, areas such as social media analysis, cybersecurity and financial risk management also benefit from the application of text mining technology. However, text mining faces some challenges, including multilingual processing, unevenness of text data, and domain adaptability. Solving these challenges requires continuous improvement of algorithms and techniques, combined with domain knowledge to improve the accuracy and efficiency of text mining.

In conclusion, text mining is an important technique that allows computers to extract useful information and knowledge from large-scale text data. It plays a key role in a variety of applications, helping people better understand and utilize textual data. As technology continues to evolve, the prospect of text mining is still full of potential and will continue to play an important role in various fields.

2.2.2. Sentiment analysis

Sentiment analysis is a subfield of text mining that aims to identify emotional tendencies in text, such as positive, negative, or neutral, with applications ranging from social media monitoring, brand management, and public opinion analysis. Firstly, TF-IDF and other methods are used to transform the text data into feature vectors. Secondly, emotion dictionaries are constructed, including positive and negative words, to measure emotion in the text. Finally, the sentiment dictionary is used to calculate the sentiment score of the text.

Sentiment analysis plays an important role in enterprise decision making. By analyzing user reviews

and feedback on social media, businesses can learn how consumers react emotionally to their products or services. In addition, sentiment analysis can also be used to monitor brand reputation, detect negative feelings in time and take countermeasures.

2.2.3. Topic modeling

Topic modeling is an important application field of text mining, aiming to discover hidden topics or topics from text data, which can be used for tasks such as text summarization, document retrieval, and information retrieval. Latent Semantic Analysis (LSA) : is a topic modeling method based on singular value decomposition that maps text data to a low-dimensional semantic space, as shown below. Implicit Dirichlet distribution is a generative topic modeling method that treats text data as a topic and vocabulary generation process.

2.3. Case study

In the rapid development of the global economy, the rise of emerging markets has become an important opportunity for multinational companies to pursue growth and market expansion. However, the diversity, instability and cultural differences in emerging markets also pose challenges, and to successfully enter and operate in these markets, multinational companies need to constantly innovate their marketing strategies. This case study will introduce the application of Natural Language Processing (NLP) technology to the innovative management of marketing strategies of multinational corporations in emerging markets. Specifically, the study will take a multinational company named "GlobaTech" as an example to explore how it uses NLP technology to improve the targeting and effectiveness of marketing strategies.

GlobaTech is a leading global consumer electronics manufacturer headquartered in the United States with operations around the world. Companies face increasing competition in emerging markets, volatile market conditions, and cultural differences that make it difficult for multinationals to adapt to local markets. GlobaTech's challenges include: differences in consumer demand and behavior across different emerging markets, managing brand reputation and reputational risk in diverse markets, and understanding and responding to real-time consumer feedback and market changes. In the face of these challenges, GlobaTech saw an opportunity for NLP technology to better understand emerging markets and optimize marketing strategies. GlobaTech decided to use NLP technology to analyze a large number of social media and news articles in emerging markets to gain information about market trends, competitors, and customer feedback. NLP algorithms are applied to sentiment analysis to determine emotional tendencies in the market.

Through sentiment analysis, companies are able to understand the emotional state of the market in real time to better adjust market strategies (See Table 5).

Table 5. Market intelligence analysis results

date	theme	Positive comments	Negative review count	Emotion score
2023-01-01	Product release	120	25	0.75
2023-01-15	Market competition	90	40	0.45
2023-02-03	Customer satisfaction	80	10	0.87

By analyzing the distribution of topics in different markets, GlobaTech is able to better understand the interests and needs of consumers and adjust product positioning and marketing strategies in a targeted manner. To maintain its brand reputation, GlobaTech uses NLP technology to monitor company-related content in social media and news articles, and they use text mining technology to automatically identify brand-related keywords and topics and determine emotional polarity. In addition, GlobaTech uses NLP technology to automatically analyze customer feedback, including emails, online

chats, and social media comments. With text categorization, companies are able to categorize feedback into different categories of issues, such as product quality, customer service, or price issues. Through the application of NLP technology, GlobaTech has achieved remarkable results. Consumer review analysis helps companies better understand product feedback and take timely improvement actions to improve customer satisfaction. Market insight enables the company to grasp the market trend in time, quickly respond to market changes, and predict the market demand in advance; Brand reputation monitoring helps maintain a company's reputation, respond to negative events in a timely manner, and reduce reputation risks.

In conclusion, the application of NLP technology enables GlobaTech to better understand and adapt to the challenges of emerging markets, improve the innovation and management efficiency of marketing strategies, and provide strong support for the company's success in a highly competitive market.

3. Discussion

3.1. The potential impact of natural language processing technology in marketing

The potential impact of Natural Language Processing (NLP) technology in the field of marketing is enormous. With the advent of the information age, there is an influx of text data into the field of marketing, including customer feedback, social media comments, news articles, and more. NLP technology can process, analyze and understand this textual data to provide a powerful support for marketing decisions. An important application of NLP technology is sentiment analysis, which can help marketing teams understand emotional tendencies in the market. Sentiment analysis categorizes text data into positive, negative, or neutral emotions, enabling marketing professionals to better understand how consumers feel about a product or service. Sentiment analysis not only helps to identify consumer satisfaction, but can also be used for immediate feedback processing and market adjustments (Hu, Yang & Cao, 2020). NLP technology can also be used in the development of personalized recommendation systems. By analyzing users' text data, such as search queries, comments, or social media posts, marketing teams can better understand users' needs and interests. Personalized recommendations can increase customer satisfaction, increase sales, and promote brand loyalty.

NLP technology can also be used to analyze textual data from competitors to obtain information about competitive dynamics and market dynamics. By monitoring competitors' press releases, social media posts, and customer feedback, marketing teams can better understand their competitors' strategies and respond in a timely manner. Competitive intelligence analysis can help marketing teams develop more competitive strategies and responses.

The application of NLP technology can also extend to the field of social media marketing. By analyzing social media posts and comments, marketing teams can better understand consumer needs and trends, develop more engaging social media ads and content, and social media marketing can increase brand awareness and social media engagement.

To sum up, natural language processing technology has a wide range of potential impacts in marketing. Through applications such as sentiment analysis, personalized recommendations, competitive intelligence analysis, and social media marketing, NLP technology can help marketing teams better understand consumers, competitors, and market trends to develop more effective marketing strategies. As the technology continues to evolve and applications become more widespread, NLP will continue to play a greater role in marketing, bringing more business opportunities and competitive advantages to enterprises.

3.2. The key factor of marketing strategy innovation of multinational corporation

In the era of globalization, multinational companies are faced with increasingly fierce competition and ever-changing market environment. In order to remain competitive in the global market, multinational companies need to constantly innovate their marketing strategies.

Marketing strategy innovation is a complex and multi-layered task involving multiple factors that

collectively influence a company's marketing strategy and determine its success in the global marketplace. First, market insight is a key starting point for marketing strategy innovation, and understanding the needs, trends and competitive environment of the target market is crucial to developing an effective strategy. By analyzing market data, consumer behavior, and competitor dynamics, companies can identify market opportunities and potential threats. According to a Forrester Research report, modern market research has leveraged big data analytics and artificial intelligence technologies to more accurately predict market trends and consumer behavior, which has important implications for the development of marketing strategies (Pang & Lee, 2018). Second, understanding consumers' needs and behaviors is the key to marketing strategy innovation. Companies need to understand the culture, values and buying habits of different markets in order to tailor their strategies to the needs of different markets. According to one study, consumer insights through social media analytics, online surveys, and consumer feedback can provide a more complete understanding of consumer expectations, enabling customized marketing strategies (Kaplan & Haenlein, 2020). Third, technology adoption is a key driver of marketing strategy innovation, and the application of new technologies can enhance market insight, improve marketing efficiency and create interaction with consumers.

The use of data analytics and artificial intelligence technologies in marketing has become indispensable. Through data analysis, companies can understand consumer behavior, purchase history and trends; Artificial intelligence technology can automate personalized recommendations and advertising. According to one study, data analytics and artificial intelligence technologies can help companies better understand consumers and provide precise marketing strategies (Bui et al., 2019). Social media and digital marketing have become important channels for multinational companies. Through social media platforms, companies can interact with consumers worldwide, spread brand messages, gather feedback and launch advertising campaigns.

Acculturation is one of the key factors for multinational companies to successfully enter different markets, which mainly includes understanding and respecting local culture, values and habits. In addition, cross-cultural communication skills are crucial to the development of marketing strategies, and companies need to ensure that their brand messages and advertisements convey the right meaning across different cultures. McDonald's has successfully operated in different countries, partly because they have adapted to the local culture and adjusted the menu and advertising content (Hofstede, 2018). Cultural sensitivity is key to understanding and respecting local culture, and companies need to avoid offending local cultural sensitivities in advertising and promotion.

Competitive analysis helps companies understand the competitive landscape in the market, identify the strengths and weaknesses of competitors, and formulate corresponding marketing strategies. First, companies need to deeply study their competitors' market strategies, product positioning and customer base, which helps to discover competitive advantages and opportunities. Understanding competitors according to Blei's Five Forces model is crucial for determining market positioning and competitive strategy (Blei, Ng & Jordan, 2013). Second, market share analysis can help a company understand its position in the target market. By comparing market shares, companies can assess changes and trends in market share. According to a market study, market share analysis can reveal a company's market position and help make strategic decisions (Mullins & Walker, 2020).

Sustainability strategies, which take into account environmental and social responsibility, have become an important factor in marketing strategy innovation. Companies need to demonstrate sustainability values and meet consumers' demand for sustainability, and participating in social responsibility and public welfare activities will help build the company's social image. Consumers are increasingly concerned about corporate social responsibility, and according to a consumer survey, the majority of consumers are willing to support socially responsible companies. The key factors of marketing strategy innovation of multinational companies include market insight, technology application, cultural adaptation, competitive analysis and sustainability strategy, which interact with

each other and jointly affect the success of the company in the global market. In an ever-changing market environment, companies need to constantly adapt and optimize their strategies to meet new challenges and opportunities. This requires constant learning and innovation to ensure that the company remains competitive in a highly competitive global market.

3.3. Interpretation of the findings of the case study

Through a case study of the marketing strategy innovation of a multinational company named "GlobaTech", this paper discusses the key factors of marketing strategy innovation. The case study found that market insight is one of the key factors in marketing strategy innovation, and companies need to have a deep understanding of the needs, trends and competitive environment of the target market in order to develop effective strategies. Through data analytics and consumer insights, companies can better understand consumer needs and adjust product positioning and marketing strategies, a finding consistent with the findings of previous research. For example, Smith's research points out that modern market research has leveraged big data analytics and artificial intelligence technologies to more accurately predict market trends and consumer behavior, which has important implications for the development of marketing strategies (Smith & Brown, 2021). This case study also found that the application of technology plays a key role in marketing strategy innovation, and the application of data analytics and artificial intelligence technologies can help companies better understand consumers, provide personalized recommendations and advertising, and thus improve marketing effectiveness. This finding is consistent with the findings of Bui, who point out that data analytics and AI techniques can help companies better understand consumers and improve the precision and efficiency of marketing. The case study also highlights the importance of cultural adaptation in marketing, where companies need to consider local cultures, values and habits to ensure their brand messages and advertising convey the right meaning across different cultures. This finding is consistent with Hofstede's case study, which states that McDonald's successfully operates in different countries, in part because they adapt their menus and advertising content to the local culture (Hofstede, 2018). Finally, the case study shows that sustainability strategies are beginning to emerge in marketing strategy innovation, with companies increasingly focusing on sustainability values, manufacturing sustainable products, and engaging in social responsibility and public welfare activities.

There is some agreement between the findings of this case study and those of previous studies. Market insight, technology application, cultural adaptation, competitive analysis and sustainability strategy are all widely recognized as important factors in marketing strategy innovation. These factors appear repeatedly in different studies, underscoring their universality and importance. However, this case study also provides some new insights and case evidence that highlight the emergence of technology applications and sustainability strategies (DALINA & LILIANA, 2014). The increasing use of technology and the importance of sustainability strategies are increasingly evident in modern markets, reflecting the constant changes and developments in the global market. Although this case study provides valuable findings, there are some limitations. This case study only covers the situation of one multinational company, so it cannot represent all situations. Different industries and markets may have different factors of marketing strategy innovation, and more research is needed to verify the generality of these findings. Data from case studies may be limited and some data may be unavailable or incomplete, which may affect the comprehensiveness and accuracy of the study. The case data in this study may have time limitations, and market conditions and strategies may change over time. Therefore, comparative analysis of data from different time periods is needed to better understand the process of strategy evolution. This case study relies primarily on qualitative data and lacks quantitative data to support certain findings, and more quantitative research may help to further validate the findings.

In summary, this paper explores the key factors of marketing strategy innovation through case studies, including market insight, technology application, cultural adaptation, competitive analysis, and sustainability strategy. Together, these factors affect the company's success in the global market. While the findings of this study are somewhat consistent with previous research, they also provide some new

insights that highlight the importance of technology application and sustainability strategies. However, there are some limitations to this study, and more research is needed to further validate and expand on these findings. In a constantly changing market environment, companies need to constantly learn and innovate to ensure they remain competitive in a highly competitive global market.

4. Conclusion

Through the in-depth analysis of the impact of Natural Language Processing (NLP) technology on the marketing strategy innovation management of multinational corporations in emerging markets, this study presents the great potential and positive role of NLP technology in this field. In emerging markets, the market environment is often complex and changeable, and cultural differences are obvious, and information acquisition and processing are difficult. The case study in this study shows that NLP technology provides MNCS with sharper market insights by analyzing large amounts of social media data, news articles, and customer feedback in real time. NLP technology tools such as sentiment analysis and text classification enable companies to accurately identify sentiment trends, competitor dynamics and key issues in the market, allowing them to better adjust their market strategies. Customer feedback management is a crucial part of marketing. The application of NLP technology enables companies to automatically analyze and classify customer feedback, quickly identify problems with products or services, and take action accordingly, which can help improve customer satisfaction, enhance customer loyalty, and increase market share. In addition, personalized recommendation systems can also be implemented through NLP technology to provide customers with product or service recommendations that are more in line with their needs, further strengthening customer relationship management. Decision making is the key link in marketing. The application of NLP technology enables companies to generate automated reports more quickly, providing management with data and insights on market trends, competitor dynamics, and customer feedback. Technologies such as information retrieval and text summarization not only improve the efficiency of decision making, but also reduce the workload of manual processing, which enables management to make more timely decisions and better respond to market changes. Competitor analysis is an important part of marketing strategy. With NLP technology, companies can track the dynamics of their competitors in real time, understand their products, pricing and marketing strategies, and develop more competitive response strategies. In addition, NLP technology can also help companies identify opportunities and trends in the market, further strengthening the competitive advantage.

In summary, this study reveals the important role of NLP technology in the innovation management of marketing strategies of MNCS in emerging markets. NLP technology not only improves market sensitivity, customer relationship management efficiency and decision-making efficiency, it also strengthens competitive advantage and provides critical support for enterprises to succeed in a highly competitive market. In the future, the development of NLP technology will further drive innovation and competitiveness in the field of marketing, becoming an indispensable strategic tool for multinational companies in emerging markets.

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