

# Kestävä markkinointi ja kiertotalous

Sami Kajalo

17.1.2024



**2 tärkeää taitoa kurssin ryhmätyöhön  
ja kaikkiin tuleviin opintoihin:**

- 1. Tekoälysovellusten  
hyödyntäminen**
- 2. Tieteelliset artikkelit &  
viitteidenhallintaohjelmistot**

**Joten nyt opastusta tekoälyyn😊**

- Tekoäly - hyvä vai paha?
- Tekoäly herättää tunteita puolesta ja vastaan.
- Tällä kurssilla tutustumme tekoälyyn ja siksi ryhmätyössä saa käyttää tekoälysovelluksia.
- Jos käytät opinnoissasi tai työssäsi tekoälyä varmista että se on sallittua.



## NEWS

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# ChatGPT banned in Italy over privacy concerns

1 April



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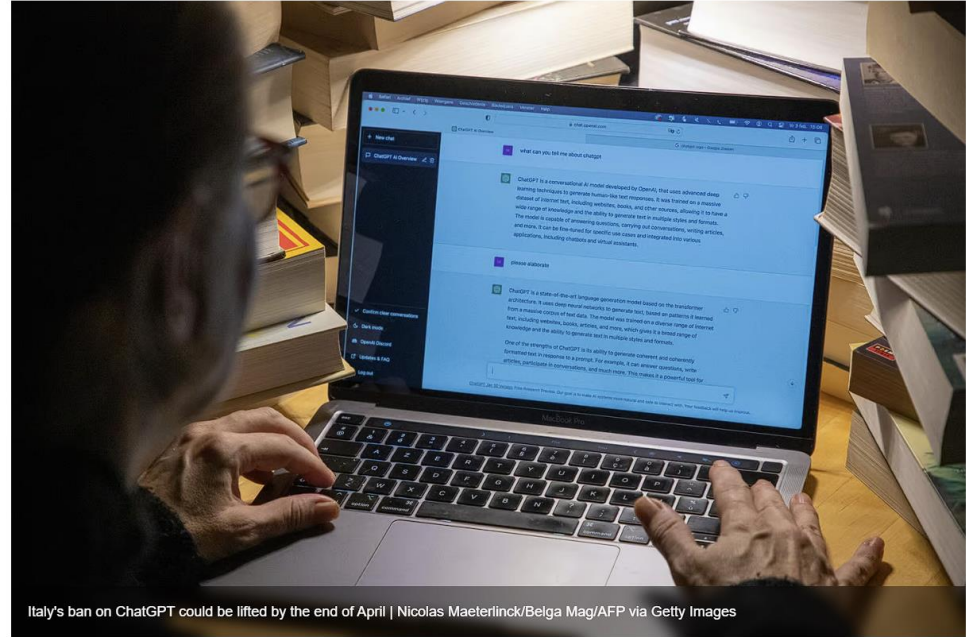
OpenAI launched ChatGPT last November

By Shiona McCallum

**A?** Aalto University  
School of Business

# ChatGPT could come back to Italy by end of April

The US company behind the AI chatbot must comply with several privacy requirements.



Italy's ban on ChatGPT could be lifted by the end of April | Nicolas Maeterlinck/Belga Mag/AFP via Getty Images

BY LAURA KAYALI AND CLOTHILDE GOUJARD

APRIL 12, 2023 | 5:44 PM CET | 3 MINUTES READ

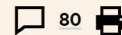
# Generative artificial intelligence will lead to job cuts this year, CEOs say

Impact of cutting-edge AI tools on work and society set to dominate discussions at World Economic Forum in Davos



Executives at the forefront of AI, including Sam Altman of OpenAI and Satya Nadella of Microsoft, are among those expected to attend © Bloomberg

Sam Fleming in Davos YESTERDAY



A quarter of global chief executives expect the deployment of generative artificial intelligence to lead to headcount reductions of at least 5 per cent this year, according to a survey unveiled as world and business leaders gathered in Davos, Switzerland.

Financial Times 15 January 2024.



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# 1,100+ notable signatories just signed an open letter asking 'all AI labs to immediately pause for at least 6 months'

Connie Loizos @cookie / 9:09 AM GMT+3 • March 29, 2023

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POWER PLAYERS

Bill Gates says A.I. chatbots will teach kids how to read within 18 months

LIFE WITH A.I.

Stanford and MIT study: A.I. boosted worker productivity by 14%

POWER PLAYERS

# Elon Musk wants to pause 'dangerous' A.I. development. Bill Gates disagrees—and he's not the only one

Published Thu, Apr 6 2023 1:18 PM EDT • Updated Thu, Apr 13 2023 4:36 PM EDT

Tom Huddleston Jr.

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# A Fortune 500 firm paired workers with ChatGPT-like A.I. tools—and they were happier

BY CHLOE TAYLOR

April 24, 2023 at 3:52 PM GMT+3



Worker productivity is boosted by 14% with assistance from A.I. like ChatGPT, a new study found.

# Experimental Evidence on the Productivity Effects of Generative Artificial Intelligence

Shakked Noy

MIT

Whitney Zhang

MIT

March 2, 2023

Working Paper (not peer reviewed)

## Abstract

We examine the productivity effects of a generative artificial intelligence technology—the assistive chatbot ChatGPT—in the context of mid-level professional writing tasks. In a preregistered online experiment, we assign occupation-specific, incentivized writing tasks to 444 college-educated professionals, and randomly expose half of them to ChatGPT. Our results show that ChatGPT substantially raises average productivity: time taken decreases by 0.8 SDs and output quality rises by 0.4 SDs. Inequality between workers decreases, as ChatGPT compresses the productivity distribution by benefiting low-ability workers more. ChatGPT mostly substitutes for worker effort rather than complementing worker skills, and restructures tasks towards idea-generation and editing and away from rough-drafting. Exposure to ChatGPT increases job satisfaction and self-efficacy and heightens both concern and excitement about automation technologies.

*Occupation*  
HR Professional  
Consultant  
Data Analyst  
Grant Writer  
Manager  
Marketer



Artificial intelligence Added

# AI starts to show promise as tool to sift mountain of sustainability research

When measuring the impact of academic research, human judgment remains supreme. But for how long?



Growing concerns: the word 'climate' can throw machine learning when searching for sustainability papers © Getty Images

Andrew Jack in New York JANUARY 10 2024



Technology is starting to challenge the supremacy of human judgment in measuring the impact of business school academics' research and teaching on sustainability.

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## Top climate change business school academic articles

### Chosen by AI using content/key words

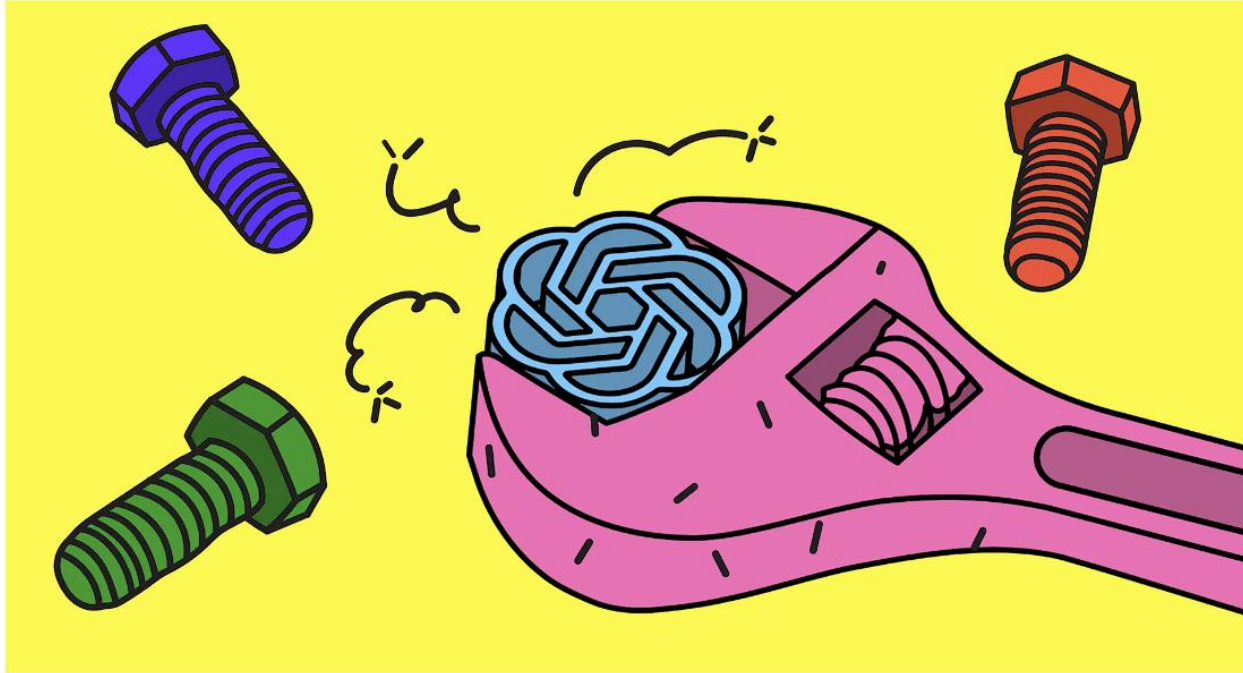
- [Corporate Commitment to Climate Change: The Effect of Eco-Innovation and Climate Governance](#)
- [Sustainable Humanitarian Operations: An Integrated Perspective](#)
- [Greenfield Foreign Direct Investments and Regional Environmental Technologies](#)
- [Impact of Extreme Temperatures on Emergency Hospital Admissions by Age and Socio-Economic Deprivation in England](#)
- [The Effects of Household's Climate-Related Displacement on Delivery and Postnatal Care Service Utilization in Rural Bangladesh](#)
- [Routing Multiple Work Teams to Minimize Latency in Post-Disaster Road Network Restoration](#)

Kyky löytää tärkein tutkimus tämän perusteella näyttää vielä hyvin rajalliselta.

**Mitä on tekoäly eli miten “äly”  
syntyy?**

# How ChatGPT and Other LLMs Work—and Where They Could Go Next

Large language models like AI chatbots seem to be everywhere. If you understand them better, you can use them better.



# ChatGPT ja Google Bard (Wired 2023)

- Large Language Models (LLM)
- Keräävät suunnattoman määrän dataa netistä
- Tekijät eivät kerro miten tarkalleen, mutta esim. Wikipediasta ja keskustelupalstoilta, opaskirjoista ym.
- Dataa kerätää myös esim. Redditistä ja Reddit haluaisi nyt korvauksen datastaan.

# Miten ”äly” syntyy? (Wired 2023)

- Most LLMs use a specific neural network architecture called a transformer, which has some tricks particularly suited to language processing. (That GPT after Chat stands for Generative Pretrained Transformer.)
- A transformer can read vast amounts of text, spot patterns in how words and phrases relate to each other, and then make predictions about what words should come next.
- ChatGPT and Bard don't really “know” anything, but they are very good at figuring out which word follows another.
- Words in a sentence aren't considered in isolation, but also in relation to each other in a variety of sophisticated ways.
- There is some randomness and variation built into the code.
- Trained supervisors and end users alike help to train LLMs by pointing out mistakes, ranking answers based on how good they are, and giving the AI high-quality results to aim for.
- We know that ChatGPT-4 has in the region of 100 trillion parameters, up from 175 million in ChatGPT 3.5—a parameter being a mathematical relationship linking words through numbers and algorithms.

# Miten seurata kehitystä?

# Miten seurata kehitystä?

- Kehitys etenee tällä hetkellä valtavaa vauhtia.
- Helppointa kehityksen seuranta on X:n (ent. Twitter) avulla.
- Seuraavilla sivuilla muutama keskeinen X-tili sekä yksi Newsletter jonka voi tilata sähköpostiin.
- Eli: jos haluat seurata AI:n kehitystä seuraamalla esim. seuraavia kolmea tiliä ja tilaamalla yhden newsletterin pysyt hyvin kehityksessä mukana.

# Miten seurata kehitystä?

Financial Timesin AI-osio. Aallon kautta FT ilmainen.

The screenshot shows the Financial Times website's Artificial Intelligence section. At the top, there is a navigation bar with the FT logo, a search icon, and the 'myFT' logo. Below this is a secondary navigation bar with categories like HOME, WORLD, US, COMPANIES, TECH, MARKETS, CLIMATE, OPINION, WORK & CAREERS, LIFE & ARTS, and HTSI. The main content area is titled 'Artificial intelligence' with a 'Added' button. A sub-header reads: 'The FT's hub for comprehensive coverage on artificial intelligence and machine learning. Follow for new perspectives on how AI technology is shaping the future of business and finance.'

The main article is titled 'Banking watchdog warns on AI as global leaders gather in Davos'. The sub-headline is 'Hernández de Cos says financial regulation should be 'blueprint' for policymakers ahead of AI-focused summit in Switzerland'. The article features a photo of a man in a suit and glasses, identified as the author.

Below the main article are four smaller article thumbnails:

- Artificial intelligence**: US companies and Chinese experts engaged in secret diplomacy on AI safety. Image shows large letters 'A' and 'I' on a circuit board.
- Artificial intelligence**: UK government to publish 'tests' on whether to pass new AI laws. Image shows a hand holding a smartphone with the OpenAI logo.
- Big tech**: Microsoft neck and neck with Apple in fight to be world's most valuable company. Image shows a line chart of market capitalization for Apple and Microsoft from Jan 23 to Jan 24, 2024. Apple's value is at \$2.87tr.
- Artificial intelligence**: EU examines Microsoft's ties to OpenAI. Image shows the Microsoft logo and the OpenAI logo.



# Miten seurata kehitystä?

<https://twitter.com/hasantoxr>

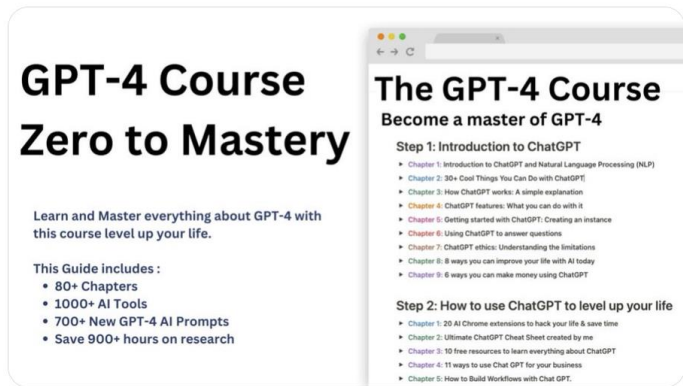
 Hasan Toor  @hasantoxr · 5t Special Bonus: ...

My Ultimate GPT-4 Mastery Course:

- 80+ Chapters
- 700+ New GPT-4 Prompts
- 1000+ New AI tools

Here is the free link:

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**GPT-4 Course Zero to Mastery**

Learn and Master everything about GPT-4 with this course level up your life.

This Guide includes :

- 80+ Chapters
- 1000+ AI Tools
- 700+ New GPT-4 AI Prompts
- Save 900+ hours on research

**The GPT-4 Course Become a master of GPT-4**

Step 1: Introduction to ChatGPT

- Chapter 1: Introduction to ChatGPT and Natural Language Processing (NLP)
- Chapter 2: 30+ Cool Things You Can Do with ChatGPT
- Chapter 3: How ChatGPT works: A simple explanation
- Chapter 4: ChatGPT features: What you can do with it
- Chapter 5: Getting started with ChatGPT: Creating an instance
- Chapter 6: Using ChatGPT to answer questions
- Chapter 7: ChatGPT ethics: Understanding the limitations
- Chapter 8: 8 ways you can improve your life with AI today
- Chapter 9: 6 ways you can make money using ChatGPT

Step 2: How to use ChatGPT to level up your life

- Chapter 10: 20 AI Chrome extensions to hack your life & save time
- Chapter 11: Ultimate ChatGPT Cheat Sheet created by me
- Chapter 12: 10 free resources to learn everything about ChatGPT
- Chapter 13: 11 ways to use Chat GPT for your business
- Chapter 14: How to Build Workflows with Chat GPT.

 2  1  8  3t 

 Hasan Toor  uudelleenjulkaisi



**Tools.Report**  @tools\_report · 2t

15 Mind-blowing AI tools other than ChatGPT and Midjourney: ...

[Bookmark this  for later]



 13  7  25  3t 

# Miten seurata kehitystä?

<https://twitter.com/heyBarsee>



... **Seurataan**

**Barsee** @heyBarsee

Daily tweets on the latest AI and Tech developments to stay ahead of the curve.

[Käännä kuvaus](#)

Actionable AI resources → [@theivalley.com](#) Liittyy heinäkuu 2022

730 seurattua 245,4 t. seuraajaa

Seuraajina Angry Tom, Hasan Toor ja 9 muuta, joita seuraa

**Julkaisut** Vastaukset Media Tykkäykset

Kiinnitetty



**Barsee** @heyBarsee · 12. tammik. 2023

AI will create so many new opportunities in 2023.

But most people feel left out with million things happening around AI.

Here's a MEGA THREAD (with resources) to keep you upto date:

368 1t. 5t. 1 milj.

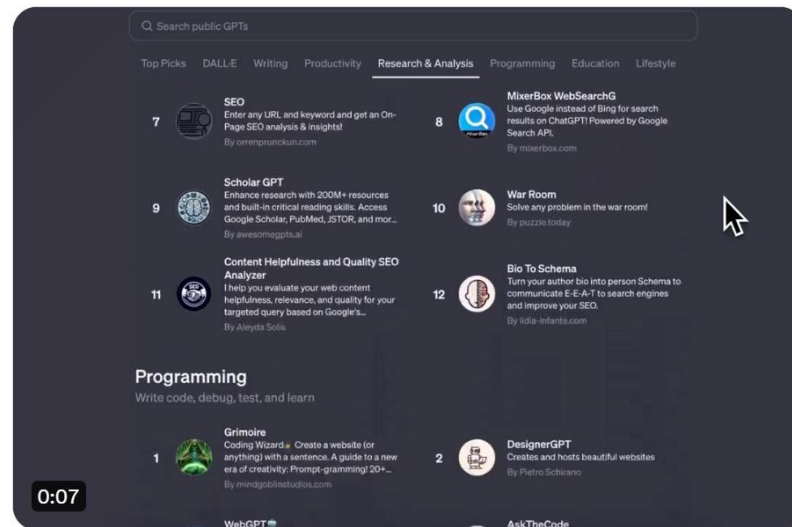


**Barsee** @heyBarsee · 11. tammik.

ChatGPT just got another BIG update - GPT store. ...

Over 3M GPTs have been created and now you can find the most useful versions of ChatGPT for you.

Here are the 13 incredibly useful GPTs I've found so far:



54 115 513 120 t.

# Miten seurata kehitystä?

<https://twitter.com/itsPaulAi>



Hi, I'm Paul 🙋

I teach you how to leverage AI and No-Code easily 🤖

Forbes *Sun* mint


Paul Couvert ✓  
@itsPaulAi

Tech and AI educator 🧑🏫 Build better and faster using AI and No-Code 🛠️ Founder of [Answera.ai](https://www.answerai.com) ✉️ Let's implement AI in your business: [paulcouvert.com/services](https://paulcouvert.com/services)  
Käännä kuvaus

📍 Newsletter & Services 🔗 [paulcouvert.com](https://paulcouvert.com) 📅 Liittyi lokakuu 2022

287 seurattua 189,3 t. seuraajaa

👤 Seuraajina Angry Tom, Barsee 🧡 ja 9 muuta, joita seuraat




Paul Couvert ✓ @itsPaulAi · 17t  
Mark my words:

Google Assistant with Bard could be one of the best AI releases of the year.

Just imagine being able to use Gemini anywhere on your phone.

And interact with other apps like Gmail, Maps or YouTube.

Here's what we know so far:



Assistant with Bard

25 43 238 52 t.

# Miten seurata kehitystä?

<https://twitter.com/heykahn>

**SUPERHUMAN**

**Zain Kahn** ✓  
@heykahn

Insights on AI and building startups. Previously scaled products to 8 million+ users. Currently building the world's biggest AI newsletter with 500k+ readers ↓  
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📍 Sign up here → [superhuman.ai/subscribe](https://superhuman.ai/subscribe) 📅 Liittyi maaliskuu 2020

292 seurattua 515,8 t. seuraajaa

👤 Seuraajina Angry Tom, Hasan Toor ja 11 muuta, joita seuraat

# Miten seurata kehitystä?

<https://www.superhuman.ai/>



## Superhuman

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# Miten seurata kehitystä?

SA

Superhuman AI <superhuman@mail.joinsuperhuman.ai>

To: © Kajalo Sami

😊 ↶ ↷ ⋮

Fri 1/12/2024 7:07 PM

January 12, 2024 | [Read Online](#)



*Read time: under 4 minutes*

## Welcome back, Superhuman

It's been a dream week for both AI and gadget nerds, as a ton of exciting (and weird) new AI devices were shown off at CES exhibits. And did you know that you can access GPT-4 Turbo for free instead of paying \$20 for a ChatGPT subscription? It's easier than you think.

## TODAY'S MENU

- **The 10 best AI gadgets from CES**
- **How to access GPT4 Turbo at no cost**
- **Chart: AI job fears and impact on productivity**
- **5 new AI tools to boost your productivity**
- **AI Generated Images: 8-bit images of modern cities**

# Miten AI auttaa markkinoinnissa?

<https://twitter.com/iamfakhrealam>



Fakhr



@iamfakhrealam



These tools are divided in 5 categories:

- ✓ AI marketing tools for social media
- ✓ AI tools for content marketing
- ✓ AI tools for SEO
- ✓ AI tools for advertising
- ✓ AI tools for market research

[Käännä julkaisu](#)

3.58 ip. · 14. tammik. 2024 · **455** Näyttöä



Aalto University  
School of Business



# Uusien AI-sovellusten hyödyntäminen: opinnot & työelämä – Case ChatGPT

# ChatGPT (chat.openai.com)

Löytyy nyt myös Microsoft Edge nettiselaimesta:

[www.bing.com/new](http://www.bing.com/new)

Instructions: [How to use the new Bing with ChatGPT — and what you can do with it | Tom's Guide \(tomsguide.com\)](#)

1. To use Bing with ChatGPT, point your web browser (which should be Edge for the foreseeable future) to [www.bing.com](http://www.bing.com) and type your question into the search box. For the purposes of this tutorial, I'll ask "I'm traveling to Dublin in September. What should I do?"

# ChatGPT

<https://www.zdnet.com/article/how-to-use-chatgpt-to-write-an-essay/>



/ innovation

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## Back to school? How ChatGPT can help you with your essay writing

If you've been putting off writing a paper because you don't know where to begin, ChatGPT can help with that and many other writing tasks.



Written by [Sabrina Ortiz](#), Editor

Sept. 15, 2023 at 10:43 a.m. PT

Reviewed by [Alyson Windsor](#)



Varsinaisen sisällön kirjoittamiseen AI:tä ei tule käyttää. Mutta tässä hyviä ohjeita mm. esseiden rakenteiden suunnitteluun.

# ChatGPT: Kuinka tehdä esityksiä

create content for one powerpoint slide explaining why ben & jerry is good example of csr. use bullet points. use proper academic citations in the sentences. add list of references at the end using harvard style

create content for one powerpoint slide explaining why ben & jerry is good example of csr. use bullet points. use proper academic citations in the sentences. add list of references at the end using harvard style

Sure! Here's an example of how you could create content for the slide using bullet points and proper academic citations:

Ben & Jerry's is a good example of CSR because it has a strong commitment to corporate social responsibility. Here are some of the ways that Ben & Jerry's demonstrates this commitment:

- Sourcing ingredients from Fairtrade certified suppliers (Wood and Logsdon, 2002)
- Using only non-GMO ingredients (Wood and Logsdon, 2002)
- Supporting family farms (Murray, 2014)
- Using environmentally sustainable packaging (Murray, 2014)
- Donating a portion of profits to charity (Henderson and Serafeim, 2021)

These activities and strategies demonstrate Ben & Jerry's commitment to social and environmental responsibility, which is an important aspect of CSR.

Here are the references for the citations:

Henderson, R. and Serafeim, G., 2021. Why Ben & Jerry's Speaks Out. Harvard Business Review.

Wood, D.A. and Logsdon, J.M., 2002. Corporate social responsibility and financial performance: The role of intensity of commitment. Journal of Business Ethics, 46(1), pp.1-13.

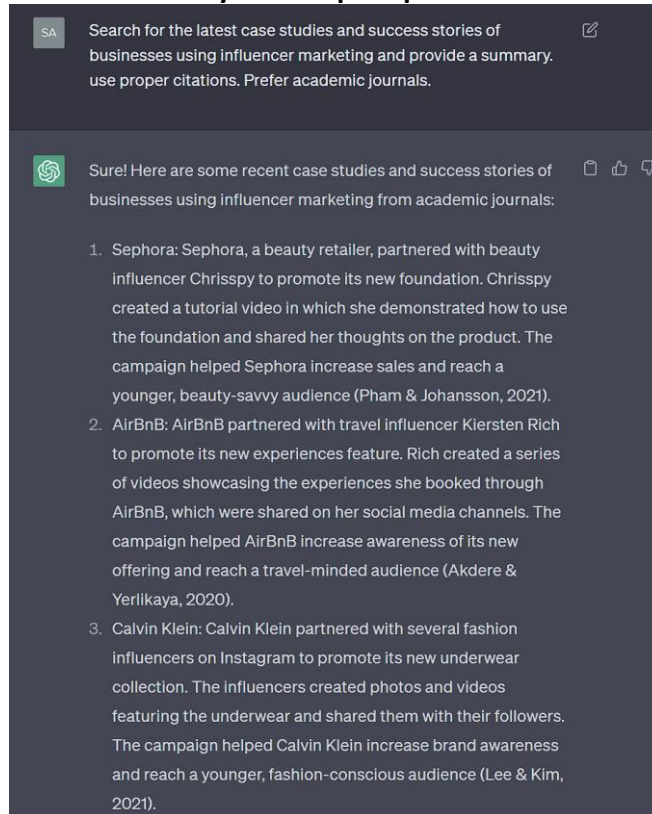
Murray, J.H., 2014. Ben & Jerry's Struggles with Corporate Social Responsibility in an International Context. Journal of Leadership and Management.

I hope this helps! Let me know if you have any other questions.

# ChatGPT: Kuinka ohjeistaa


Remember to define the task and tell exactly what you want:

Search for the latest case studies and success stories of businesses using influencer marketing and provide a summary. use proper citations. Prefer academic journals.






# ChatGPT: Kuinka ohjeistaa


SA

Search for the latest case studies and success stories of businesses using csr as marketing tool and provide a summary. use proper citations. Prefer academic journals. 



Sure, here are some recent case studies and success stories of businesses using CSR as a marketing tool:   

1. Starbucks: In a study published in the Journal of Business Ethics, researchers examined Starbucks' use of CSR as a marketing tool. The study found that Starbucks' CSR initiatives, such as its commitment to fair trade and ethical sourcing, helped the company build a strong brand image and reputation among consumers. The study also found that Starbucks' CSR initiatives were effective in attracting and retaining employees who shared the company's values (Moon, Quelch, & Hinojosa, 2011).
2. Nike: Nike's "Move to Zero" campaign, which aims to reduce the company's carbon footprint, is an example of how a company can use CSR as a marketing tool. The campaign includes a range of initiatives, such as using sustainable materials in products and implementing renewable energy sources in production facilities. In a study published in the Journal of Business Research, researchers found that Nike's "Move to Zero" campaign was effective in enhancing the company's brand image and reputation among consumers (Rizwan et al., 2021).
3. The Body Shop: The Body Shop is known for its commitment to ethical and sustainable practices in the beauty industry. In a study published in the Journal of Marketing Communications, researchers found that The Body Shop's CSR initiatives helped the company build a strong brand image and reputation among consumers, and that the company's focus on ethical and sustainable practices was a key factor in attracting and retaining employees (Banerjee, 2017).
4. Patagonia: Patagonia's "Worn Wear" campaign, which encourages customers to repair and reuse their clothing rather than buying new products, is an example of how a company can use CSR as a marketing tool. In a study published in the Journal of Business Ethics, researchers found that Patagonia's commitment to sustainability and ethical practices helped the company build a strong brand image and reputation among consumers, and

 Regenerate response

that the "Worn Wear" campaign was effective in increasing customer loyalty and sales (King & Lenox, 2020).

Overall, these examples demonstrate how businesses can use CSR as a marketing tool to build a strong brand image, enhance their reputation, attract and retain employees, and increase customer loyalty and sales.

References:

Banerjee, S. B. (2017). Corporate social responsibility and the social enterprise. *Journal of Marketing Communications*, 23(2), 135-146.

King, A. A., & Lenox, M. J. (2020). Patagonia: Driving sustainable innovation by embracing tensions. *Journal of Business Ethics*, 166(4), 801-818.

Moon, Y., Quelch, J. A., & Hinojosa, A. (2011). Starbucks: A story of growth. *Journal of Business Ethics*, 99(3), 425-438.

Rizwan, M., Khan, M. A., Qureshi, M. A., & Mansha, R. (2021). Nike's Move to Zero campaign: A study of its impact on consumers' attitude and behavioral intentions. *Journal of Business Research*, 133, 125-137.

# ChatGPT: Kuinka ohjeistaa eli Prompts:



# ChatGPT: osa lähteistä keksittyjä, ei todellisia.

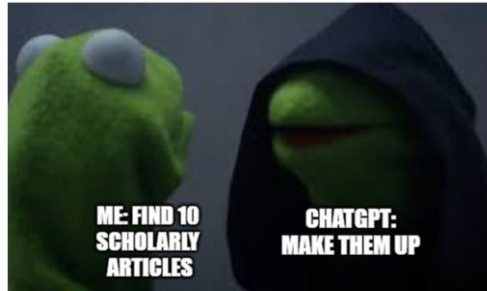
<https://blogs.library.duke.edu/blog/2023/03/09/chatgpt-and-fake-citations/>



CITING SOURCES, DIGITAL SCHOLARSHIP, DUKE RESEARCHERS, INSTRUCTION, LIBRARIANS, LIBRARY HACKS, LILLY LIBRARY, MUSIC LIBRARY, TECHNOLOGY, TIPS FOR STUDENTS

## ChatGPT and Fake Citations

© MARCH 9, 2023   AARON WELBORN   2 COMMENTS




Post by Hannah Rozear, Librarian for Biological Sciences and Global Health, and Sarah Park, Librarian for Engineering and Computer Science




**Ideoita mitä AI-sovelluksia  
hyödyntää opinnoissa / työssä:  
Bard, AutoGPT, Microsoft  
Designer, Chat Pdf, DeepL...**

# Bard

<https://bard.google.com/chat>

make me a slide for examples of csr as marketing tool. use academic citations with Journal of Marketing style. 

View other drafts 

Sure, here is a slide for examples of CSR as a marketing tool, using academic citations in Journal of Marketing style:

**Title:** Corporate Social Responsibility (CSR) as a Marketing Tool



**Subtitle:** Examples of how companies can use CSR to build brand awareness, goodwill, and loyalty

**Body:**

- **Charitable giving:** Companies can donate money or products to charities or nonprofit organizations. This can help to build brand awareness and goodwill, and it can also show customers that the company is committed to making a difference in the world.
- **Sustainable business practices:** Companies can use sustainable materials in their products, recycle and compost waste, and reduce their energy consumption. This can help to improve the company's environmental impact, and it can also appeal to consumers who are concerned about sustainability.
- **Employee volunteer programs:** Companies can encourage their employees to volunteer their time to local charities or nonprofit organizations. This can help to build employee morale and engagement, and it can also show the community that the company cares about giving back.
- **Community engagement:** Companies can partner with local organizations to host events or programs that benefit the community. This can help to build relationships with local stakeholders, and it can also show customers that the company is committed to making a positive impact on the community.
- **Corporate social responsibility reporting:** Companies can publish reports that detail their CSR initiatives and their impact on society. This can help to inform customers and other stakeholders about the company's commitment to CSR, and it can also help to build trust and credibility.


**Sources:**


- Smith, J. (2023). The use of corporate social responsibility as a marketing tool. *Journal of Marketing*, 87(1), 1-17.
- Jones, R. (2022). The impact of sustainable business practices on customer satisfaction. *Journal of Business Research*, 128, 102632.
- Brown, D. (2021). The role of employee volunteer programs in corporate social responsibility. *Human Resource Management Review*, 31(2), 100946.
- Green, L. (2020). The impact of community engagement on corporate social responsibility. *Journal of Public Relations Research*, 32(1), 1-18.
- White, G. (2019). The use of corporate social responsibility reporting to build trust and credibility. *Journal of Business Ethics*, 156(1), 1-17.

Enter a prompt here  

Bard may display inaccurate or offensive information that doesn't represent Google's views.



what are the biggest failures in recent decades related to responsible marketing in the USA. use academic citations. 

[View other drafts](#) 



Sure, here are some of the biggest failures in recent decades related to responsible marketing in the USA, along with academic citations:

- **The tobacco industry's decades-long campaign to deny the health risks of smoking.** The tobacco industry spent billions of dollars on marketing campaigns that downplayed the health risks of smoking and even claimed that smoking was good for your health. These campaigns were highly successful in convincing people to smoke, and they contributed to the development of a major public health crisis.

**Citation:**

Glantz, S. A., & Parmley, W. W. (1995). *The Cigarette Century*. New York: Oxford University Press.

- **The financial industry's role in the 2008 financial crisis.** The financial industry engaged in a number of risky lending practices that led to the collapse of the housing market and the financial crisis. These practices included subprime lending, which involved lending money to borrowers with poor credit histories, and predatory lending, which involved lending money at high interest rates to borrowers who were unlikely to be able to repay the loans.

**Citation:**

Acharya, V. V., Engle, R. F., & Richardson, M. (2011). Capital Markets, Financial Intermediation and the Financial Crisis of 2008. *Journal of Economic Perspectives*, 25(1), 3-29.

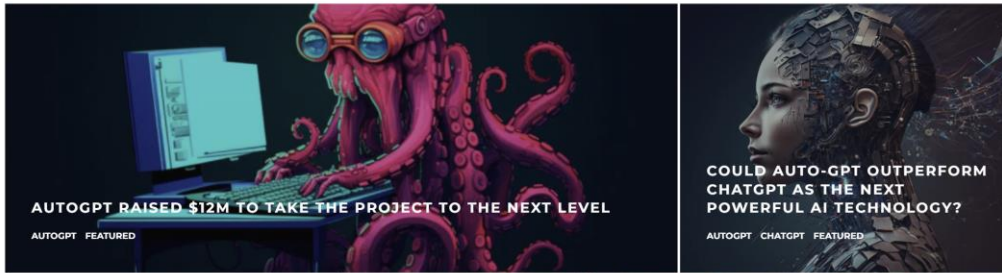
- **The pharmaceutical industry's marketing of opioid painkillers.** The pharmaceutical industry aggressively marketed opioid painkillers, even though it knew that these drugs were highly addictive. This marketing led to an increase in the number of people who became addicted to opioids, and it contributed to the opioid epidemic.


**Citation:**

Hedegaard, H., Warner, M., Minino, A. M., & Jones, B. L. (2017). *Drug overdose deaths in the United States, 1999-2016*.

# AutoGPT

- AutoGPT ei vain vastaa kysymyksiin ja kirjoita tekstejä vaan se tekee erilaisia tehtäviä.
- Ei aivan helppoa, mutta esim. Youtubesta löytyy ohjeita ja demoja



**Dan**  @danmurrayserter · 14t  
AutoGPT is 3 weeks old

And it's doing amazing things like:

- Auto coding
- Auto completing to-do-list
- Building a website in 3 minutes
- And using its agents on Discord

# Microsoft Designer



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## Microsoft Designer is being integrated into Edge for AI-generated social content

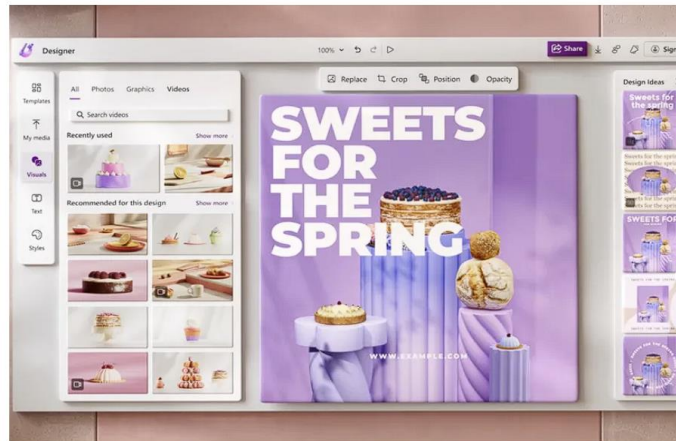


Image: Microsoft

/ The web-based graphic design app is being built into the Edge web browser and now generates captions and hashtags for social media posts.

By [Jess Weatherbed](#)

Apr 27, 2023, 7:00 PM GMT+3 | [6 Comments](#) / [6 New](#)



Microsoft is rolling out a bunch of new features for Microsoft Designer, its AI-powered graphic design tool, to streamline how users design social media posts. The platform will soon be accessible directly through the Edge web browser and has additional AI-powered creative tools to help it compete with rival graphic design services like [Canva](#).

# Microsoft Designer



a planet with fashion advertising,  
polluting factories, cars, solar power,  
nuclear plants and rain forest

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## Green marketing and corporate social responsibility: A review of business practices



Pooja Deshmukh<sup>\*</sup> | Harshal Tare<sup>\*</sup>

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**Abstract:** Corporate social responsibility (CSR) and green marketing are crucial for promoting ethical and sustainable company practices. This review article offers a thorough examination of the relationship between green marketing and CSR, examining the historical progression, theoretical foundations, and tactical ramifications of green marketing for various businesses. It emphasizes the difficulties of "greenwashing," the significance of transparency, and the necessity of striking a balance between business objectives and sustainability aims. The study clarifies how government regulations and incentives influence green marketing and corporate social responsibility (CSR) practices, highlighting the significance of legal frameworks, tax breaks, and public-private partnerships. With an emphasis on new tactics, projected shifts in consumer needs, and prospective areas for further study and development, future trends and prospects in green marketing and CSR should be investigated. With an emphasis on consumer behavior, innovative sustainable packaging, and the effect of CSR on staff engagement, more research and collaboration are needed to develop green marketing and CSR practices. Businesses looking to maximize their positive impact and governments trying to create inclusive and successful sustainability legislation can both benefit from its insightful advice. We can all contribute to a greener and more socially responsible world by making sustainability a core value and encouraging cooperation.

**Keywords:** green marketing, corporate social responsibility, sustainability, consumer behavior

### 1. Introduction

Green marketing and corporate social responsibility (CSR) have developed as critical principles that firms must embrace in today's society when environmental concerns and social obligations are of paramount importance. While CSR refers to a company's commitment to tackling social and environmental challenges outside of its profit-making goals, green marketing refers to the promotion and selling of environmentally friendly goods and services. This review article intends to investigate the relationship between green marketing and CSR, exploring its meaning, importance, and applicability while providing a general outline of the scope and objectives of this extensive study.

#### 1.1. Corporate Social Responsibility (CSR) and Green Marketing

The "green marketing" strategy used by companies to create and promote goods and services that are environmentally friendly and sustainable and have little to no adverse effects on the environment. The environmental advantages of products, such as their low carbon footprint, energy efficiency, and recyclable nature, are frequently emphasized in this marketing technique. In contrast, corporate social responsibility (CSR) refers to a company's self-initiated projects and deeds that have a good influence on society and the environment. CSR initiatives cover a wide range of activities, including philanthropy; community development initiatives, moral corporate conduct, and environmentally sound company conduct (Bhardwaj et al., 2023).

#### 1.2. The Value and Relevance of Researching for the Link between CSR and Green Marketing

In today's business environment, the fusion of green marketing and CSR is extremely significant. As environmental

summarize in 200 words

In the review article by Deshmukh and Tare (2024), the authors emphasize the interconnectedness of green marketing and corporate social responsibility (CSR) in promoting sustainable business practices. They highlight the significance of genuine brand perception and customer trust in the context of green marketing and CSR initiatives, citing successful case studies across various industries. The authors also address the prevalence of greenwashing, where companies may exaggerate or falsify their environmental efforts to capitalize on the growing demand for eco-friendly products. They discuss the role of government regulations in promoting sustainability, including setting environmental standards, mandatory reporting, emission reduction targets, and ecolabeling programs. Additionally, the authors underscore the importance of financial incentives such as tax breaks and subsidies to support sustainable business initiatives. The article also delves into the historical evolution of green marketing and CSR, emphasizing the transition from a focus on product qualities to a more integrated approach that considers economic, environmental, and social sustainability. Overall, the review provides insights into the principles, challenges, and opportunities associated with integrating green marketing and CSR, offering a comprehensive perspective on fostering sustainability in business practices.



# DeepL (<https://www.deepl.com>)



REVIEW ARTICLE

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## Vihreä markkinointi ja yritysten sosiaalinen vastuu: Yrityskäytäntöjen tarkastelu



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**Tiivistelmä:** Yritysten yhteiskuntavastuu ja vihreä markkinointi ovat ratkaisevan tärkeitä eettisten ja kestävien yrityskäytäntöjen edistämiseksi. Tässä katsausartikkelissa tarkastellaan perusteellisesti vihreän markkinoinnin ja yritysten yhteiskuntavastuun välistä suhdetta ja tarkastellaan vihreän markkinoinnin historiallista kehitystä, teoreettisia perusteita ja taktisia seuroksia eri yrityksille. Siinä korostetaan "viherpesun" vaikeuksia, avoimuuden merkitystä ja tarvetta löytää tasapaino liiketoiminnan tavoitteiden ja kestävä kehityksen tavoitteiden välillä. Tutkimuksessa selvitetään, miten valtion säännökset ja kannustimet vaikuttavat vihreään markkinointiin ja yritysten yhteiskuntavastuuseen (CSR), ja korostetaan oikeudellisten puiteiden, verohelpotusten ja julkisen ja yksityisen sektorin kumppanuuksien merkitystä. Ympäristöystävällisen markkinoinnin ja yritysten yhteiskuntavastuun tulevia suuntauksia ja näkyviä olisi tutkittava painottaen uusia taktiikoita, kuluttajien tarpeiden ennakoituja muutoksia ja mahdollisia jatkotutkimus- ja kehitysalueita. Kuluttajakäyttäytymistä, innovatiivisia kestäviä pakkauksia ja yritysten yhteiskuntavastuun vaikutusta henkilöstön sitoutumiseen painottaen tarvitaan lisää tutkimusta ja yhteistyötä vihreän markkinoinnin ja yritysten yhteiskuntavastuun käytäntöjen kehittämiseksi. Yritykset, jotka pyrkivät maksimoimaan myönteisen vaikutuksensa, ja hallitukset, jotka pyrkivät luomaan osallistavaa ja menestyksekkästä kestäväyslainsäädäntöä, voivat molemmat hyötyä sen oivaltavista neuvoista. Voimme kaikki edistää vihreämpää ja sosiaalisesti vastuullisempaa maailmaa tekemällä kestävydestä keskeisen arvon ja kannustamalla yhteistyöhön.

**Asiasanat:** vihreä markkinointi, yritysten yhteiskuntavastuu, kestävä kehitys, kuluttajakäyttäytyminen

### 1. Johdanto

Vihreä markkinointi ja yritysten yhteiskuntavastuu ovat kehittyneet kriittisiksi periaatteiksi, jotka yritysten on omaksuttava nyky-yhteiskunnassa, jossa ympäristönäkökohdat ja sosiaaliset velvoitteet ovat ensiarvoisen tärkeitä. Yritysten yhteiskuntavastuulla tarkoitetaan yrityksen sitoutumista sosiaalisiin ja ympäristöhaasteisiin voittoa tavoittelevien tavoitteidensa ulkopuolella, kun taas vihreällä markkinoinnilla tarkoitetaan ympäristöystävällisten tavaroiden ja palvelujen edistämistä ja myyntiä. Tässä katsausartikkelissa pyritään tutkimaan vihreän markkinoinnin ja yritysten yhteiskuntavastuun välistä suhdetta ja selvittämään sen merkitystä, tärkeyttä ja sovellettavuutta samalla, kun annetaan yleiskuva tämän laajan tutkimuksen laajuudesta ja tavoitteista.

#### 1.1. Yritysten sosiaalinen vastuu (CSR) ja vihreä markkinointi

"Vihreän markkinoinnin" strategia, jota yritykset käyttävät luodakseen ja edistääkseen tavaroita ja palveluja, jotka ovat ympäristöystävällisiä ja kestäviä ja joilla on vain vähän tai ei lainkaan haitallisia vaikutuksia ympäristöön. Tässä markkinointitekniikassa korostetaan usein tuotteiden ympäristöetuja, kuten niiden vähäistä hiilijalanjälkeä, energiatehokkuutta ja kierrätettävyyttä. Yritysten yhteiskuntavastuulla (CSR) taas tarkoitetaan yrityksen oma-aloitteisia hankkeita ja tekoja, joilla on hyvä vaikutus yhteiskuntaan ja ympäristöön. Yritysten yhteiskuntavastuun aloitteet kattavat monenlaisia toimia, kuten hyväntekeväisyyttä; yhteisön kehittämälaitteita, moraalista yrityskäyttäytymistä ja ympäristön kannalta tärkeää yrityskäyttäytymistä (Bhardwaj et al., 2023).

#### 1.2. Yritysten yhteiskuntavastuun ja ympäristöystävällisen markkinoinnin välisen yhteyden tutkimisen arvo ja merkityksellisyys

Nykypäivän liiketoimintaympäristössä vihreän markkinoinnin ja yritysten yhteiskuntavastuun yhdistäminen on erittäin

# Kiitos!

