

AGENTIC AI – A CURRENT EXAMINATION OF ITS IMPACT ON ORGANISING AND MANAGING MARKETING-RELATED INFORMATION PROCESSES IN ENTREPRENEURSHIP

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Abstract: *This article examines the influence of agentic artificial intelligence (AI) on entrepreneurial marketing information processes. It provides a structured, conceptual overview of the technological, organizational, and cultural requirements necessary for entrepreneurs to utilise agentic AI effectively. The study is based on a comprehensive literature review of scientific publications and selected sources from consultancies and institutions. After presenting an overview of the foundations of information processes, the article conceptualizes the basis of agentic AI in the management of information processes and its implications for entrepreneurship. Furthermore, the paper synthesizes existing research on the management of marketing-related information processes and the impact of agentic AI on entrepreneurship. Finally, the article discusses the impact of agentic AI on marketing. This article contributes to a deeper understanding of how agentic AI transforms marketing-related information processes in entrepreneurial contexts.*

Keywords: *Information processes; entrepreneurship; marketing information; agentic AI*

INTRODUCTION

AI agents are not a new phenomenon. They have been around since the 1990s. When cloud technologies became available via the internet, the concept of agentic AI arose (Voudouris, 2025). In this article, the term agentic AI is understood as a system that is able to steer and execute tasks autonomously with limited human intervention towards objectives.

Unlike generative AI, agentic AI enables entrepreneurs to delegate complex digital tasks to autonomous systems. Consequently, even micro-enterprises may gain access to capabilities that were previously available mainly to larger enterprises (Shay et al., 2025). This development represents a new stage in the digital transformation process, as agentic AI can plan, reason, and independently perform information processes (Siebert, 2025) and this 24/7, which saves time for customers (Harris, 2025). It is estimated that productivity could increase by between 20% and 60% through the use of agentic AI (Sukharevsky et al., 2025). However, companies face the challenge of meeting the particular expectations of their customers (Kshetri, 2025).

Around 82%, or approximately 2.6 million, of all companies in Germany are classified as micro-enterprises (Destatis, 2026). These are defined as companies with fewer than ten employees and an annual turnover or balance sheet total of no more than two million euros, in line with the definition used by the European Union Commission (European Union Commission, 2003). It is worth mentioning that around 50% of entrepreneurs are self-employed and have no employees (Institut für Mittelstandsforschung, 2026).

This article contributes to a deeper understanding of agentic AI in entrepreneurship by developing a conceptual framework. The framework integrates defined and optimized information processes with agentic AI mechanisms, entrepreneurial governance, marketing execution, and enhanced information-process effectiveness.

RESEARCH METHODOLOGY

This article rests upon a comprehensive literature search, which can be considered appropriate due to the dynamic development of the field. It focuses on understanding the role of information processes in agentic AI within entrepreneurship in order to support future research. It was derived from a broader database as part of an ongoing doctoral research project. As shown in Table 1, the review is based on scientific books and papers and on publications from consultancies and institutions. Sources were selected because of their relevance to information processes, agentic AI, entrepreneurship, and marketing. Most of them were published in English and between 2024 and 2026.

Table 1. Reviewed literature

Characteristic	Category	Number
Source	Scientific books and papers	21
	Publications from consultancies and institutions	18
Language	Published in English	28
	Published in German	11
Publication Year	Up to 2023	10
	2024 to 2026	29
Total reviewed literature		39

The analysis was structured in three steps. Firstly, the relevant literature on the foundations of information processing, agentic AI in the management of information processes, and entrepreneurial marketing was identified and selected on the basis of thematic fit, conceptual relevance, and publication quality. Secondly, a review of the extant literature was conducted and the findings were grouped in accordance with the main themes of this paper, namely information processes, agentic AI mechanisms, entrepreneurship, marketing execution, and organizational requirements. Finally, the author synthesized the results in order to identify recurring concepts, connections, and implications for marketing in entrepreneurship. DeepL Write was used for language correction and stylistic improvement; the intellectual content remains the author’s own.

RESULTS

Foundations of information processes

Data consist of characters, which are symbols. When placed in a rule-based context, they form meaningful data (Krcmar, 2015). Raw data alone have no mean-

ing and become information after being interpreted (Elliot et al., 2024), which can differ depending on the person and the context (Heinzl et al., 2024).

Information is an intangible resource for a company and possesses certain characteristics. It can be duplicated at low cost and shared. Furthermore, its value does not decrease with use (Krcmar, 2015). Processing can be executed manually or automatically and is called an information system. The conversion of information includes the steps of recording, structuring, and transforming data (Ali, 2023).

Information systems support decision-making processes, steering, and controlling. When components of an information system exchange information, communication begins (Krcmar, 2015). The design of processes has a significant influence on the organizational structure of a company, and vice versa (Farina, de Fátima Pina, 2025).

Foundations of agentic AI in management of information processes and implications in entrepreneurship

Agentic AI collects, processes, interprets, and acts upon information. Therefore, its entrepreneurial value depends on the quality and structure of the underlying information processes. The management of a company determines the fundamental framework of an organization, which includes the business process, data model (Krcmar, 2015) and the identification of which manual tasks can be automated (Fischer et al., 2023). One option is the use of agentic AI (Huang, 2025).

According to the European Union (2025), these are software systems that interact autonomously with virtual environments and are not directly controlled by humans. They are organized systems consisting of a program (Russell, Norvig, 2022). They collect data, process it, and produce an outcome (Ertel, 2025). In addition, they are capable of evaluating situations and reaching a conclusion (Jäger, Jensen, 2025). The integration of agentic AI into the workflow of a company impacts the organization and its business processes profoundly (Huang, 2025). It changes systems from reactive to active with the capability of reasoning and adapting (Jäger, Jensen, 2025) and includes platforms and tools (Thibaud et al., 2025). Agentic AI combines one or more AI agents (den Hamer et al., 2025).

Figure 1 illustrates the information processing organization within an agentic AI system incorporating AI agents. The workflow involves input going to the Large Language Model (LLM) to generate output. There is also a retrieval process involving queries and results, as well as tools for calling and responding, and a memory function involving reading and writing. AI agents can use external tools and resources. They can also plan final goals and break these down into smaller, more manageable tasks. Agents can collaborate with specialised agents and reflect on their own output.

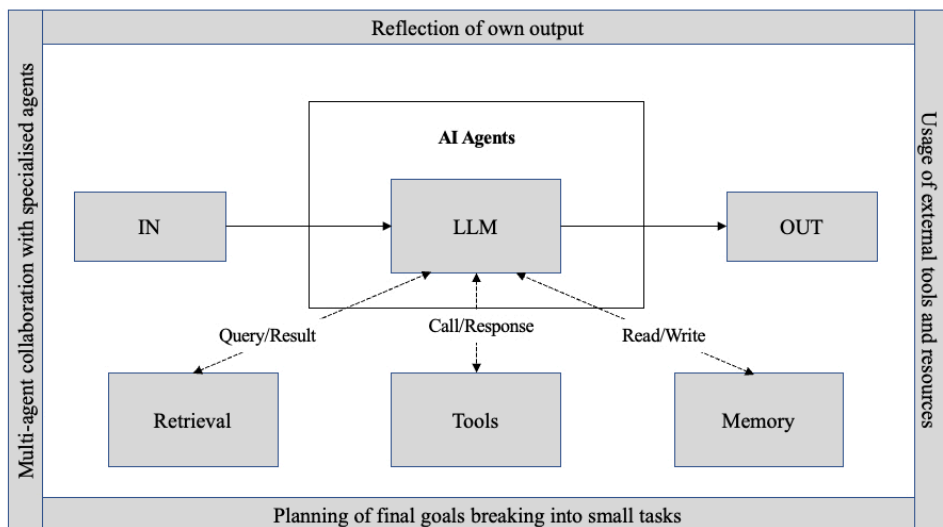


*Fig. 1. Agentic AI workflow and AI agent architecture
(adapted from Ranjan/Chembachere/Lobo, 2025)*

Entrepreneurship is the ability to not only identify opportunities, but also realize them and achieve economic success (EU, 2007). The implementation of business opportunities is approached in three principal ways (Kriedel, 2017). The first is the classical causation process, which begins with the identification of an opportunity arising from information asymmetries and alternative interpretations of market situations (Shah, Tripsas, 2007). This is followed by effectuation processes involving a given set of means, from which entrepreneurs derive multiple potential opportunities (Sarasvathy, 2001). Finally, there are bricolage processes, which build on readily available resources that entrepreneurs can combine in creative ways to achieve their goals (Baker, Nelson, 2005). Economic success is not primarily derived from innate personality traits, but rather from competencies such as personal, action, subject-specific, methodological, and social and communicative competence (Kriedel, 2017).

The findings suggest that agentic AI may support all three entrepreneurial approaches. The utilization of information analysis in the identification of business opportunities may facilitate the classical causation process. Furthermore, within the effectuation process, agentic AI may support the generation and evaluation of multiple business opportunities based on a given set of means. Finally, within the bricolage approach, agentic AI may facilitate the creative recombination of available resources in order to develop new solutions and business opportunities.

To use agentic AI, it is recommended to reorganize company processes, and connect systems, and make memory available, as well as up-to-date data (Ranjan et al., 2025). Furthermore, stakeholders like clients or regulators expect transparency of processes (Fuchs, 2025). Entrepreneurs who recognize and leverage the potential

of agentic AI will be better positioned to adapt to changing market environments. In order to realize their full potential, companies must adopt comprehensive strategies that integrate infrastructure, talent development, and organizational culture (Ranjan et al., 2025).

Managing marketing-related information processes and the impact of agentic AI on entrepreneurship

Marketing is defined as “the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large” (American Marketing Association, 2007). Beginning in the 2000s, marketing has been transformed fundamentally as a result of technological innovations like the internet (Wecke, 2024).

The modern marketing process contains six steps. As shown in Figure 2, it begins with the initial step of gathering, analyzing, and evaluating information to assess the market position of the enterprise. The second step is the definition of the long-term marketing objectives and, after that, continues with the development of the marketing strategy. This is followed by the fourth step, which involves creating the marketing mix for the business based on the available information. This involves defining the product, price, place, and promotion processes. The fifth step involves orchestrating the implementation of the defined marketing activities, including assigning responsibilities and coordinating processes and departments within the organization. The final step is controlling with the support of an information system (Meffert et al., 2024).

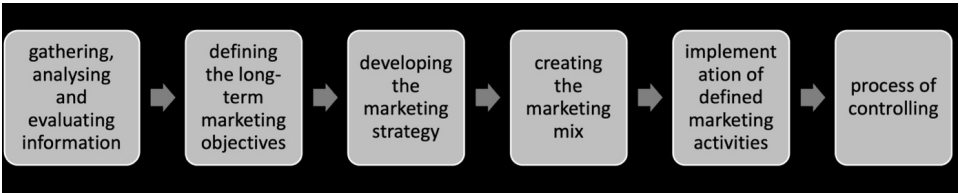


Fig. 2. Marketing process

Agentic AI can autonomously perform process steps such as trend identification, customer segmentation, personalized content creation, dynamic pricing, real-time customer support, and selecting the most promising communication channels. This enables the entrepreneur to focus more on strategy instead of spending time on repetitive tasks (Fuchs, 2025).

A simple example is the processing of marketing information for a social media post. As shown in Figure 3, whether the machine answers the question ‘Find my best-performing blog posts from last quarter and draft social media updates for each’ depends on whether it is a chatbot or an AI agent. The chatbot provides instructions on the steps that the human must follow to complete the task. By contrast, an AI agent carries out the process. The process starts with searching for information con-

nected to the analytics Application Programming Interface (API) in order to access the database (DB) and find relevant metrics such as clicks. After this, it analyses the information of the top posts. Then, the AI agent connects to the relevant blog post in the Content Management System (CMS) and drafts the social media posts. The final step in this marketing-related information process is to schedule the post for the optimal time on the chosen social media channel. Therefore, agentic AI can process tasks without involving humans (Mindstream, Futurepedia, 2026).

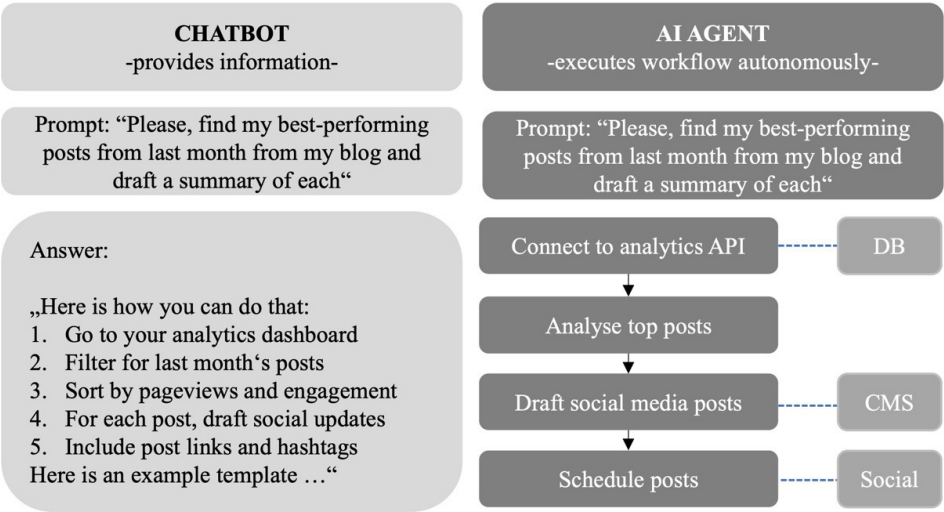


Fig. 3. Process step comparison chatbot and AI agent (adapted from Mindstream & Futurepedia, 2026)

AI represents a paradigm shift in the organization and management of marketing-related information processes in entrepreneurship. When implemented effectively, it offers substantial growth potential (Kumar et al., 2024). Entrepreneurial firms can gain a competitive advantage through strategic analysis, hyper-personalization, customer experience, smart automation of information processes, and execution processes (Fuchs, 2025).

As presented in Table 2, the results of the literature review indicate that agentic AI exerts a primary influence on entrepreneurship through its effect on information processes. The enhancement of information acquisition, processing, interpretation, and execution facilitates the execution of more effective marketing activities. Furthermore, technological capabilities alone are insufficient. It is becoming increasingly apparent that organizational readiness, entrepreneurial competencies, and human oversight remain significant prerequisites for the successful implementation of the processes.

Table 2. Main findings of the literature review

Dimension	Main findings	Implications for entrepreneurship
Information processes	Information supports decision-making, and enables steering and control processes	Better information quality can improve entrepreneurial decisions
Agentic AI	Acts autonomously towards defined objectives, and can execute information-related tasks	Increased automation, speed, and scalability of business processes
Marketing	Agentic AI supports personalisation, customer interaction, and process automation	Improved marketing execution may contribute to competitive advantages
Entrepreneurship	Successful implementation requires organizational, technological, and human capabilities	Entrepreneurial competencies remain critical despite automation

Agentic AI enhances entrepreneurial marketing not only by generating content or automating specific tasks. The core of its contribution is the transformation of information processes in terms of their organization and management. Nevertheless, it is only in the context of clearly defined information processes, technical accessibility, entrepreneurial governance, and strategic alignment with marketing execution that this transformation can generate value.

Consequently, as shown in Figure 4, it can be concluded that the effective definition and optimization of information processes are of critical importance. These form the basis to make use of the potential of agentic AI, which leads to marketing execution and produces an outcome. It is part of the responsibility of the entrepreneur to define the goals and provide the oversight with his expertise.

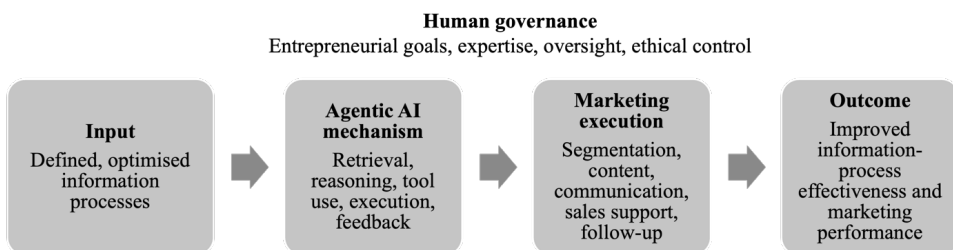


Fig. 4. Framework for the use of agentic AI in entrepreneurial marketing

DISCUSSION

AI is considered a major transformation and organizational paradigm shift since the Industrial Revolution, when 90% of people worked in agriculture and, 17 decades later, only 4% did. However, it is predicted that the change in office work will happen faster with agentic AI, and that companies will have to move

quickly in order to survive (Sukharevsky et al., 2025).

The results suggest that agentic AI should not be considered only a technological topic. The successful adoption of such technologies is determined by the interaction between technological capabilities, organizational structures, and entrepreneurial capabilities. This underscores the necessity of incorporating both technological opportunities and organizational challenges when implementing agentic AI in the context of entrepreneurial marketing.

As a result, agentic AI does support entrepreneurs in their marketing processes with low effort. However, it is still their responsibility to define the goal and strategy, as well as to evaluate the results. Furthermore, this technology consumes a high volume of energy, which could lead to limited growth (Schmiedchen et al., 2026).

Moreover, if information processing is scalable and machines generate far more social media posts, concerns arise as to whether humans will be able or willing to read them or remain interested (Schmiedchen et al., 2026).

CONCLUSION

Data alone have no meaning. They become valuable when they are interpreted, a process known as information. This information is processed by machines and humans, leading to an information system. The design of the system influences organizational structure, which in turn influences the system.

Marketing has evolved from simple exchange processes into a systematized discipline centered on understanding and meeting market needs.

Agentic AI as a concept has gained in importance since 2024 due to the technological development of large language models. It encompasses tools and platforms that are based on AI agents.

The term entrepreneurship can be defined as the competence to recognize business opportunities and use them. With agentic AI, the potential of marketing processes can be transformed through the reorganization of existing processes. If done in an effective way, this leads to new growth opportunities. Based on the literature review, there are three main conclusions:

1. Firstly, entrepreneurial firms that use agentic AI for marketing purposes can gain a competitive advantage in terms of strategic analysis, hyper-personalization, customer experience, and automation.

2. Secondly, entrepreneurs require process knowledge, implementation skills, and platform literacy in order to define relevant tasks, integrate systems, and evaluate outcomes.

3. Thirdly, entrepreneurial culture plays a critical role, particularly with respect to transparency, human oversight, and accountability in AI-driven decision-making processes.

This article makes a contribution to a more profound understanding of the impact of agentic AI on marketing-related information processes in entrepreneurship.

Overall, the results suggest that agentic AI transforms the management of marketing-related information processes in entrepreneurship. To successfully imple-

ment these technologies in entrepreneurship depends, on the one hand, on individual skills and, on the other hand, on entrepreneurial competencies. In addition, leadership and defined information processes are important, too.

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ИЗКУСТВЕН ИНТЕЛЕКТ НА БАЗАТА НА АГЕНТИ – АКТУАЛЕН АНАЛИЗ НА ВЛИЯНИЕТО МУ ВЪРХУ ОРГАНИЗИРАНЕТО И УПРАВЛЕНИЕТО НА ПРОЦЕСИТЕ, СВЪРЗАНИ С МАРКЕТИНГОВАТА ИНФОРМАЦИЯ В ПРЕДПРИЯТИЯТА

Резюме: В тази статия се разглежда влиянието на агентен изкуствен интелект (ИИ) върху маркетинговите информационни процеси в предприемачеството. Тя предоставя структуриран, концептуален преглед на технологичните, организационните и културните изисквания, необходими на предприемачите за ефективно използване на агентния ИИ. Изследването се основава на изчерпателен преглед на научната литература, включващ научни публикации и подбрани източници от консултантски фирми и институции. След като представя обзор на основите на информационните процеси, статията концептуализира основите на агентния ИИ в управлението на информационните процеси и неговите последици за предприемачеството. Освен това статията синтезира съществуващите изследвания относно управлението на информационните процеси, свързани с маркетинга, и въздействието на агентния ИИ върху предприемачеството. Накрая, статията обсъжда въздействието на агентния ИИ върху маркетинга. Тази статия допринася за по-задълбочено разбиране на това как агентният ИИ трансформира информационните процеси, свързани с маркетинга в предприемачески контекст.

Ключови думи: информационни процеси; предприемачество; маркетингова информация; агентен изкуствен интелект

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