

Democratisation of Dynamic Pricing: A Bibliometric-Systematic Literature Review of Generative AI Applications in MSME Electronic Markets

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Abstract: This study presents a comprehensive bibliometric and systematic literature review of research on Generative Artificial Intelligence (GenAI) in predictive marketing and dynamic pricing, with a particular emphasis on micro, small, and medium-sized enterprises (MSMEs) in electronic markets. Drawing on 528 peer-reviewed articles published between 2003 and 2025, the study applies performance analysis, science mapping, thematic analysis, and temporal trend analysis using Biblioshiny and VOSviewer. The findings reveal three evolutionary phases, from foundational algorithmic research to market-oriented GenAI applications, and identify artificial intelligence, machine learning, and predictive analytics as core pillars of knowledge. Recent scholarship reveals a significant shift toward real-time pricing, personalization, and adoption of MSMEs, alongside growing concerns about ethics, transparency, and data privacy. By mapping the intellectual structure and evolution of this domain, the study clarifies fragmented knowledge and highlights future research opportunities on responsible, scalable, and context-sensitive GenAI-driven pricing strategies in electronic markets.

Keywords: Bibliometric Analysis Dynamic Pricing, GenAI, Predictive Marketing, Systematic Literature Review ·

JEL Classification Number: M21, L81, D83

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