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## **NEW BUSINESS MODELS AND MARKETING CHALLENGES IN THE INTERNET OF THINGS ERA**

### **Abstract:**

The present paper aims to highlight the way in which the new business models generated by the Internet of Things phenomenon are presented in the literature, especially when faced with marketing challenges. The literature reveals deep disruptions in the marketing field, the consequence of use of the disruptive technologies Internet of Things. These marketing disruptions are felt both in marketing strategies elaboration, in communication and relationships domain, but also in aspects related to the monetization of the value created.

Also, we consider that, by involving other disruptive technologies, such as Artificial Intelligence, Machine Learning and Blockchain, the phenomenon of the Internet of Things changed the communication and cooperation between people and their smart devices. This affected people, institutions, and even society overall, in all areas of activity.

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internet of things  
marketing  
business model

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