

The current study aims to recognize the impact of artificial intelligence on e-marketing during crises as modern crises accelerate and become globally interconnected, such as health pandemics or natural disasters. Enterprises face an existential challenge that requires rapid adaptation to ensure continuity. Contemporary crises are characterized by an immediate spread across borders, affecting supply chains and traditional communication channels, and changing consumers' priorities and behaviour. Digital marketing emerges as a pivotal tool that enables companies to communicate effectively with the public even when traditional channels break down by relying on AI through which to recognize the consumer through real-time speech and data analysis through search engines and chatbots and adopt flexible solutions based on proactive intelligence while keeping pace with the rapid shift towards digital channels that have become the main interface for interaction during crises. In this study, we relied on a series of pertinent literature, One of the most important findings is that AI promotes digital marketing strategies by analyzing huge amounts of data on consumer behaviour and market trends. It also helps enterprises avoid crises through their outlook through their analysis of data, which contributes to the survival of enterprises for as long as possible.