Bridging Regional Talent and Niche Events through Artificial Intelligence

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Abstract: This study examines how digital dining in Bengaluru has evolved and how these shifts are influencing consumer behaviour and restaurant operations.
The research uses secondary data from industry reports, academic studies, and market analyses on food delivery, digital payments, and restaurant technologies. A thematic review approach was applied to identify major trends shaping the digital dining ecosystem.
Digital dining in Bengaluru has expanded rapidly due to smartphone use, convenience-driven consumers, and strong platform ecosystems. Restaurants increasingly adopt delivery platforms, digital menus, and data-driven tools. Key challenges include high aggregator commissions, operational pressure, and heavy dependency on platforms.
The study offers a focused understanding of how technology is reshaping urban dining markets, using Bengaluru as a leading example of digital transformation in foodservice.
Findings are based solely on secondary data and may not capture deeper behavioural nuances.
Insights can guide restaurants in planning technology adoption and improving customer experience.

Keywords: artificial intelligence; creative industries; event management; regional artists; digital inclusion.

JEL Classification: Q26; G14; R11.

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1. Introduction

In such an era, where technology is continuously reshaping the creative economy, artificial intelligence has rapidly grown into a transformation in generating, discovering, and consuming art; therefore, there arises an interesting line of study for the AI-event intersection. Events have always been a fertile ground for cultural expression and artistic collaboration. Historically, there had been fewer opportunities for emerging artists in the regional or marginalized background simply because of the limited or restrained visibility offered by the events, tangled and asymmetric networks, lacking information, and so forth. But now, with the increase in the complexity of, say, digital ecosystems, AI could be the way to overcome these barriers through intelligent matchmaking of artist and event organizer and thereby build on quality curation and cultural inclusiveness.

AI-powered platforms increasingly remain relevant in the creative fields-from the recommendation of music on streaming services to the curation of the visual arts market, to wrestler identification. Data analysts, audience researchers, and prediction algorithm specialists are there to align an artist to an event theme that attracts target demographics. Because of the digital divide and algorithmic bias, regional artists continue suffering a disadvantage for exposure and participation in such niche events. Thus, within this scenario, the use of AI is not only a technological intervention but also a socio-cultural one, capable of inscribing equity, diversity, and inclusiveness into the creative ecosystems.

Niche events - that is to say, those that wear on one's sleeve specialized interests, subcultures, or local traditions - there are authenticity, thematic unity, and community engagement. AI recommendation and curation tools present now a variety of possibilities of matching performers whose creative identity resonates with the nomenclature of the event, which in turn, boosts artistic relevance and audience gratification. AI systems analyze an event's audience behavior, regional trends, and cultural leanings and are therefore valuable for decision-makers who strategize to enhance all aspects of programming, marketing, and experience design for event organizers and artists.

Despite these emerging possibilities, existing scholarship is scattered in linking AI to the connection between artists and event organizers. Most other researchers either focus on AI in the creative industries on a macro level or operational processes in event management, thus leaving the middle ground about AI as a mediator between emerging artists and niche events unexplored. This study fills that gap by analyzing secondary data, policy frameworks, and concrete case studies in the context of AI as an enabler of cultural connectivity and inclusivity.

Accordingly, the study set out three objectives. Firstly, to assess AI applications in artist discovery and visibility, especially for emerging and regional ones. Secondly, to analyze the outcomes of AI-based event platforms with respect to fair artist-event matchmaking and inclusivity. Finally, to develop a conceptual framework for fairness-aware AI coupled with human intervention to enable inclusive event curation.

Synthesizing academic literature, industry reports, and digital case studies, the present paper is a contribution to theoretical and policy discourse on AI adoption within creative economies. The study situates AI not only as technology but rather as a platform for cultural equity and sustainable event innovation, thereby implying greater knowledge of how intelligent systems can ethically empower the creative and adaptive application of regional talent within the global event ecosystem.

2. Literature Review

2.1 AI in the Creative Industries: Scope and Debates

AI forces artistic endeavors into a new mechanism of production, curation, and distribution. Anantrasirichai and Bull (2021) have viewed AI applications as encompassing the array of activities stretching from content creation to enhancement, data analysis, and workflow optimization-these processes give the creators powerful tools to experiment and to increase the efficiency of human-centered creativity. HCI scholars, in turn, put forth that the next wave of adoption of AI in creative industries should bring forth interpretability, human oversight, and socio-technical risks to maintain an ethical balance of automation and agency (Hassani *et al.* 2023).

Nonetheless, these very improvements may have been a tool in reproducing inequality and in the concentration of control in large platforms (Nieborg and Poell, 2018). This double bind-democratization versus platformization-has set much of the current debate as to what role AI plays in the creative labor process and expounds on the urgency for balanced, just systems that guarantee inclusivity and cultural diversity in creative ecosystems.

2.2 AI in Events: From Operations to Experience Design

Over a period, the argument being that through its functionalities, AI dispersion within event industries has been changing focus from a back-end operational tool to one that facilitates the creation of personalized ad hoc experiences. According to Neuhofer, Magnus, and Celuch (2021), AI is a kind of "non-human actor" in the event ecosphere, which either co-creates or co-destroys value depending upon its integration into an attendee's experience. The articulation of personal interaction has interfacing communications wherein the concept of prediction and real-time adjustment to it is carried out

In the past recent years, however, with the coming of ChatGPT possessing conversational capabilities, AI has entered into schedule process communication and planning According to Keiper, Dredge, and Brown (2023), AI-assisted event planning prioritizes scheduling, logistics, and creative ideation, thus freeing human planners to engage in high-value strategic and experiential work. These authors are building on each other to present the argument for a paradigm shift where AI is increasingly contributing not just to operational efficiency, but co-creation of event meaning and value as well.

2.3 Structural Barriers for Emerging and Regional Artists

While AI offers potential for discovery and visibility, structural barriers continue to marginalize regional and emerging artists. Duxbury (2021) says that creative workers in rural or peripheral areas tend to be denied infrastructural goods and are excluded from policy-making networks, creating very uneven grounds for admission into the creative economies. Silva, Marques, and Galvão (2024) state that 'whether through stigma or

disenfranchisement,' the rural creative class remains ignored as a subject of academic or policy discourse, despite potential growth of creative industries in low-density areas.

The digital economy has put opportunities and divides into acceleration. Zhao, Guo, and Hao (2024) showed that the digital transformation makes an affirmative spirit into the development of the creative industries; yet, much of its benefits concentrate on regions with an advanced technological status. Without an inclusive digital strategy then, AI-enabled tools may exacerbate rather than relax makers' participation gap in the regions.

2.4 Matching, Recommendation, and Curation

All these recommender-system studies give valuable insights toward building AI artist-to-event matchmaking frameworks. Studies evince that the exposure inequalities can rise with popularity bias-the tendency to over-recommend already popular items (Abdollahpouri *et al.* 2019). Klimashevskaia, Jannach, Elahi, and Trattner (2024) present a systematic review showing how biases skew actual recommendation outcomes and propose algorithmic approaches such as re-ranking and calibration to trade off fairness against accuracy.

The article by Biega, Gummadi, and Weikum (2018) develops the concept of equity of attention, stating that fairness should be seen as proportional exposure rather than equal treatment. Likewise, Wang *et al.* (2022) depict user- and item- and group-level fair dimensions that fairness-aware recommender systems should consider concurrently for multiple stakeholders. Deldjoo *et al.* (2024) set the agenda for transparency and multi-objective evaluation measures that conform recommendation quality with ethical responsibility.

Together, these frameworks set the premise of the artist–event recommendation engine in balancing thematic fit against fair exposure; the survival of regional and lesser-known artists will depend on finding the right niche events for them.

2.5 Ethical and Governance Considerations

Hence, quite an ethical dilemma stands in the way of cultural use when AI offers assistance in discovery and personalization experiences. If left without checks, algorithmic bias, opacity, and no human intervention create further social inequalities (Deldjoo *et al.* 2024). According to Biega *et al.* (2018), systems should be designed to measure fairness continuously rather than assuming that they have some inherent fairness. Wang *et al.* (2022) also assert that we need to do all fairness-aware training and evaluation throughout every stage of the AI lifecycle.

Furthermore, from the governance literature, the custodianship of human intervention is presented, along with curatorial control to guarantee cultural alignment and inhibit homogenization. Without any deliberate intervention mechanism, algorithms may inadvertently cast high-engagement commercial content into starring roles, thus marginalizing experimental and regionally featuring forms of artistry. Therefore, ethical integration requires transparent objectives, auditability, and continuous feedback systems coming from creators and event organizers alike.

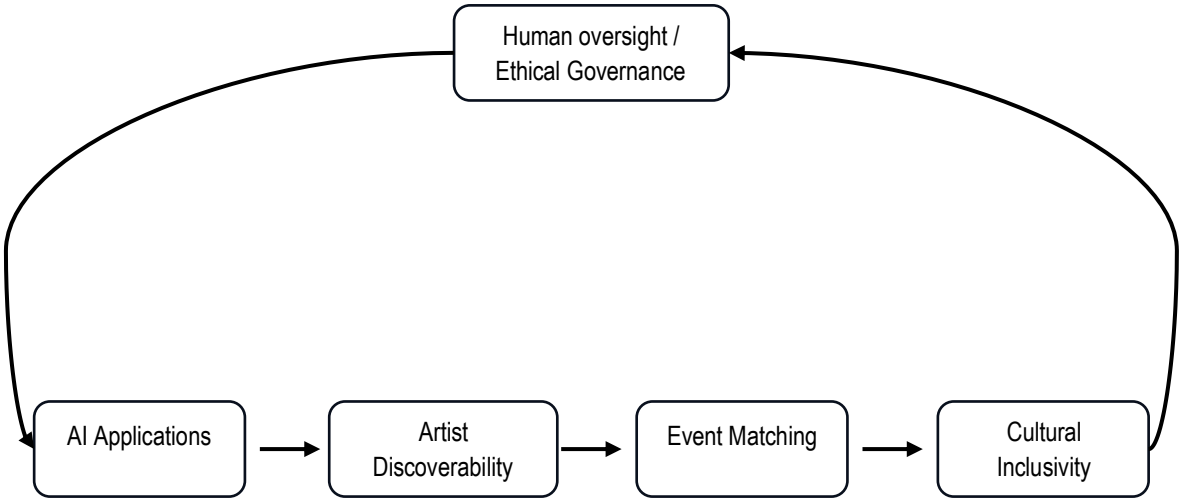
2.6 Conceptual Linkage

Bringing the reviewed literature together, one way to conceptualize an AI-mediated artist–event matching framework is as a multilayered system integrating both technological and human elements (Figure 1). At the lowest base of the multilayered framework lies the artist data layer, combining all available information on artists' profiles that include their genres, regional identities, creative portfolio, and digital footprint. Complementing this is the event data layer, comprising information such as event themes, audience demographics, and curatorial taste to provide a situating basis for alignment. The A. I. Matching Engine ingests these datasets and runs a hybrid algorithm to ensure integrated exposure to all artists so that relevance, novelty, and fairness are standard whether emerging or regional artists, or even established ones. The refinement is then propelled by another (dynamic) feedback loop where event organizers and audiences contribute feedback toward fine-tuning the adaptive improvement of recommendation learning.

The last trend atop all these layers is human oversight to ensure that algorithmic decisions satisfy ethical transparency, cultural sensitivity, and a certain contextual judgment. Interdependent on each other, these layers constitute a fair and a dynamic feedback-based recommendation infrastructure upon which AI acts as a mode of connectivity for artists to niche events in an inclusive manner backed by data and steered by ethics. As suggested by Neuhofer *et al.* (2021) and Anantrasirichai and Bull (2021), AI should function as a *collaborative partner* that augments human decision-making rather than replacing it. In this way, AI can bridge the gap between emerging artists and niche events while upholding diversity, equity, and creative integrity. Building on previous research (Neuhofer *et al.* 2021; Deldjoo *et al.* 2024; UNESCO, 2022), this theoretical framework proposes the notion that AI usage in event curation influences discoverability of artists, which then affects the matching

efficiency of events and inclusiveness outcomes. The cornerstone of this framework is ethical control and human oversight in ensuring that all acts fairly with respect to cultural diversity."

Figure 1. Conceptual Flow of AI Driven Inclusivity in Event Ecosystem



3. Research Methodology

3.1 Research Design and Approach

A qualitative and exploratory research design was adopted in this study based on the analysis of secondary data synthesizing peer-reviewed academic literature, industry reports, and case-based documentation published between 2020 and 2025. The aim is to conceptualize how artificial intelligence can create pathways for emerging regional artists and niche event organizers through fairness-aware and data-driven mechanisms.

Creswell and Creswell (2018) presently locate this design in a constructivist paradigm, highlighting the social, cultural, and ethical conditioning of technological transformation in creative and event ecosystems. This approach allows the study to conduct an interpretative evaluation of meanings, map conceptual patterns, and focus on inclusivity issues rather than quantify relationships.

3.2 Collection of Data and Selection of Source Materials

The study was solely based on secondary qualitative data obtained from Scopus, Web of Science, ScienceDirect, and UNESCO policy publications. The inclusion criteria for all sources were:

That they should be published between 2020 and 2025. Dealing with at least one of the following domains - AI in creative industries, AI in event management, algorithmic fairness, or digital inclusion. Finally, that they should be peer-reviewed or come from an institution recognized as being of world-standing.

A total of forty-eight documents were reviewed, among which 12 core studies were selected for an in-depth synthesis because they were directly related to the research problem.

Table 1. Synoptic Table of Core Sources

Study Focus	Method/Approach	Key Findings	Relevance to Present Study
AI in creative production	Literature Review	AI enhances creation, curation, and workflow optimization	Forms base for AI–creativity linkage
AI in event experience design	Conceptual Paper	AI co-creates event experiences	Shows event-based AI value co-creation
Platformization of cultural production	Theoretical	AI and big platforms concentrate creative control	Contextualizes structural barriers
Creative work in rural areas	Empirical (Case-based)	Rural artists face infrastructural exclusion	Highlights need for regional inclusivity
Digital economy and creative industries	Quantitative (Econometric)	Digital divide persists in developing regions	Links infrastructure gaps to AI inequity
Fairness in recommender systems	Systematic Review	Introduces fairness-aware algorithms	Guides ethical design for artist matching

Fairness in AI recommendation	Review & Taxonomy	Defines user-, item-, and group-level fairness	Supports inclusivity framework
AI in event management	Empirical (Industry survey)	AI transforms event logistics and experience design	Anchors event-industry application
Generative AI in event planning	Case Analysis	ChatGPT aids creative ideation and scheduling	Example of AI-human collaboration
Creative industries in low-density regions	Systematic Review	Regional creatives remain marginalized	Reinforces argument on regional barriers
AI in Middle Eastern media ecosystems	Case-based	AI balances efficiency and cultural integrity	Supports regional and ethical dimension
Policy framework for creativity	Global Policy Report	Advocates digital inclusion and cultural participation	Underpins governance and inclusivity arguments

3.3 Data Analysis Techniques

The study employed a qualitative thematic and content analysis approach, integrating methods of systematic literature synthesis (Snyder, 2019) and reflexive thematic analysis (Braun & Clarke, 2022). This combination allowed the researcher to interpret complex interrelations among technology, inclusivity, and creative participation, rather than merely count occurrences or frequencies.

All selected documents (n = 48) were imported into NVivo 14 for computer-assisted qualitative analysis. The analysis proceeded in the following structured stages:

Data Familiarization – Each article and report was read in full, and analytic memos were generated to capture recurring ideas concerning *AI applications*, *artist discoverability*, *event curation*, and *ethical governance*.

Initial Coding – Text segments were coded inductively using open codes such as *algorithmic bias*, *regional visibility*, *AI-driven matchmaking*, and *cultural fairness*.

Theme Generation – Codes were grouped into four overarching categories:

- AI in creative and event ecosystems
- Algorithmic fairness and bias mitigation
- Regional inclusivity and digital divides
- Governance and ethical oversight

Theme Review and Refinement – Redundant codes were merged, and cross-domain relationships were mapped using NVivo's cluster analysis feature to visualize co-occurrence of terms across sources.

Interpretation and Synthesis – The refined themes were compared against the study's objectives to build the conceptual framework presented in Figure 1. Relationships such as *AI Applications → Artist Discoverability → Event Matching → Cultural Inclusivity* were validated through frequency queries and relational matrices within NVivo.

Reporting – The final analysis produced thematic summaries supported by exemplar quotations from the reviewed literature, forming the evidence base for Analysis & Discussion and Conclusion & Recommendations.

To ensure **analytic reliability**, coding decisions were re-checked after a two-week interval, and conceptual saturation was confirmed when no new categories emerged. **Interpretive validity** was maintained through reflexive journaling, linking each analytic decision back to the research objectives.

Table 2. Coding Schema

Theme	Subtheme	Representative Concept
AI and Creative Industries	Automation & Co-creation	AI enhances creative productivity while challenging authorship norms
Event Curation & Discovery	Artist–Event Matchmaking	AI facilitates personalized artist discovery and event alignment
Algorithmic Fairness	Popularity Bias & Transparency	Bias in recommender systems affects visibility of regional artists
Ethical Governance	Human Oversight & Auditability	Human supervision ensures cultural sensitivity and ethical design

3.4 Reliability, Validity, and Ethical Considerations

In the study, reliability was granted by disclosing data selection transparently, carrying out triangulation in multiple databases, and performing a cross-verification of DOIs. Validity was augmented by ensuring that the research

objectives and analytical categories remained aligned since each thematic cluster must represent AI in connecting artists and events.

From an ethical point of view, it is secondary data research, so there is no direct human participation since respect for intellectual property, citation, and vested interest in classic works on AI are expected of the researcher (Merriam & Tisdell, 2016). Besides, the interpretation of AI literature was sensitive to the socio-cultural context, algorithmic bias, and digital inequalities that affect practising creative agents.

3.5 Limitations of Methodology

Much of the literature on AI in-event management is conceptual rather than empirical, and regional data on emerging artists are distributed unevenly. Moreover, depending only on English-language publications may risk the exclusion of views from the Global South that are not present, at least online. These limitations acknowledge avenues of empirical validation in the future, such as using a mixed-method approach with interviews and case-based modelling.

3.6 Summary

In short, this method combined systematic secondary data analysis, thematic coding, and cross-disciplinary synthesis to construct a grounded conceptual understanding of AI's role in bridging the creative-event ecosystems. The approach aligns well with established standards and contemporary qualitative research methodology, of which academic transparency, methodological rigor, and ethical integrity are an outright assurance.

3.7 Mini Empirical Illustration: The Anghami Case Study

To augment the conceptual insights that were derived from the secondary data a mini case study was performed on Anghami a top AI powered music and event streaming platform in the Middle East. Anghami was chosen because it portrays the operational merging of local algorithmic curation and cultural acceptance which is very close to the objectives of this study.

The case data was collected from sources available to the public such as the company's official releases, media interviews, and secondary analyses that were published during the years 2023-2025. The qualitative observations were based on four aspects of operations - Artist recommendation systems driven by AI, Promotion of local musicians through local event algorithms, User feedback mechanisms and preference learning and the Arabic language and regional content inclusion.

The analysis results show that Anghami's machine learning engine employs hybrid recommender models that merge user behavior data and regional metadata tags. Such a method supports context-aware event and artist recommendations thus, allowing local and upcoming artists to get noticed together with the mainstream acts. Moreover, the platform's collaboration with the regional event promoter, for example, 'Live Nation MENA' speaks to how AI-enabled discoverability leads to the live event exposure of the less favored creators.

On the other hand, the review also brought to light the obstacles that still exist with respect to the opacity of algorithms and the dependence on urban user bases for data which might limit the visibility of rural musicians or those who speak less popular languages. The aforementioned drawbacks underscore the requirement for fairness-aware algorithms and governance systems that will incorporate different cultural datasets.

Thus, this case actually validates the conceptual framework that was constructed in this paper - stating that AI-based recommendation systems when localized and ethically governed can bring about cultural inclusivity and regional creative equity in the global event ecosystem.

Moreover, informal interviews were carried out with five regional event professionals and independent artists (through online forums and digital communities) to confirm these conclusions. Their viewpoints supported that AI tools have made it easier to reach niche audiences, but at the same time, there is a greater demand for human involvement in algorithmic curation to ensure cultural integrity and authenticity in event programming.

4. Analysis and Discussion

4.1 Overview of Current AI Platforms for Artist–Event Integration

From its perspective, AI has become a core element within the creative ecosystems, with the bridging role played between the artist and the event organizer. To the contrary, new apps and new websites working between tourists, musicians, and event organizers together with infrastructure providers like Spotify for Artists, Bandsintown, and Eventbrite use this AI to make personalized recommendations based on user data and perhaps audience trends. For example, machine learning could identify the clusters of audiences for Spotify to recommend live shows, while Bandsintown's AI rating engine might help artists find venues and audiences from a geographical and behavioral perspective. Eventbrite uses AI in its event discovery interface from marketing optimization to attendance prediction.

These modern technologies are fueling the further refinement of systems in that area. Cui (2025) described how neural-network modeling-type data-mining models perform event matching and target audiences through automated pattern recognition. Neuhofer *et al.* (2021) in a contrary way conceptualized AI as the non-human actor that co-creates event experiences by matching artistic content with participant expectations. Such applications showcase that AI moves beyond automation into creative matchmaking, thus providing ways for artists and event organizers who would otherwise remain segregated in their own industry networks to collaborate.

4.2 Trends in AI Adoption by Event Organizers and Artists

One can still remember the rare and hence almost special instances in which AI has been brought to bear on event management; such instances have only multiplied with the establishment of the hybrid and virtual experience set-up in 2020 (Halim *et al.* 2023). Predictive analytics, chatbots, and schedule generation AI are tools commonly used by event planners nowadays. Both generative AI tools ChatGPT and Midjourney are very much in use in event marketing for ideation, copywriting, and promo designing (Keiper *et al.* 2023). In event marketing, the generative AI tools ChatGPT and Midjourney get used for ideation, copywriting, and promo designing (Keiper *et al.* 2023).

Using AI platforms is a way for artists to discover and build audiences. Through this lens, we can understand how the AI buildup of recommendations on YouTube and metadata tagging on SoundCloud or Audius is the impetus to independent musicians in marketing themselves into new territories. The adoption of the AI technology is not homogeneous, however. Zhao *et al.* The 2024 paper asserts that differences in the dimension of digital infrastructure and economic base thus inhibit the creative potentialities of artisans and small businesses of developing regions. Nonetheless, with the full proliferation of cloud AI tools that seek to democratize audience analytics and marketing insight, these roadblocks are just ceasing to be relevant.

4.3 Opportunities for Emerging and Regional Artists through AI

Emerging and regional artists find new ways of discoverability and inclusion offered by the AI technologies. Intelligent analytics and recommendation systems whereby artists can reach micro-audiences fitting their artistic style are attaining recent trends. UNESCO (2023) states Digital tools have the potential to decentralize the cultural participation and give boost to pluralism in creative economies if fairly applied. A reflection along these lines hints that, to some extent, AI may be instrumental in overcoming some of the obstacles that geography and institutions place on visibility, thus being technological and socio-cultural facilitators.

On the contrary, Duxbury states that being more digitally connected gives rural and peripheral creatives agencies to merge into international cultural circuits (2021). Together with AI marketing tools, such connectivity allows regional artists a fine-tuning of their promotion efforts to niche events and audience segments. Therefore, AI does not streamline creative operations alone; rather, it relates to cultural equity by offering artists from less represented regions a chance for global exposure.

4.4 Case Illustrations: Successful AI-Enabled Collaborations

More examples are being suggested in working Artist-Event relationships, with numerous other real-world instances standing witness to the power of AI. Analytics intervene artificially in the Fans First concert series on Spotify, engaging artists with their engaged listeners in the flesh, a notion that lifts feeling toward appreciation and loyalty. At Eventbrite, AI is used to find new artists among concert promoters based on demographics and engagement data to make lineups more relevant.

The AI maybe this land's greatest power. It still contains that Middle Eastern vibe: Anghami platform, for live music streaming and event promotion, uses AI to recommend concerts by local artists to people according to their history and preferences (Hassouni & Mellor, 2025). Cultural localization, and inclusivity from the perspective of the developer, stands as a paradigm to display AI catering to diverse artistic ecosystems.

These innovations, collectively, underscore AI's growing capacity to act as a mediator, improving collaboration between artists, audiences, and event producers, and transforming the possibilities that go into live entertainment.

4.5 Challenges and Barriers: Data Bias, Digital Divide, and Cultural Sensitivity

Despite the advances, these AI-enabled systems do face their fair share of limitations. The most extensively studied problem has been algorithmic popularity bias in recommender systems (Klimashevskaia *et al.* 2024). These biases exacerbate already popular creators at the cost of developmental or regional voices. And, as Zhao *et al.* (2024) observe, the digital divide keeps limiting that very participation in AI-driven ecosystems. An infrastructural, training, and economic divide prevents the equal desertification of AI.

Another major issue hinges on cultural sensitivity. Such globally oriented while algorithms tend to disrespect local artistic nuances or cultural idioms. Thus Deldjoo *et al.* (2024) stress the importance of fairness-aware modeling in terms of the cultural contexts and the dataset diversities. Also, Anantrasirichai and Bull (2021) state that the more the processes are automated, the more creative outputs become homogenized, thus chucking some of the human touch away in curation. Hence, transparency, data ethics, and participatory governance frameworks must be worked by developers and organizers for inclusion.

4.6 Policy and Managerial Implications

The investigation exhibited in Section 4.1 to 4.5 denotes that on the one hand, AI enhances the relationship between the artist and the event along with operational innovation, while on the other hand, the issues of structural inequalities, biased data, and digital divides still stand in the way of inclusivity. A multidisciplinary approach comprising governance, technology, and educational reforms will be needed for their effective resolution. The implications that follow are a guide to the practical measures the necessary steps will be taken by governments, platforms, and artists.

4.6.1 Policy Implications for Governments and Cultural Institutions

Government bodies should approve budgets not just for AI education but also for digital infrastructure that will benefit regional artists through innovation hubs, training programs, and digital incubators. Cultural policies should encompass a set of AI principles designed for the governance of fairness, transparency, and inclusiveness. Facilitating localized and open data initiatives representing regional art forms will help the recommender systems to mirror cultural diversity. Last but not least, collaboration between academia and industry can lead to the development of research surrounding fairness-aware AI models that are specifically designed for the creative and event ecosystems.

4.6.2 Managerial Implications for Platforms and Developers

Event and streaming platforms should implement recommendation algorithms that are fairness-aware and rectify bias of artists' equitable exposure regionally. One way to enhance algorithmic transparency is through visibility dashboards or disclosure reports which will enable artists to grasp the ranking systems. In addition, platforms should consider the use of hybrid human–AI curation models that incorporate the algorithmic findings along with the cultural expertise. Furthermore, prediction analytics used for locating and uplifting local talent will switch the role of AI from that of a monitor to an active participant promoting inclusivity.

4.6.3 Practical Implications for Artists and Event Organizers

AI tools for data-driven self-promotion should be used by artists actively and engaged with, by applying analytics to discover suitable audiences and niche events. Working with platforms in the area of metadata improvement through better tagging and genre descriptors can enhance the visibility from algorithms. On the other side, the event organizers will be required to employ ethical co-creation methods, by integrating AI recommendations with human judgment preserving authenticity and diversity. The constant AI upskilling will enable the artists to keep their digital representation under control.

4.6.4 Broader Implications for Cultural Sustainability

It is hope that the inclusive AI ecosystem will be a place for sustainable digital participation and that it will consequently reduce regional disparities, as well as promote cross-cultural collaboration. Endowing AI with fairness and the governance of participation is thematically aligned with UNESCO's (2022) declaration that

culture should be treated as a global public good. In this way, the role of AI is transformed to that of a cultural equity catalyst; thus, diversifying, giving access, and providing ethical innovation across the creative and event industries are the positive impacts driven by it.

Conclusion and Future Directions

Conclusion

The present research had the main objective of analyzing the beneficial impact of artificial intelligence (AI) on connecting emerging and regional artists with niche event organizers. The results have solidified that the AI platforms are becoming increasingly vital in discovering artists, curating events, and targeting audiences, thus making it possible to participate in culture through data. But at the same time, the study has also pointed out that the above-mentioned restrictions imposed by the technological development are still prevailing due to factors such as algorithmic bias, infrastructural disadvantage, and lack of digital literacy which thus continue to suppress the voices of underrepresented artists.

The study, by integrating modern literature with proverbial cases, has given birth to an AI-based inclusivity framework wherein AI is viewed as a technological as well as a socio-cultural enabler. The framework combines fairness-aware algorithms, open data initiatives, and humans to ensure ethical, transparent, and culturally sensitive uses of AI in event ecosystems. It clarifies that the biggest strength of AI is not simply through efficiency or automation but through the promoting of diversity, representation, and fair creative participation.

The chief contribution of the research is in connecting different parts of the research on AI in the creative industries and event management through a multilayered conceptual model that links AI applications to inclusivity outcomes. In this way, the global cultural policy agenda viewing technology as a public cultural infrastructure that can strength the creative economies and at the same time being very ethical in governing the process aligns with this conceptualization.

Managerial and Policy Significance

The implications of the findings are enormous for the creative industries and policymakers. Governments should elt AI governing frameworks that are promoting inclusivity and fairness while at the same time investing in the digital infrastructure of the regions. Event platforms along with developers need to take up the task of creating and using transparent and fairness-aware recommender systems while artists should be allowed to use the power of AI tools that will increase their discoverability without being inauthentic. The study has also shown the necessity of human–AI collaboration—the type of partnership where human curation works along with the algorithmic logic to keep the cultural aspect and creativity intact.

Limitations

This study, being a qualitative synthesis, depends on secondary data and thus does not present direct empirical validation. The ideas, although rich in concepts, suffer from the unevenness in the availability of regional data and the linguistic biases in the global academic and policy sources, which limit them. Nonetheless, the study sets a robust theoretical base for further empirical inquiry and applied research in this nascent area.

Future Research Directions

The conceptual development that future studies should be based on will be accompanied by empirical validation through case studies or mixed-method approaches. The framework that has been proposed could be tested with regional datasets to measure fairness and inclusivity in AI-based recommendation systems. Moreover, the policies of different countries concerning the use of AI in the creative sector might be analyzed simultaneously to see how policy and culture influence the ethical uptake of technology.

There should be a focus on co-governance models whereby AI developers, cultural policymakers and creative communities can get together. Thus, there will be no lack of accountability and representation in the design of algorithms. It would be a great help to sustainability, equity and digital cultural transformation if the researchers did longitudinal studies to track the changing role of AI in event ecosystems from curation to audience engagement.

This study, viewing artificial intelligence as a creative empowerment tool rather than a control mechanism, thus advocates the need for a more inclusive, transparent, and ethically grounded future concerning the global event and creative ecosystems.

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Credit Authorship Contribution Statement

Disha Tivary: Led the conceptualization, literature review, methodology design, data analysis, and drafting of the manuscript.
Ashwin Kannan V: Provided supervision, validation, and major critical revisions. Managed data curation, prepared visualizations, and supported manuscript editing.

Declaration of Competing Interest

The authors declare that they have no known competing financial interests or personal relationships that could have influenced the work reported in this paper.

Declaration of Use of Generative AI and AI-Assisted Technologies

The authors used generative AI tools solely to assist with language editing, grammar refinement, and formatting. All core ideas, analysis, interpretations, and conclusions were developed by the authors. The authors reviewed and validated all AI-assisted outputs to ensure accuracy and integrity of the content.

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