

## References

Love, P. E. D., & Matthews, J. (2019). The 'how' of benefits management for digital technology:

From engineering to asset management. *Automation in Construction*, 107, Article

102930. <https://doi.org/10.1016/j.autcon.2019.102930>

Marvellous Aham-adi. (2024, September 17). User experience and the DAM - how

understanding user needs and behaviors can drive strategic decision making. *Wedia*

*Group*. Retrieved November 24, 2025, from

<https://www.wedia-group.com/blog/ux-and-dam-drive-strategic-decision-making#:~:text=3..experience%20for%20different%20regional%20audiences>

Kumar, R. (2023, January 2). How DAM Helps in Delivering Personalized Customer

Experiences? *Pimcore DAM*. Retrieved November 24, 2025, from

[https://pimcore.com/en/resources/blog/how-dam-helps-in-delivering-personalized-customer-experiences\\_a324521](https://pimcore.com/en/resources/blog/how-dam-helps-in-delivering-personalized-customer-experiences_a324521)

The DAM Republic. (2025, November 11). Personalising Content Delivery with AI in DAM —

TdR Guide. *The DAM Republic*. Retrieved November 24, 2025, from

<https://www.thedamrepublic.io/guide/personalising-content-delivery-with-ai-in-dam>