

Décisions Marketing
Call for Papers for a 2023 Special Issue on
Marketing and Artificial Intelligence

Edited by Julien Cloarec (Université Jean Moulin Lyon 3) – julien.cloarec@univ-lyon3.fr
Sandrine Macé (ESCP Business School) – mace@escp.eu
Koen Pauwels (Northeastern University) – k.pauwels@northeastern.edu

Submission Deadline: September 30, 2022

Background

According to Gartner (2021), 84% of digital marketing leaders believe using artificial intelligence (AI) enhances the marketing function's ability to deliver real-time, personalized experiences to customers. However, 63% of digital marketing leaders still struggle with personalization, yet only 17% use AI and across the function. This special issue aims at stimulating research that would allow us to better understand how AI can contribute to marketing decision-making.

Several articles have attempted to define artificial intelligence. We will retain the definition of Haenlein and Kaplan (2019): "a system's ability to interpret external data correctly, to learn from such data, and to use those learnings to achieve specific goals and tasks through flexible adaptation". This definition has the merit of reminding us that AI is an information system that follows an "input–process–output" model:

- **Input.** As input, artificial intelligence requires data (Cui et al., 2021). As such, this special issue will welcome any research that provides a better understanding of new data sources, hybrid data combinations from multiple origins for AI use, and new applications in marketing.
- **Process.** Artificial intelligence is based on learning algorithms (neural networks, machine learning, deep learning, support vector machines, etc.) (De Bruyn et al., 2020; Kübler et al., 2020). For this special issue, marketing research is expected to compare the modeling or prediction performance of these algorithms for more traditional techniques and the application contexts (e.g., personalization, real-time processing, automation, etc.). However, if the modeling power of AI algorithms seems good, their power to explain facts is weak. Some are black boxes, incomprehensible, lacking transparency, and leave marketers vulnerable (Kozinets and Gretzel, 2021).

There is a real risk in terms of marketers' decision-making process that could be led to only follow the recommendations of AI algorithms without understanding their rationale, their substantial rationality (Kozinets and Gretzel, 2021). Also, the lack of transparency of AI algorithms and the data collected for their development lead to numerous ethical questions concerning both marketers (Kozinets and Gretzel, 2021) and consumers (Davenport et al., 2020).

- **Output.** The applications of AI to marketing are numerous. Based on a scientometric analysis Mustak et al. (2021) classify the dominant topics of AI research in marketing into two main areas: research on consumers; and research on marketing organization and strategy. The richness of this special issue lies in the diversity of the issues addressed and the variety of application sectors: pricing, social media, sales force management, studies and research, advertising, customer relations, personalization, consumer behavior, marketers' decision-making process, chatbot, robot, voice assistant, connected object, automation, distribution, health, services, B2C marketing, industrial marketing, etc.

Expected Contributions

This special issue on 'Marketing and Artificial Intelligence' is open to different types of contributions. We are looking for research that aims to better understand the use of AI in marketing practice, research that applies AI methods, and also papers that show how AI can be used for research and publication purposes. Potential topics include, but are not limited to:

- How does AI contribute to improving customer relations (Libai et al., 2020)?
- What are the benefits and costs of using products, services, interfaces developed with AI (Puntoni et al., 2021)?
- How does it change the consumer decision-making process, buying journey and experience, product and service adoption (Davenport et al., 2020)?
- How can we define and distinguish between decisions that can be delegated to AI and other decisions that remain in the control of the individual (Bertrandias et al., 2021)?
- To what extent and in what context is personalization essential or superfluous (Cloarec, 2020; Cloarec et al., 2021)?
- How are sales techniques affected? Does the salesperson have a new role? What are the new marketing professions, what are the new skills that marketers and salespeople will have to develop (Vlačić et al., 2021)?
- Which marketing jobs can be replaced by AI? How to make AI a strategic decision support tool rather than locking it into purely tactical decision-making (De Bruyn et al., 2020; Kozinets and Gretzel, 2021)?
- What needs to happen before decision-makers trust AI to make the final decision?

This list of themes is of course not exhaustive. If you doubt an original idea for a contribution, summarize it in one page maximum and send it by e-mail to the guest editors who will answer you about its suitability to the editorial line of the special issue.

Submissions Guidelines

The proposals of articles are subjected to the usual evaluation process of *Décisions Marketing* and must imperatively respect the rules of presentation of the magazine, as specified on its site (<https://www.afm-marketing.org/fr/content/presentation-de-la-revue-dm>). The length of the contribution should not exceed 20 pages (including tables, figures, and references), based on Times New Roman 12 font, with margins of 2.5 cm on each side and 1.5 line spacing. These 20 pages do not include the title page and abstracts. The total word count must be less than 8000. Bibliographic references (SAGE – Harvard) should not exceed 35. Proposals that do not comply with these rules will be rejected.

Proposals must be submitted before September 30, 2022, on the *Décisions Marketing* platform in the Special Issue “Marketing and AI” at <http://dma.fontismedia.com/dma>

About *Décisions Marketing*

Décisions Marketing is a scientific journal, from the French Marketing Association, whose mission is to disseminate the results of research-oriented towards marketing decision making. The articles are based on research that addresses concepts and methods relevant to marketing decision-making with a clearly stated problematic and critical vision. Proposals present original points of view and are based on a rigorous methodology; it is recommended that the latter be presented in the form of detailed boxes, to facilitate the readability of the article. It should be scientifically sound. The implications for decision-making should be broadly developed. They may concern companies and organizations in the broadest sense, but also public authorities or consumers. In general, the proposals should be able to easily answer the following two questions: "What was not known before this research and is now known?" and "Why was it important to know this?" These contributions should be stated in the abstract. Proposals may be submitted to the journal in either French or English. In the case of an article in English, the final version will be translated into French at the author's expense.

References

- Bertrandias L, Lowe B, Sadik-Rozsnyai O, et al. (2021) Delegating decision-making to autonomous products: A value model emphasizing the role of well-being. *Technological Forecasting and Social Change* 169: 120846. DOI: 10.1016/j.techfore.2021.120846.
- Cloarec J (2020) The Personalization–Privacy Paradox in the Attention Economy. *Technological Forecasting and Social Change* 161: 120299. DOI: 10.1016/j.techfore.2020.120299.
- Cloarec J, Meyer-Waarden L and Munzel A (2021) The personalization–privacy paradox at the nexus of social exchange and construal level theories. *Psychology & Marketing*: mar.21587. DOI: 10.1002/mar.21587.
- Cui TH, Ghose A, Halaburda H, et al. (2021) Informational Challenges in Omnichannel Marketing: Remedies and Future Research. *Journal of Marketing* 85(1): 103–120. DOI:

10.1177/0022242920968810.

- Davenport T, Guha A, Grewal D, et al. (2020) How artificial intelligence will change the future of marketing. *Journal of the Academy of Marketing Science* 48(1): 24–42. DOI: 10.1007/s11747-019-00696-0.
- De Bruyn A, Viswanathan V, Beh YS, et al. (2020) Artificial Intelligence and Marketing: Pitfalls and Opportunities. *Journal of Interactive Marketing* 51: 91–105. DOI: 10.1016/j.intmar.2020.04.007.
- Garaus M, Wagner U and Rainer RC (2021) Emotional targeting using digital signage systems and facial recognition at the point-of-sale. *Journal of Business Research* 131: 747–762. DOI: 10.1016/j.jbusres.2020.10.065.
- Gartner (2021) Gartner Says 63% of Digital Marketing Leaders Still Struggle with Personalization, Yet Only 17% Use AI and Machine Learning Across the Function. Available at: <https://www.gartner.com/en/newsroom/press-releases/-gartner-says-63--of-digital-marketing-leaders-still-struggle-wi> (accessed 1 September 2021).
- Haenlein M and Kaplan A (2019) A Brief History of Artificial Intelligence: On the Past, Present, and Future of Artificial Intelligence. *California Management Review* 61(4): 5–14. DOI: 10.1177/0008125619864925.
- Kozinets R V. and Gretzel U (2021) Commentary: Artificial Intelligence: The Marketer's Dilemma. *Journal of Marketing* 85(1): 156–159. DOI: 10.1177/0022242920972933.
- Kübler R V., Colicev A and Pauwels KH (2020) Social Media's Impact on the Consumer Mindset: When to Use Which Sentiment Extraction Tool? *Journal of Interactive Marketing* 50: 136–155. DOI: 10.1016/j.intmar.2019.08.001.
- Libai B, Bart Y, Gensler S, et al. (2020) Brave New World? On AI and the Management of Customer Relationships. *Journal of Interactive Marketing* 51: 44–56. DOI: 10.1016/j.intmar.2020.04.002.
- Mustak M, Salminen J, Plé L, et al. (2021) Artificial intelligence in marketing: Topic modeling, scientometric analysis, and research agenda. *Journal of Business Research* 124: 389–404. DOI: 10.1016/j.jbusres.2020.10.044.
- Puntoni S, Reczek RW, Giesler M, et al. (2021) Consumers and Artificial Intelligence: An Experiential Perspective. *Journal of Marketing* 85(1): 131–151. DOI: 10.1177/0022242920953847.
- Vlačić B, Corbo L, Costa e Silva S, et al. (2021) The evolving role of artificial intelligence in marketing: A review and research agenda. *Journal of Business Research* 128: 187–203. DOI: 10.1016/j.jbusres.2021.01.055.