![Academy of Marketing Science logo]

Call for Papers

2024 Academy of Marketing Science Annual Conference

Marketing and AI: Shaping the Future Together

May 22–24, 2024
Coral Gables, Florida

When asked about marketing's role in shaping the future of artificial intelligence (AI), OpenAI's now world-famous GPT-4 language model (i.e., ChatGPT) replied: *"As AI reshapes our world, the field of marketing assumes a pivotal role in guiding its trajectory. Serving as both an enabler and guardian, marketing illuminates AI's transformative potential while upholding ethical and inclusive principles. Business organizations can harness this power by leveraging AI responsibly to drive performance and success, optimizing operations, and delivering superior customer experiences. Ultimately, marketing's influence shapes an AI-driven future, balancing technological advancement and societal well-being and ensuring that humanity thrives in harmony with its intelligent creations."*

It's a remarkable response—even if entirely fabricated—wouldn't you agree? The growing availability of data, intelligent computational systems, and affordable storage and software has spurred a keen interest among marketers to explore new AI methods and applications to enhance outcomes. However, this technological race can lead marketers to hastily implement AI platforms without a clear objective, causing organizations to lose focus, become disconnected from customers, waste resources, and blindly follow a never-ending trend.

Marketers are customer-centric, possessing creative, innovative, optimistic, and risk-taking mindsets that enable them to ask customer-oriented questions, uncover fresh opportunities, generate novel solutions, and drive purpose within organizations. Thus, the importance of AI in marketing will increase to the extent it assists marketers in creating, communicating, and delivering value to their customers. Marketers, therefore, can give purpose to AI. And in turn, AI can make marketing more meaningful. In sum, each is indispensable in shaping the future of the other. In considering this emergent marketing x AI convergence, for this conference, we encourage scholars to propose new theories, share insights, and uncover applications that can enhance marketing and AI outcomes. We invite you to submit research papers and special session proposals on this and other marketing-relevant topics.

**The submission system is now open. Paper and special session proposal submissions will be due:
<u>October 15, 2023.</u>**

2024 Annual Conference Home Page: https://www.ams-web.org/annual-conference
EasyChair CFP: https://easychair.org/cfp/2024AMSAC

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AMS Conference Paper Policies

- Authors (or at least one author) of accepted papers are required to register for the Annual Conference AND to present the accepted research at the time designated in the conference program. Any research submission (competitive or special session) accepted for presentation but not presented at the conference will NOT appear nor be acknowledged in the official conference proceedings (*Developments in Marketing Science*) published by Springer.

- If at least one of the authors of a paper has not registered by the early bird deadline (approximately 6 weeks prior to the conference), the paper is subject to be deleted from the program. Thus, prior to submission, please consider the submission of the paper seriously and take into account any uncertainties about an author(s) NOT being able to attend.

- All conference participants should be active AMS members.

- It is against AMS policy to submit the same paper or proposal to multiple tracks or to multiple conferences simultaneously or to resubmit a previously accepted paper.

- An individual may not be an author or co-author on *more than three (3) competitive paper or structured abstract* submissions. Authors risk having all submissions deleted from consideration for a violation of this rule. Every submission consumes resources from AMS and its volunteers.

- An individual requiring a visa to travel to the conference should apply for his/her visa in a timely manner and carefully consider the likelihood of attending the conference prior to registering. Cancellation fees will apply to an individual who is unable to attain his/her visa. Authors facing visa issues should carefully consider a backup plan allowing a co-author to present should visa/immigration problems prevent attendance. Please note that virtual presentations are not offered.

Academy of Marketing Science

Guidelines for Submitting Manuscripts and Special Session Proposals (new updates since 2023)

Please submit structured abstracts, competitive papers, or special session proposals electronically using the EasyChair conference management system, which can be accessed at the following website: https://easychair.org/cfp/2024AMSAC

Starting in 2023, the Developments in Marketing Series will publish only full papers. Thus, authors wishing to publish a full paper should submit full papers to the conference. One-page abstracts will be compiled into a separate collection of abstracts featured on the AMS website.

Full paper submissions should not exceed 12 single-spaced pages or 7,000 words, whichever is less (Times New Roman 12 pt. font, 1-inch margins, see the www.amsweb.org "help" tab for detailed formatting information) in total length, including all exhibits and references. Be sure to include the title information with each submission but do not include a title page with author identification in the submitted document file. The name of the paper, names and affiliations of each author, and complete contact information for the corresponding author(s) (address, e-mail address, phone) will be requested. Please be sure to spell all author names correctly. Misspelled names create problems in creating the program and effective communication. It is against AMS policy to submit the same paper or special session proposal to multiple tracks. Manuscripts will be double-blind reviewed. Only papers submitted as full papers can be published in the proceedings published by Springer. A full paper may also be published as a one-page abstract in a separate collection of abstracts.

Structured abstract submissions should not exceed 4 single-spaced pages following the guidelines at the www.ams-web.org "help" page. A sample structured abstract is linked on the author submission guidelines at the www.ams-web.org "help" page. Structured abstracts accepted for presentation are published as a one-page abstract in the collection of abstracts featured on the AMS website.

Special session/panel proposals can be submitted through the conference management system to the special session submissions track. Proposals should contain a 50-word bio of each speaker, a one-page description of the session, and a one-page description of each presentation. If the special session contains individual presentations, each with its own unique "talk" title, then each presentation should be entered into the system separately with a unique identifier in the title tying it back to the special session. In other words, if the special session is about "Fun at AMS," individual "talks" would have a title like: "Fun at AMS: How to Network Professionally at Receptions." If you have any questions about the fit of your special session, please contact one of the special session co-chairs prior to uploading a proposal submission. Special session/panel proposals will be reviewed, and those rated as the highest quality and most in keeping with the conference theme will be accepted for presentation. Special sessions/panels can only be published as one-page abstracts in the collection of abstracts. The program team welcomes all ideas for presentations, panels, or other sessions that may be of interest to the AMS Fellows. Please contact the appropriate track chairs with your ideas.

Please note that only full papers will be considered for the available BEST paper awards.

Additional guidelines and formatting requirements for the proceedings can be found at this link:
Author_Submission_Guidelines.pdf (squarespace.com)

Guidelines for Submitting Materials for the Proceedings

Full papers accepted and presented at the conference can be published in the conference proceedings, *Developments in Marketing Science* published by Springer. Only full papers will appear in the Volume. A collection of abstracts will be made available separately. Authors of accepted full-paper submissions may opt to forgo publication in the Volume and instead include a one-page (min 250 – max 400 words) abstract in the collection of abstracts. The page limit for published full papers is min 9 to max 12 single-spaced pages (Times New Roman 12 pt. font, 1-inch margins). Longer papers (up to 18 pages) will be allowed at the rate of US$50 per page over the limit.

Structured abstracts and special sessions will no longer be included in *Developments in Marketing Science* published by Springer. Structured abstracts and special sessions accepted for the conference can be featured in the abstract collection. Structured abstract submissions, accepted for presentation, are allowed a one-page (min 250 – max 400 words) abstract. Special session submissions are also allowed a one-page (min 250 – max 400 words) abstract summarizing the special session with all participants listed as authors, or as appropriate, all papers presented in the session can be featured as individual one-page abstracts in addition to a summary abstract.

Only authors of full papers appearing in the proceedings published by Springer are required to release the copyright to the Academy of Marketing Science. Authors of structured abstracts or special sessions do not need to submit a copyright release form. As noted, **any manuscripts not presented at the conference will not be published in these AMS Proceedings**. Also, if at least one of the authors of a paper has not registered by the early bird deadline (approximately 6 weeks prior to the conference), the paper will be deleted from the program and cannot be published in the proceedings.

Material to be published in the proceedings should be uploaded to the EasyChair system. Detailed instructions including a deadline will be provided by the Proceedings Editors approximately three months prior to the conference. It is ultimately the author's responsibility to see that any paper accepted for publication is submitted to the EasyChair system on time and in the proper format.

Springer publishes the proceedings series for the annual conference in the *Developments in Marketing Science* series with a subtitle matching the conference theme. The official proceedings will be available following the conference when published by Springer.

Proceedings Editors
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Vincent Jeseo (Rowan University)

Additional guidelines and formatting requirements for the proceedings can be found at this link:
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03714/author_submission_guidelines.pdf
Additional author instructions and examples of submissions and proceedings can be found at this link:
https://www.ams-web.org/help

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