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: October 15, 2023.

2024 Annual Conference Home Page: https://www.ams-web.org/annual-conference
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• 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.

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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.

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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.

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