

March 6, 2024

Call for Papers: Special Issue on Artificial Intelligence in Marketing Education

Journal: *Marketing Education Review* (MER)

Special Issue Title: Leveraging Artificial Intelligence Ethically for Enhanced Marketing Education

Special Issue Editor(s):

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Special Track Submission Deadline (Conference): June 30th, 2024
Special Issue Submission Deadline: March 1st, 2025.

As digital transformation continues to influence the evolution of marketing education, the role of Artificial Intelligence (AI) within higher education stands out as both a transformative force and a critical area for scholarly exploration (Elhajjar et al., 2020; Ferrell & Ferrell, 2020; Gulati et al., 2024; Thontirawong & Chinchachokchai, 2021). Incorporation of AI in higher education presents unprecedented opportunities for educators and students alike, providing potential benefits for teaching, learning, research, and service. And yet, the ethics and policies regarding how AI should be used in the classroom are still ill-defined at many institutions. The integration of AI in the college classroom raises important questions about intellectual property, creativity, critical thinking, privacy, data security, and algorithmic bias, amongst others. By addressing benefits while also delving into these ethical issues, this special issue aims to contribute to the development of best practices for the responsible use of AI within marketing education.

AI technologies have the potential to enhance the student learning experience by personalizing education paths and providing adaptive learning environments that address individual needs. In this way, AI has made course content more accessible than ever before, creating new opportunities for student engagement and interaction. Furthermore, AI is changing the way many aspects of marketing can be taught, offering students hands-on experience with innovative tools that are user-friendly, powerful, and increasingly utilized within the marketing industry. From rapidly automating data analysis and providing predictive insights to creating personalized content, the use of AI

while still in the classroom can help prepare students for the complexities of the modern marketing landscape.

This special issue of *Marketing Education Review* seeks to explore the innovative use of AI across various facets of marketing education, as outlined in the example topics of interest. We invite empirical research, conceptual papers, case studies, and pedagogical innovations that help to shed light on the challenges, opportunities, and future directions of AI in marketing education.

The editors seek contributions that not only highlight AI's role in enhancing the educational landscape of marketing, but also critically examine the challenges, ethical considerations, and future prospects of integrating AI into marketing education. By showcasing applications of AI that are both innovative and ethically bound, we aim to foster a deeper understanding of its potential to enrich marketing pedagogy, enhance student learning outcomes, align instructors and students regarding ethical AI application, and equip future marketers with the skills necessary to thrive in an AI-evolved industry landscape.

Example topics of Interest:

- AI-supported or AI-evolved pedagogical strategies in marketing education
- Impact of AI on student engagement and learning outcomes in marketing courses
- Ethical considerations and challenges of using AI in marketing education
- AI applications in teaching marketing subjects such as:
 - branding and brand management
 - consumer behavior
 - marketing research and analytics
 - marketing strategy
 - integrated marketing communications
 - content marketing
 - product development
- AI applications in experiential learning-based marketing projects
- Case studies on successful AI integration in marketing curricula
- Future trends in AI and their implications for marketing education

Submission Guidelines:

Submissions should align with the formatting and submission guidelines of *Marketing Education Review*. Manuscripts should clearly articulate the theoretical and practical implications of the work, demonstrating how AI innovations address specific challenges or opportunities within marketing education. Authors are also encouraged to emphasize the scalability, adaptability, and effectiveness of the AI applications discussed.

Full papers should be submitted using MER formatting through the SMA conference website to the track that best aligns with your work (<https://sma2024tampa.dryfta.com/>). Please ensure you select the “submit to MER special issue” button during your submission.

Key Events:

The 2024 Society of Marketing Advances Conference (Tampa Bay, Nov 6-Nov 9) will feature a special track associated with this special issue, providing a platform for sharing ongoing research and timely feedback. Please note that submission to the special issue does not require participation in the conference.

Papers invited for revision will participate in the SMA MER Special Issue Workshop, held at the 2024 annual general meeting in Tampa. Revised papers are encouraged to submit directly to MER; the editorial team will work to retain the same review team throughout the process. Benefits to authors submitting to this special issue include early feedback, an expedited review process, and a quicker overall time to publication.

Important Dates:

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| Conference Submission Deadline | June 30 th , 2024 |
| Society of Marketing Advances Conference | November 6 th -November 9 th , 2024 |
| Special Issue Submission Deadline | March 1 st , 2025 |

Contact Information:

For inquiries regarding the call for papers or submission process, please contact the Special Issue Editors:

- Melanie B. Richards, at richardsmb@etsu.edu, or
- Chelsie M. Dubay, at dubayc@etsu.edu.