



## CALL FOR PAPERS

### Special Issue

## Artificial Intelligence (AI): Revolutionizing Digital Marketing

Full-length paper submission deadline: 30 November 2019

Anticipated publication date: Issue 3, 2020

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#### Themes:

AI-enabled digital marketing is revolutionizing the way organizations create content for campaigns, generate leads, reduce customer acquisition costs and convert their reachable consumer base via social media (de Ruyter, Keeling & Ngo, 2018). Real-world examples of organizations who have utilized AI to automate their digital advertising campaigns include Red Balloon and Harley Davidson (Syam & Sharma, 2018). Unveiling an AI-powered digital marketing division, Red Balloon reduced customer acquisition costs by 25% in 30 days, increased their conversion rates via Facebook by 750% and now generates a \$15 return for every \$1 invested in marketing (Sutton, 2018). Harley Davidson has enjoyed similar results by using AI to evaluate what was and was not working across their digital channels, the AI-enabled tool determined that, by rewording ads to use the word “Call” rather than “buy”, the new ads performed 447% better. Additional AI-enabled evaluation led to further customer engagement modifications which resulted in getting one qualified lead per day to 40 (Power, 2017). As AI enables the automation of different marketing functions, how will CMO’s and marketing practitioners embrace and work alongside AI rather than be replaced by it (Kaplan & Haenlein, 2019). The full capabilities and limitations of AI in marketing is currently unknown, with research on the broader AI-enabled digital marketing ecosystem limited, if any (van Esch, Black & Ferolie, 2019). With AI reaching an inflection point in marketing, we invite both conceptual and empirical papers that could include – but are not limited to – the following aspects of AI in digital marketing:

- AI-enabled marketing, what will the future marketing function of organizations look like?
- As AI-enabled tools are used to scan social media, the IoT and other digital profiles to create hyper-personalized campaigns, at what point is privacy invaded and how will consumers respond?
- How will CMO’s and marketing practitioners utilize human intelligence to work alongside artificial intelligence, rather than be replaced by it?
- Should marketers have to disclose the use of AI in terms of content created/generated in hyper-personalized campaigns? What are the ethical and/or legal ramifications, if any?
- As AI-enabled tools “learn”, what protocols for the monitoring and subsequent control of, are required?
- Attribution continues to be a challenge, how can AI sequence the customer journey so customers remain in the funnel?
- How will conversational AI (e.g. Siri, Alexa) disrupt the way consumers are directed towards and engage with particular brands/products?
- Marketing communication through chatbots is now a 24/7 occurrence, what impact will this have on pre-purchase and after sales service engagement? What and/or how will this disrupt consumer e-WOM, reviews and social media “likes”?

- What impact will AI-enabled tools have on the way consumers are segmented/targeted? What does this mean for consumer personas? Does this lead to micro-segmenting and how can organizations adjust to understand newly identified consumers/markets?
- AI-enabled geo-locating, digital tattoos and wearables all lead to just-in-time advertising, right up until the point-of-sale (POS), what impact will this have on consumer dwell time, shopping task efficiency and basket size?
- What impact will the combination of 5G and AI-enabled tools have on the future of advertising, marketing communications and customer engagement?
- In terms of decision making, what level of control/autonomy do consumers have in relation to AI-enabled advertising? Do consumers have a choice of being "in-the-loop", "on-the-loop" or "out-of-the-loop"?
- How can AI-enabled tools be used to monitor/evaluate consumers' physiological state "before-during-after" the purchase experience, how will this influence both shopping and purchase intent?
- The use of AI-enabled biometrics in marketing, what is the impact on advertising to and assessing consumer profiles? Whilst both illegal and legal in many countries, what role will biometric play in consumer behavior?
- What impact will AI-enabled digital marketing have on bricks-and-mortar stores? Will it inhibit or enhance the use of online-to-offline (O2O) strategies?
- How will AI-enabled marketing change the balance of power between consumers, retailers and product manufacturers?
- How can AI be used to both detect and defuse participation behavior in online digital firestorms?
- Is AI in digital marketing a fad or here to stay? After AI, what's next to revolutionize the marketing frontier?

#### **How to submit your manuscript:**

- Full-length journal papers for the Special Issue are to be submitted through the AMJ submission system and will undergo a similar review process as regularly submitted papers. Submission for the Special Issue begin July 31, 2019, with the final deadline for submission being November 30, 2019.
- Questions pertaining to the Special Issue should be sent to the Guest Editors. Papers must be formatted in accordance with the *Australasian Marketing Journal* style sheet.
- All papers will be double-blind reviewed. Post-review, the Guest Editors will propose a list of publishable papers for consideration by the Editors-in-Chief of the *Australasian Marketing Journal*— their agreement will be required prior to notifying Authors of final acceptance.
- The anticipated publication date is Issue 3, 2020.

#### **Links:**

Australasian Marketing Journal:

<https://www.journals.elsevier.com/australasian-marketing-journal/>

Australasian Marketing Journal - format of submissions:

<https://www.elsevier.com/journals/australasian-marketing-journal/1441-3582/guide-for-authors>

#### **References:**

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- Kaplan, A., & Haenlein, M. (2019). Siri, Siri, in my hand: Who's the fairest in the land? On the interpretations, illustrations, and implications of artificial intelligence. *Business Horizons*, 62(1), 15-25.
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- Sutton, D. (2018). How AI Helped One Retailer Reach New Customers, *Harvard Business Review*, Source: <https://hbr.org/2018/05/how-ai-helped-one-retailer-reach-new-customers>.
- Syam, N., & Sharma, A. (2018). Waiting for a sales renaissance in the fourth industrial revolution: Machine learning and artificial intelligence in sales research and practice. *Industrial Marketing Management*, 69, 135-146.

Van Esch, P., Black, J. S., & Ferolie, J. (2019). Marketing AI recruitment: The next phase in job application and selection. *Computers in Human Behavior, 90*, 215-222.

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