

ARTIFICIAL INTELLIGENCE IN MARKETING

REVIEW OF MARKETING RESEARCH

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REVIEW OF MARKETING RESEARCH VOLUME 20

ARTIFICIAL INTELLIGENCE IN MARKETING

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INVESTOR IN PEOPLE

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ABOUT THE EDITOR-IN-CHIEF

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INTRODUCTION

OVERVIEW

Review of Marketing Research, now in its 20th volume, is a publication covering the important areas of marketing research with a more comprehensive state-of-the-art orientation. The chapters in this publication review the literature in a particular area, offer a critical commentary, develop an innovative framework, and discuss future developments, as well as present specific empirical studies. The first 19 volumes have featured some of the top researchers and scholars in our discipline who have reviewed an array of important topics. The response to the first 19 volumes has been truly gratifying and we look forward to the impact of the 20th volume with great anticipation.

PUBLICATION MISSION

The purpose of this series is to provide current, comprehensive, state-of-the-art articles in review of marketing research. Wide-ranging paradigmatic or theoretical, or substantive agendas are appropriate for this publication. This includes a wide range of theoretical perspectives, paradigms, data (qualitative, survey, experimental, ethnographic, secondary, etc.), and topics related to the study and explanation of marketing-related phenomenon. We reflect an eclectic mixture of theory, data, and research methods that is indicative of a publication driven by important theoretical and substantive problems. We seek studies that make important theoretical, substantive, empirical, methodological, measurement, and modeling contributions. Any topic that fits under the broad area of “marketing research” is relevant. In short, our mission is to publish the best reviews in the discipline.

Thus, this publication bridges the gap left by current marketing research publications. Current marketing research publications such as the *Journal of Marketing Research* (USA), *International Journal of Market Research* (UK), and *International Journal of Research in Marketing* (Europe) publish academic articles with a major constraint on the length. In contrast, *Review of Marketing Research* can publish much longer articles that are not only theoretically rigorous but also more expository, with a focus on implementing new marketing research concepts and procedures.

Articles in *Review of Marketing Research* should address the following issues.

- Critically review the existing literature
- Summarize what we know about the subject – key findings
- Present the main theories and frameworks
- Review and give an exposition of key methodologies
- Identify the gaps in literature
- Present empirical studies (for empirical papers only)
- Discuss emerging trends and issues
- Focus on international developments
- Suggest directions for future theory development and testing
- Recommend guidelines for implementing new procedures and concepts

A FOCUS ON SPECIAL ISSUES

Since volume 8 published in 2011, *Review of Marketing Research* has a focus on special issues realizing that this is one of best ways to impact marketing scholarship in a specific area. The volume editors of all of the special issues have been top scholars. These special issues have focused on the following topics.

| Volume, Year | Topic | Volume Editors |
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| 8, 2011 | Marketing Legends | Naresh K. Malhotra |
| 9, 2012 | Toward a Better Understanding of the Role of Value in Markets and Marketing | Stephen L. Vargo and Robert F. Lusch |
| 10, 2013 | Regular Volume | Naresh K. Malhotra |
| 11, 2014 | Shopper Marketing and the Role of In-Store Marketing | Dhruv Grewal, Anne L. Roggeveen, and Jens Nordfält |
| 12, 2015 | Brand Meaning Management | Deborah J. Macinnis and C. Whan Park |
| 13, 2016 | Marketing in and for a Sustainable Society | Naresh K. Malhotra |
| 14, 2017 | Qualitative Consumer Research | Russell W. Belk |
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| 16, 2019 | Marketing in a Digital World | Aric Rindfleisch and Alan J. Malter |

(Continued)

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|-----------------|--|------------------------------------|
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| 18, 2021 | Marketing Accountability for Marketing and Non-marketing Outcomes | V. Kumar and David W. Stewart |
| 19, 2022 | Measurement in Marketing | Hans Baumgartner and Bert Weijters |

THIS VOLUME

This special issue focuses on the current state of the art of the literature on Artificial Intelligence (AI) that is relevant to marketing, and thus provides a roadmap and agenda for future research in the field. Together the chapters in this volume lead to new insights, approaches, and directions for research on various aspects of AI. It is hoped that collectively these chapters will substantially aid our efforts to theoretically conceptualize the constructs, collect data to empirically examine the measures, and formulate appropriate models to provide a broader arsenal of research methods as well as fertile areas for future research. I thank K. Sudhir and Olivier Toubia for such an outstanding volume. The *Review of Marketing Research* continues its mission of systematically analyzing and presenting accumulated knowledge in the field of marketing as well as influencing future research by identifying areas that merit the attention of researchers.

Naresh K. Malhotra, *Editor-in-Chief*