ATM
ASSOCIATION TUNISIENNE DE MARKETING

Call for papers

The AI Marketing Revolution: New Horizons and Perspectives

19 & 20 April 2024, Hammamet (Tunisia)

Submission deadline: 15 December 2023

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Every year, the International Conference of the Tunisian Marketing Association provides an opportunity to bring together researchers and marketing professionals to engage in fruitful scientific and managerial discussions on current topics. The 21st International Conference of the ATM will be held on April 19th and 20th, 2024, organized by the LIGUE laboratory at the University of Manouba and the IHEC (Institute of Higher Commercial Studies) of Carthage University. Whether you are an aspiring or experienced researcher and wish to share your expertise and insights with the scientific community, this conference offers you the opportunity to present your contribution.

Theme of the 21 st ATM International Conference

The 21st edition of the ATM conference will revolve around the theme "The AI Marketing Revolution: New Horizons and Perspectives". Artificial intelligence has been the subject of scientific and philosophical debates in recent years regarding its potential, limitations, and even its dangers. A source of fascination, artificial intelligence has continuously inspired writers and filmmakers, highlighting its fantastic aspects while not being devoid of obscurantism!

AI technologies have been rapidly advancing. While its inception dates back to the 1950s, it was in the 2000s that AI emerged as a distinct scientific field. Currently, these technologies are making their way into various domains such as healthcare, tourism, transportation, and commerce.

Marketing professionals and researchers quickly recognized the potential of these technologies. In 2023, companies that adopted AI reported achieving 70% cost savings and a 64% increase in productivity (Talented Data Fabric Business Intelligence platform). AI is transforming marketing by providing more precise information, automating repetitive tasks, and enhancing the customer experience. Specifically, AI enables the improvement of customer relationships through chatbots, callbots, voice assistants, and personalized recommendation algorithms (Cheng and Jiang, 2022; Dubois et al., 2019). It offers a better customer experience (Batat, 2022) with 24/7 assistance and efficient conversational tools. It also allows for the design of personalized offers and communication campaigns (Malthouse and Copulsky, 2023). Thanks to the adoption of smart technologies, companies are pushing the boundaries of what's possible and reinventing their methods. Segmentation is faster and more efficient through the automatic categorization of user behaviors; tedious and repetitive tasks such as content creation and management on social media platforms are automated (Haleem et al., 2022; Mustak et al., 2021; Huang and Rust, 2020); competitive intelligence is nearly instantaneous (Pitt et al., 2020); product recommendations are facilitated by machine learning algorithms; and precise sales and marketing action forecasts have become possible through the predictive power of AI.

Among AI technologies, generative artificial intelligence, with the famous tool ChatGPT, is now one of the most captivating technologies and has generated widespread interest. Its growing adoption within the academic community intrigues students, who idealize it as a dreamlike yet unspoken invention, as well as educators and researchers, for whom it represents both a significant threat and a marvelous pedagogical tool at different times. Whether one is among its proponents or detractors, generative AI still remains a black box whose boundaries and consequences remain unknown. For marketing professionals, the possibilities of generative AI are remarkable, particularly in content creation for social media, blogs, and websites, the creation of communication visuals, the improvement of SEO through keyword generation, the generation of new campaign ideas, and product innovation.

At the same time, calls for vigilance regarding biases (gender, racial, and cultural biases) and the ethical use of these AI tools are becoming increasingly prominent (Letheren et al., 2020; Giannelloni and Le Nagard, 2016). Is it possible for a company to decide to apply higher prices to women than men based on a suggestion from an algorithm? Can an average consumer distinguish between truth and falsehood when conducting information searches driven by AI?

In this era where we live at the pace of algorithms, deep reflection should lead to addressing several questions. Are marketing researchers and practitioners called to reconsider human intelligence and free themselves from

repetitive and tedious tasks? To what extent do marketers adopt AI in their daily work? Are consumers prepared for an intelligent use of these algorithms?

The conclusion by Abiteboul and Dowek (2017) in their book "Le Temps des Algorithmes" summarizes so well the opportunities and challenges that marketing faces in the age of AI. With these technologies, marketing could contribute to 'building a better world, a freer world, a more just world... if it chooses to do so' (Abiteboul and Dowek, 2017, p. 190).

For reference, the following areas could represent preferred research directions for this edition of the conference:

Axis 1: Impact of AI on Marketing and Customer Relations
- How does AI transform marketing?
- How does AI revolutionize brand strategies and customer relations?
- Conversational tools (chatbots, voice assistants, virtual agents): What are their uses by companies and how do they transform interactions with consumers?
- How is AI used in marketing research and the creation of new marketing technologies?

Axis 2: AI and customer experience
- How can AI influence consumer shopping experiences?
- How does AI play a role in the consumer's buying journey?
- How do personalized purchase recommendations influence the customer experience?
- How can voice assistants (Alexa, Google) be involved in consumers' buying journeys?

Axis 3: Ethics, Privacy, and Perception of AI
- What are the ethical and social considerations raised by the use of AI?
- Do consumers trust companies regarding the use of their personal data?
- Is highly personalized AI-generated advertising on social media always well-received by consumers?
- AI between fear and addiction: What are the personal, situational, and psychological factors explaining consumer behavior towards these technologies?
- How can AI contribute to a fairer world that considers vulnerable consumers and their most urgent needs?
- Do the government, businesses, educational institutions, and civil society have a role to play in educating people on the responsible use of AI?

Axis 4: AI, from Acceptance to Adoption
- Are there barriers to the adoption of AI technologies by businesses and consumers?
- To what extent do theories and models of technology acceptance and adoption provide comprehensive and suitable answers in the context of AI technologies?
- What is the perceived value of connected objects for consumers?
- Are virtual agents and influencers more effective, credible, and authentic than human agents and influencers?

Axis 5: Sectoral Applications of AI
- Are there specific uses of AI in the B2C and B2B sectors?
- What is the role of AI in the fields of tourism, healthcare, restaurants, educational institutions, retail locations, etc.?
- What are the benefits and risks of smart environments (homes, hotel rooms, healthcare facilities, etc.)?

References

Abiteboul, S., et Dowek, G. (2017). Le temps des algorithmes. Éditions le Pommier.

Batat, W. (2022). Chapitre 3. Expérience digitale du luxe : quand l'expérience client rencontre les technologies numériques, *Luxe & expérience client,* 33-43.

Cheng, Y. et Jiang, H. (2022). Customer–brand relationship in the era of artificial intelligence: understanding the role of chatbot marketing efforts, *journal of Product & Brand Management*, 31(2).

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Huang, MH. et Rust, R.T. (2021). A strategic framework for artificial intelligence in marketing. *Journal of the Academy. Marketing. Science.* 49, 30–50.

Letheren, K., Russell-Bennett, R. et Whittaker, L. (2020). Black, white or grey magic? Our future with artificial intelligence, *Journal of Marketing Management*, 36 (3), 216-232.

Malthouse, E. et Copulsky, J. (2023). Artificial intelligence ecosystems for marketing communications, *International Journal of Advertising*, 42(1), 128-140.

Mustak, M., Salminen, J., Plé, L., & Wirtz, J. (2021). Artificial intelligence in marketing: Topic modeling, scientometric analysis, and research agenda. *Journal of Business Research*, *124*, 389-404.

Pitt, C., Bal, A. et Plangger, K. (2020). New approaches to psychographic consumer segmentation: Exploring fine art collectors using artificial intelligence, automated text analysis and correspondence analysis, *European Journal of Marketing*, 54(2).

Panel discussion

Additionally, this event will be open to marketing professionals and will provide an opportunity for exchanges, sharing experiences, and reflections. It will also be a chance to discover innovative and original marketing issues and discuss new trends in the field. The panel discussion will focus on:

"The Marketing Revolution through AI: New Horizons and Perspectives"

This discussion will bring together professionals, representatives of civil society, researchers, and ATM conference participants to debate on the matter.

Training sessions for researchers

The conference also offers training sessions aimed at enhancing researchers' skills. These sessions can encompass the exploration of innovative research methodologies, the examination of qualitative or quantitative

data analysis methods, proficiency in data processing and analysis tools and software (Sphinx, AMOS, PLS, etc.), or any other training that can broaden the researcher's skills.

Submission formats

The ATM conference is dedicated to the presentation and discussion of completed research work on both a conceptual and/or empirical basis in the form of:

- Specific research with empirical application.
- Literature review on a specific theme.
- Methodological or pedagogical reflections.
- Conceptual reflections.
- Case studies.

Submitted manuscripts will undergo an anonymous evaluation process by two reviewers. Accepted papers will be grouped into homogeneous themes and presented during sessions moderated by session chairs.

Submission guideline

Submissions must be made exclusively on the sciencesconf platform https://atm2024.sciencesconf.org/ and must follow the following format:

- The text can be written in French, English, or Arabic.
- The paper should consist of a maximum of 7 pages (excluding the cover page, bibliography, and appendices); the paper should not exceed 15 pages in total.
- The first cover page of the initial version to be submitted should contain only the title of the paper, an abstract of up to 150 words (single-spaced), and 5 keywords. The title, abstract, and keywords must be written in both French and English.
- Font: Cambria, size 12, single-spaced, with margins of 2.5 cm on all sides.
- No header or footer.
- Page numbers should be placed at the bottom right.
- Tables and figures should be numbered with the title at the top.
- At the end of the text, include the bibliography and essential appendices (if any).
- Communications must be submitted exclusively through the sciencesconf platform (https://atm2024.sciencesconf.org/) and not via email.

ATTENTION: The initial version to be submitted should not include the names of the authors or their affiliations. Authors must ensure that no information in the text or appendices allows for their identification.

Important: Each author may submit a maximum of 3 communications, regardless of their position in the list of co-authors.

The bibliography must be presented according to APA standards as follows:

➢ **Journal Articles**: The author's last name followed by the initial of the first name (year), Full title of the article, italicized title of the journal, volume, issue, page numbers.
Example: Hirschman, E. C., & Holbrook, M. B. (1982), Hedonic consumption: Emerging concepts, methods and propositions, *Journal of Marketing,* 46(3), 92–101.

➢ **Books:** The author's last name followed by the initial of the first name (year), Full title of the book in italics, place of publication, name of the publisher.
Example: Bryman, A. (2016), *Social research methods*, Oxford university press, U. K.

➢ **Conference Proceedings:** The author's last name followed by the initial of the first name (year),

Title of the paper, italicized title of the conference, volume, location of the conference, page numbers.

Example: Bajra, A., & Schneider, D. (2018). La fabrication digitale comme vecteur d'échange interculturel. Dans P. Plante & A. Stockless (Dir.), *Présent et futur de l'enseignement et de l'apprentissage numérique* (p. 6–8). Université TÉLUQ. https://r-libre.teluq.ca/1720/1/Cirta_2018_Actes.pdf

➢ **Unpublished Documents** (document type: thesis, working paper, report, etc.): The author's last name followed by the initial of the first name (year), Full title of the document, Document type, name of the university or school, place of reference.

Example : Lemieux, A.-G. (2019). *Espaces de Lorentz : Solutions avec des calculatrices en ligne* [Manuscrit soumis pour publication]. Université d'Amiens.

➢ **Citation of a reference from the internet**: author, institution, year, URL followed by the date of access.
Example : Debret, J. (2018). *Exemple APA – Site Internet*. Scribbr. https://www.scribbr.fr/normes-apa/exemple-site-internet/

It is imperative to follow the style sheet specifying the format of the submissions and the standards for bibliography presentation. You can download the style sheet from the following link: https://atm2024.sciencesconf.org/data/pages/Feuille_de_style_pour_soumission_ATM2024.docx

Best paper award

The scientific committee will award the SPHINX award to the best paper that is particularly related to the specific theme of this 21st edition of the conference as well as the innovative and topical marketing topics. This award will be granted based on the originality of the research question, the rigor of the research design, its contributions, etc.

Doctoral Workshop

A doctoral workshop will be dedicated to the presentation of thesis work at an intermediate stage of progress. Doctoral students will have the opportunity to receive feedback and suggestions from participating professors and researchers. Doctoral students who wish to present their progress in their thesis should send an advancement summary of up to 10 pages, single-spaced, in Times New Roman, font size 12 (including the cover page and bibliography).

The advancement summary should be structured as follows:

(1) Presentation of the thesis topic / research questions
(2) Justification of the topic's significance
(3) Theoretical framework and key concepts
(4) Major methodological choices
(5) Conceptual research model (if applicable)
(6) State of progress and major results
(7) Key questions to address and major challenges.

The document should be submitted within the same deadlines as the regular communications. It must be formatted according to the style sheet, which can be downloaded from the following link:

https://atm2024.sciencesconf.org/data/pages/feuille_de_style_atelier_doctoral_ATM_2024.docx

The thesis advancement documents to be submitted should be sent to the following email address: atmcolloque2024@gmail.com

Calendar

Opening of the submissions for papers	**21 October 2023**
Submission deadline	**15 December 2023**
Notification of decisions to authors	**25 February 2024**
Deadline for the receipt of final papers	**01 March 2024**
Start of registrations	**03 March 2024**
Conference dates	**19-20 April 2024**

For all correspondence with the organizing committee of the 21st conference, please contact atmcolloque2024@gmail.com

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