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Artificial Intelligence in Strategic Marketing Decisions

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Deadline for manuscript submissions:

closed (15 July 2024)

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Dear Colleagues,

This Special Issue invites high-quality, original research that examines compelling questions in strategic marketing decision making for the role of artificial intelligence (AI).

This Special Issue favors the submission of empirical research. The following list, which is non-exhaustive and non-inclusive, identifies illustrative examples of topics of interests for strategic marketing decisions:

- Design science;
- Solutions for data paucity challenges;
- Data privacy and confidentiality;
- Regulatory oversight;
- Public policy;
- Applications in the public sector, private sector, non-for-profit sector, education sector, government, semi-government entities, municipalities, and healthcare;
- Integrated solutions using competing technologies such as blockchain.

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Dr. Akhilesh Chandra

Guest Editor



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