Call for Papers for a Special Issue and Thought Leaders' Conference on

Creating Customer, Firm, and Social Value through Cutting-edge Digital Technologies

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Digital technologies are increasingly becoming key to achieving competitive advantage. However, at the same time, marketing managers are confronted with a variety of challenges surrounding the strategic use of these technologies and the need to re-think their digital strategies. Importantly, firms need to develop a more in-depth understanding of consumer attitudes towards and engagement with (or lack thereof) digital technologies. Marketing strategists need academic marketing and consumer research-based insights to display thought leadership to learn how they can transform these challenges into strategic opportunities for competitive advantage and how technological innovations (e.g., Artificial Intelligence, Augmented Reality, Virtual Reality, Robotics, Blockchain) can be embraced to create customer, firm, and social value, across industries and cultures. We welcome papers that address these issues from all theoretical domains, methodological approaches, and diverse data sources. Potential research topics may include but are not limited to:

1. Using the power of artificial intelligence to enhance the customer experience and identifying different roles (e.g., selling, servicing, coaching) to manage customer conversations strategically.
2. Understanding, creating, and influencing customer perceptions of value through a mix of technology-enabled realities (e.g., Augmented Reality, Virtual Reality, Mixed Reality).
3. Evaluating the transformative potential of assistive technologies (e.g., voice search, voice control, robotics) on organizational frontlines (i.e., attitudes and behavior of both employees and customers).
4. Managing digital presence through voice search engine optimization and voice branding.
5. Investigating strategic approaches and cross-cultural issues with respect to challenges posed by regulation (e.g., European Union's General Data Protection Regulation) of digital environments (e.g., privacy concerns, trust, and commitment) and strategic crisis management (e.g., online firestorms, security breaches, third-party data sharing, privacy policy violations)
6. Mapping the consequences of customers' role as brokers of their own data and optimizing customer insights with the 'right' data
7. Developing a strategic understanding of how post-millennial consumer groups' attitudes, perceptions, and behaviours differ from older cohorts.
8. Assessing re-engagement strategies to reaffirm or renew customer relationships and address customer complaints.
9. Dealing with unintentional algorithmic bias in the processing of customer data to promote social equality and fairness.
10. Exploring the value of analyzing unstructured text, image, and video data in social and digital channels.
11. Analyzing how customer data risk awareness may change customer-firm dynamics, consumer attitudes or behavior, as well as perceptions of the personalization-privacy paradox.
12. Charting how to address the consumer and marketing challenges and opportunities derived from facilitating technological innovations, such as Blockchain, 5G networks, or the Internet of Things.

In recent years, several special issues on the interface between technology and marketing have been initiated (JAMS: The Future of Technology in Marketing and JM: New Technologies and Marketing). The focus of papers for the 2020 Thought Leadership Conference and the JAMS special issue will be on driving a more substantive understanding of the strategic value implications of state-of-the-art digital technologies.

Papers targeting the special issue should be submitted through the JAMS submission system (www.edmgr.com/jams) and will undergo a similar review process as regularly submitted papers. Submissions for the special issue begin July 20, 2020, with the final deadline for submissions being October 2, 2020. Questions pertaining to the special issue should be submitted to the JAMS Editorial Office.

In addition to the JAMS special issue, there also will be a JAMS Thought Leaders' Conference on the same topic at Kings College, UK, on **June 9-11, 2020**, hosted by Kings College. Interested researchers should submit proposals, abstracts, or papers no later than March 4, 2020 (proposals will be accepted on an ongoing basis). Attending the conference and/or submitting a manuscript to the JAMS special issue for publication consideration are independent activities; authors are welcome to engage in one or both activities.