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**CALL FOR ENTRIES/PAPERS:
Special issue of MBR on AI for Customer Engagement**

Management Business Review (MBR) is a management publication sponsored by 11 universities with wide participation by many universities and organizations. The editorial team includes top professors and senior executives of these organizations. The goal of the publication is to bridge management practice, education and research and thereby enhance all three.

This special issue focuses on *AI for Customer Engagement*. We are seeking both applications and thought leadership papers for this special Issue of MBR:

A. AI application papers should focus on unique use cases of AI applications and their impact on customer engagement

This section will include up to 20 use case applications. Each application paper should provide the following information in no more than two pages:

- The objective of the application (challenge to address)
- The application – what was done (supporting visual exhibits will help inspire the readers)
- The implementation challenges and their solutions
- The results – with measures of the success of the deployment
- The lessons learned and next steps

We encourage AI applications across different settings including B2B vs B2C across Retail, Services, Manufacturing, Hospitality, Tourism, Travel, Education, Financial, sharing economy, etc. to bring out the breadth and depth of the power of AI. In doing so, we also welcome any applications that can highlight the dark side of AI.

B. Thought leadership papers should offer managerially relevant insights into any aspect of AI for customer engagement

We encourage submissions from all disciplines covering innovative methodological, theoretical and applications of AI for customer engagement. Our audience is managerial, so clear communication of the content is key. The goal is to present innovative ideas to a managerial audience who, if intrigued by the concepts or methods, could help implement them in the real world. Papers should not exceed 6,000 words. The use of compelling exhibits is encouraged to visualize the key points.

Both application papers and thought leadership papers will be reviewed by the co-editors, the advisory board of the special issue, other MBR reviewers and relevant experts.

The authors of the selected papers will be invited to a round table discussion sponsored by The Association of National Advertisers (ANA), focusing on *The Future of AI for Customer Engagement*. The round table will be conducted in conjunction with the Cannes Lions Festival of Creativity during the third week of June 2022 in Cannes, France. The round table will be virtually accessible by those who cannot attend in person. A summary of the conclusions of the round table will be included as the third section of the special issue.

The deadline for indication of interest to submit a paper or an application is December 31, 2021. Please send an email to windj@wharton.upenn.edu. The deadline for submission is February 22, 2022, and submit it to MBR at: <https://mc04.manuscriptcentral.com/mbr>