

ACKNOWLEDGMENTS

We would like to thank:

Our special issue advisory board for their constructive counsel and reviews.

- **Thomas H. Davenport**, Distinguished Professor of Information Technology and Management, Babson College
- **Omar El Sawy**, Kenneth King Stonier Chair in Business Administration and Professor of Information Systems in the Data Sciences and Operations Department at the University of California's Marshall School of Business
- **Shai Fine**, Head of the Data Science Institute and the Julis-Rabinowitz Academic Chair of Data Science, Reichman University
- **Kartik Hosanagar**, John C. Howler Professor of Technology and Digital Business and Professor of Marketing, The Wharton School, University of Pennsylvania
- **Barbara Kahn**, Patty and Jay H. Baker Professor of Marketing at The Wharton School, Executive Director of The Marketing Science Institute
- **V. Kumar**, Salvatore Zizza Professor of Marketing, Peter J. Tobin College of Business, St. John's University
- **James Lecinski**, Clinical Associate Professor of Marketing, Kellogg School of Management, Northwestern University
- **Scott McDonald**, President and CEO, Advertising Research Foundation
- **Steven M. Miller**, Professor Emeritus of Information Systems, School of Computing and Information Systems, Singapore Management University

- **Shelly Palmer**, CEO, The Palmer Group and Professor of Advanced Media in Residence, S.I. Newhouse School of Public Communications, Syracuse University
- **Hagit Perry**, Cofounder of the AI MBA Program, Reichman University
- **Nick Primola**, Group Executive Vice President, Association of National Advertisers
- **Pernille Rydén**, Dean of Education, IT-University of Copenhagen
- **Alan Schulman**, Cofounder and Managing Partner, Upper Right
- **Kapil Tuli**, Lee Kong Chian Professor of Marketing, Director, Retail Centre of Excellence, Singapore Management University

Our additional reviewers, who lent us their expertise and insights in the creation of this issue:

- **David Bell**, President and Cofounder, Idea Farm Ventures
- **Morris Cohen**, Panasonic Professor Emeritus of Manufacturing and Logistics, Codirector, Fishman-Davidson Center for Service and Operations Management, Professor Emeritus of Operations, Information and Decisions, The Wharton School, University of Pennsylvania
- **Vince Ford**, Senior Vice President, Digital Strategy and Innovation, Curtis Institute of Music
- **Keith Grossman**, President of Enterprise, MoonPay

- **Raghu Iyengar**, Miers-Busch, W'1885 Professor, Professor of Marketing, The Wharton School, University of Pennsylvania
- **David Serkin Ludwig**, Dean and Director of Music, The Juilliard School
- **Alex Miller**, Assistant Professor of Marketing, Marshall School of Business, University of Southern California
- **Sunil Mithas**, Director of Rankings and Reputation, Muma College of Business, University of South Florida
- **Vithala Rao**, Deane W. Malott Professor of Management Emeritus, Professor of Marketing and Quantitative Methods, Samuel Curtis Johnson Graduate School of Management, Cornell University
- **Robert Thomas**, Professor Emeritus of Marketing, McDonough School of Business, Georgetown University
- **Robert Uzzo**, President and CEO, Fox Chase Cancer Center
- **Kevin Werbach**, Liem Sioe Liong/First Pacific Company Professor, Professor of Legal Studies and Business Ethics, Chairperson, Legal Studies and Business Ethics, The Wharton School, University of Pennsylvania

Our special issue team:

Deborah Yao, Editor of *AI Business*, who did a superb job copy editing the issue.

Mukul Pandya, the Founding Editor of *Knowledge at Wharton*, who worked as our coauthor on the introduction and the summary of

the workshop on The Future of AI for Customer Engagement.

Refik Anadol for donating one of his amazing AI-generated artworks, based on his art at MoMA, for our cover image.

We also extend our thanks to:

Professor Kalyan Singhal, Founder and Coeditor in Chief of *MBR*, for his support.

Molly Haight, MBR Senior Editor, for coordinating the creation of this issue.

Abdul Muneer and **Varatharajan Venkatesan** for ushering the digital and print publications through the publishing process.

Erin Szrankowski – Jerry’s assistant – who managed the entire process.

And to the many academic and industry authors who responded to

our call for papers, submitted their papers for the special issue, and worked with us on numerous revisions. Our apologies to those whose papers we could not accept, and our heartfelt thanks to those whose contributions constitute this very special issue.

Jerry Wind
Margherita Pagani
Jerry Dischler

July, 2023

Cosponsored by the Association of National Advertisers’ Global CMO Growth Council

MBR would like to thank
Nick Primola, Group EVP, ANA,
for his help and guidance.