



**41<sup>ème</sup> CONGRES  
INTERNATIONAL  
DE L'AFM**

**14-16 mai 2025  
IAE Lille & IESEG**



UNIVERSITY  
SCHOOL  
OF MANAGEMENT



SCHOOL OF MANAGEMENT



## **41<sup>st</sup> International Conference of the French Marketing Association**

### **MARKETING: FUTURE AND NO FUTURE ? SUSTAINABILITY, HUMANISM AND AI**

The French Marketing Association (AFM) brings together teachers, researchers and practitioners around marketing research with a spirit of progress. The AFM annual congress offers for marketing scholars and practitioners a moment of reflection and conviviality around the most current themes in marketing. The 41<sup>st</sup> congress will be held in Lille from May 14 to 16, 2025. It is organized by the University of Lille (IAE, ILIS, IUT) and the IESEG School of Management.

#### **THEME OF THE CONFERENCE**

Returning to Lille 40 years after its first edition (Lille-Le Touquet), this AFM Conference will be an opportunity to reflect on the question 'Marketing: future and no future?', through three dimensions: sustainability, humanism, and AI.

Researchers are invited to question how marketing can respond to the ecological, economic, societal, technological, and cultural transitions that are disrupting our contemporary societies. AI plays a fundamental role in these transitions as well as in the future of our discipline, contributing to the achievement of goals related to the creation and co-creation of value, the effectiveness and efficiency of marketing strategies, the contribution to customer and consumer experiences, marketing developments in B2B, and in its response to societal challenges.

This call for papers invites the community to reflect and conduct research based on several major questions: How can marketing address environmental challenges to build a "marketing aligned with the perspective of a habitable world" (Rémy et al., 2024, p.80)? How can we shape the future of our discipline through a more humanistic approach (Volle, 2013)? How can marketing better understand consumers and market dynamics through the use of data and technologies such as AI to promote the multiple dimensions of well-being (Hermann, 2022)? More specific questions can be found in two groups or perspectives.

The first group of questions stems from the observation that research on sustainable consumption practices in marketing has been growing since the 1990s. It focuses on issues related to responsible consumption practices, in terms of representations, purchasing decisions, and obstacles related to such consumption. It also addresses the marketing practices of companies and other actors. The rapid pace of climate transition and the issue of resource limitations encourage marketing to make

these topics a real priority, while also prompting a deeper reflection on the role of marketing in addressing environmental challenges, which can have significant social consequences. The importance of marketing research with a societal focus (Parguel et al., 2018) or aimed at promoting well-being (Gorge et al., 2015) is relatively recent and does not fundamentally alter the objectives of marketing. The academic production around the responsibility of marketing within our community attests to this (see the AFM's Co'lab publication): marketing needs a significant shift, involving all stakeholders, whether consumers, companies, public authorities, associations, or the media, to transform market dynamics.

The still relevant questions about supporting market dynamics and consumption practices in favor of societal and ecological transitions are welcome at this conference. However, we also invite researchers to reflect more broadly on the role of marketing in this transition. Given some of the negative externalities produced by marketing, can our discipline legitimately address sustainability issues? Is the term "sustainability" still relevant? If marketing does address these issues, how can it do so in a reflective, critical, and "authentic" way? How can marketing promote a true socio-ecological transition in a reflective approach? Which actors should be involved and how, to support marketing in this effort? What role do consumers play in this paradigm shift?

While AI can be useful in the fight against climate change (by collecting and processing vast amounts of data, promoting consumption behavior changes), it can also prove dangerous in ecological and social terms. For example, the creation of multiple media and the generation of data lead to massive use of natural resources (metals, water, etc.) and energy (mainly fossil fuels), and to significant waste generation (mainly electronic), with numerous societal consequences (health, political tensions, human exploitation, etc.).

Another perspective raises a second group of questions. With the growing development of technologies, AI, and machine learning algorithms, marketers have more options than ever to enhance their marketing and understand their customers, but these developments raise ethical concerns, such as the responsible analysis of data (De Bock et al., 2023). The use of intelligent machines poses both economic challenges (in terms of flexibility, simplification, or ergonomics) and societal challenges (in terms of security and transparency, see Dimitropoulos et al., 2021). Many theories, such as the technology acceptance model, human-machine interactions, or the duality of technology, provide relevant frameworks for analyzing AI in general (Diallo, 2023), frameworks that are now being enriched by "Explainable AI". However, recent developments in generative AI (e.g., Chat GPT 4.0) call for a re-examination of these theories to better understand the applications and implications of AI tools in various areas of marketing.

This call for papers thus invites the community to reflect on and work on a second set of questions: How can AI technologies improve marketers' understanding of their customers? How are these personalizations perceived on social media? How are these means of individualized knowledge and recommendations reinforced by the relationships between brands and these platforms? How will the AI-human interaction affect marketing practices, particularly in services and value co-creation in interactive marketing? How can marketers and consumers "team up" with AI? What innovative approaches and conditions for collaborative intelligence exist in retail (Huang and Rust, 2022)? How can organizations use AI to manage B2B marketing operations (Mikalef, Conboy, and Krogstie, 2021)? What are the impacts of AI, particularly Machine Learning, on personal selling

and sales management (Syam and Sharma, 2018)? How can algorithmic biases in marketing decisions be detected and addressed? How should environmental, ethical, and legal issues be integrated into organizations for a reasoned and reasonable use of AI? And how will the intrusion of AI alter the privacy of customers-consumers-citizens? What role will AI play in decarbonization strategies for economic activities, and more generally in the reflection on climate change (Nora, 2024)?

The negative externalities of AI should not be overlooked in economic and social analyses and policies, and this is particularly emphasized in disciplines focused on these aspects. For marketing, AI is becoming essential for the effectiveness and efficiency of companies' marketing management. It is also becoming crucial for the development and implementation of social and societal marketing interventions aimed at changing consumer behavior. The theme of the conference invites both research that meets the requirements of managerial relevance to contribute to the effectiveness and efficiency of marketing by using and integrating AI into transformative marketing in the sense of Kumar (2018), as well as investigations into the role of marketing and the redefinition of the discipline and its limits in the face of sustainability and intelligent technologies, adopting a humanistic and disruptive approach to become a true "transformative sustainable marketing" (Kemper and Ballantine, 2019, in Rémy et al., 2024, p.2).

To explore the future of marketing, the following (non-exhaustive) list of themes is proposed:

- Role of marketing in society
- Responsible marketing
- Circular economy and consumption
- Marketing and sustainable, supportive, or environmental development
- Sustainable, responsible, green consumption practices
- Digital marketing
- Quantitative marketing and marketing automation
- Impacts and applications of AI (environmental, social, societal, economic) in marketing
- Economic model innovations / Innovative business models
- Changes in consumption practices
- Marketing practices
- Critical marketing
- Transformative marketing
- Well-being and marketing
- “Rebranding marketing”: societizing, demarketing, etc.
- Marketing and transhumanism
- Neuromarketing
- History and philosophy of marketing
- Generative AI
- Explainable AI and marketing
- Co-creation of value and AI
- Brands' access to social media data
- Voice and conversational marketing
- AI in B2B marketing

The conference remains open to all issues, including those not mentioned in the call. However, we invite all authors to include in the conclusion of their submission a few lines of reflection related to the themes of the conference

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## **SUBMISSION FORMATS**

For all types of formats, submissions must be made on the Scienceconf platform in the "My Submissions" section.

All submissions can be made in French or English. For each submission, an abstract in both French and English must be provided.

### **▪ CLASSIC PRESENTATIONS**

This format involves presenting a fully developed conceptual and/or empirical research. The paper must adhere to a format of no more than 5 pages (Times New Roman, 12-point font, single spacing, 2.5 cm margins), excluding the title page, references, and appendices.

### **▪ SPECIAL SESSIONS**

This format involves presenting a common theme through the coordinated proposal of three papers, centered around an innovative, important, emerging, or current topic related to the theme of the conference. A special session is not merely a juxtaposition of three papers, but rather the identification of a major theme and a discussion of how these three studies contribute to a better theoretical and practical understanding of the topic. Therefore, beyond the concise presentation of the three papers, the submission must highlight this theme (the common thread) in an introductory section and present a joint discussion of the theoretical and managerial implications. Interdisciplinarity and/or diversity in authorship (laboratories, institutions, GIT, etc.) are encouraged.

The submission must not exceed 17 pages (Times 12, single spacing, 2.5 cm margins, excluding title page, author contact information, and the bibliography common to the three papers), and must include:

- Introduction (5 pages): Presentation of the theme, session objectives, and a joint discussion of the theoretical, methodological (if applicable), practical, and societal contributions.
- The 3 papers (12 pages).

### **▪ VIDEOGRAPHIES**

Presentations can be submitted in the form of videography. The film should address marketing phenomena (such as consumer behavior, company practices, etc.) in an audiovisual and scientific manner.

The proposed films should be between 10 and 30 minutes in length and must be shot and edited according to satisfactory technical and scientific quality standards (raw footage should be avoided). A written document between 300 and 1500 words (excluding bibliography, Times New Roman, 12-point font, single spacing, and 2.5 cm margins), outlining the research, methodology, purpose, and scope, must accompany the videography. If accepted, this document will be published in the conference proceedings. A 50-word summary and a list of up to 5 keywords must also be submitted. The films must be accessible via a video platform (such as Vimeo or YouTube) with password-protected access. The link and password must be provided on the sciencesconf platform during submission. All information identifying the author and credits should be removed to allow for blind review. These details will be added to the final submission upon acceptance.

### **▪ WORKING PAPERS**

Working papers should be submitted in the form of an "extended abstract" (750-1000 words, Times New Roman, 12-point font, single spacing, 2.5 cm margins, excluding references and appendices).

The aim is to present an emerging piece of research (a research project) in its early stages, focused on an innovative and original topic. Authors will use this submission format to address the specific questions they are exploring in order to advance their ongoing work. Working papers will be presented in poster sessions or special sessions in the form of "presenting your research in 180 seconds." This format will allow authors to present their work and receive feedback and suggestions from participants. If accepted, the author will prepare a poster (for poster sessions) to display during the session (detailed instructions will be provided in the acceptance notification).

### **SUBMISSION GUIDELINES**

All submissions, regardless of format, in their initial versions must not display the names or contact details of the authors on the first page. The text as a whole must also not allow for the identification of the authors.

The title of the submission should be written in lowercase (except for the first letter) and in bold. PLEASE NOTE that during the initial submission, author names should only be provided on the Sciencesconf platform and not in the text of the submission itself, in order to anonymize the submission for the reviewers. Later, if the submission is accepted, the names and contact details of the authors will need to be included on the first title page.

All submissions, regardless of format, are subject to a double-blind review by two reviewers, and accepted papers through this process will be assigned to sessions covering a similar or related theme.

At least one author must be available to present their work at the conference.

### **SCHEDULE**

- October 15, 2024: Online submission opening date.
- December 6, 2024 : Deadline for online submission of papers.  
(this deadline is strict; no submissions received after this date will be accepted)
- February, 2025 : Notification of decisions to authors and required revisions.
- March, 2025 : Deadline for receiving final paper

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