

New Methodologies for Marketing Research

Definition (short):

This track focuses on the development and application of new methodologies for marketing research and analytics in a rapidly evolving environment shaped by artificial intelligence (AI) and interdisciplinary exchange. Work relevant for this track advances how scholars choose research questions, design studies, generate and analyze data, and draw credible implications, with particular emphasis on (1) AI-driven methodological innovation, (2) research quality, reproducibility, and uncertainty quantification, as well as (3) extensions of established methods, while remaining open to contributions beyond these areas.

Definition (long):

Marketing research is undergoing rapid transformation as advances in computational methods and artificial intelligence (AI) reshape knowledge generation and evaluation. At the same time, broader interdisciplinary debates raise new questions about the credibility, transparency, and robustness of research findings. This track invites work that rethinks the methodological foundations of marketing research and analytics in light of these shifts.

The track invites contributions that advance both methodological innovation and research integrity. In particular, we welcome research in three areas, while remaining open to contributions beyond them: (1) AI-driven methodological innovation across the research pipeline, including question generation, research design, data collection (e.g., AI-assisted surveys and synthetic data), and analysis (e.g., LLM-based coding, text and multimodal methods); (2) research quality and uncertainty quantification, including meta-scientific endeavors on replicability, reproducibility, and robustness; as well as (3) extensions and refinements of established methods, including econometrics, experiments, causal inference, and machine learning. The track fosters rigorous methodologies that enhance our understanding of consumers and markets to inform managerial and policy decisions.