

CALL FOR PAPERS

Journal of Macromarketing

The Special Issue on

How can AI Lead to Market and Consumer Emancipation? Revisiting the Transformative Ideals of Socially Responsible Marketing Under Conditions of AI

Submission Deadline: March 1, 2026

Consumers' power and influence in shaping market dynamics fundamentally amplify market dynamics and consumer emancipation. It has now attained a level of nearly axiomatic recognition that the occurrence of empowerment enables consumers to contest exploitative institutions (Robinson & Acemoglu, 2012) and market frameworks, thereby affirming their preferences and values, which culminates in a more equitable interaction between consumers and the market (Fisk, 1981). Indeed, this very principle has been instrumental in the evolution of the entire field of Macromarketing.

Within contemporary academic conversations, Artificial Intelligence (AI) has surfaced as a zeitgeist, fundamentally transforming business and greatly enhancing human experiences in unique manners (Kunz & Wirtz, 2023). AI possesses the capability to streamline and magnify consumer preferences while concurrently fostering market efficiency (André et al., 2018), a phenomenon intriguingly being referred to as the Algorithmic Consumer Culture (Airoldi & Rokka, 2022). The profound capacity of AI to redefine consumer interactions and market dynamics is now broadly recognized within scholarly and professional communities (Guha, et al., 2024; Huang & Rust, 2021, 2022). This evolution presents marketers with the opportunity to harness the swift progressions within this domain (Davenport et al., 2020).

While the visual representation appears to illustrate a highly optimistic consumer landscape, the apprehensions surrounding artificial intelligence may be equally intricate (Fowler et al., 2024), with one of the most salient examples being the matter of consumer agency, which in itself constitutes the metatheoretical framework of market emancipation. This dichotomy engenders a multifaceted environment for consumers, enterprises, and regulatory bodies to negotiate (Puntoni, 2024). Empirical evidence suggests that as the delineation between human and machine becomes increasingly indistinct, such posthuman affiliations and circumstances may invoke a spectrum of adverse emotional responses (Zimmerman et al., 2023; Thyroff et al., 2023). Furthermore, Fowler et al. (2024) adopt a neocolonialism framework to provide novel insights into these dynamics, underscoring the imperative of pre-emptively addressing potential hazards associated with artificial intelligence. On the other hand, Ferrell et al. (2024) highlight the critical need for the formulation of ethical paradigms tailored to artificial intelligence to mitigate risks and avert negative repercussions for individuals and society at large. Shankar (2024) expands upon this dialogue by elucidating further ethical dilemmas and advocating for the development of accountable AI systems. These reflections accentuate the essentiality of instituting substantial social responsibility regarding artificial intelligence.

As artificial intelligence (AI) continues to exhibit its potential for transformative impact, it is imperative that it is utilized responsibly to address challenges such as algorithmic bias, erosion of human agency, and the exacerbating digital divide. Macromarketing provides a comprehensive framework for examining the alignment of AI with societal and environmental goals, thereby promoting inclusive and sustainable development. The Journal of Macromarketing has consistently led in addressing the most intricate issues, which are often 'affectionately' being termed as the 'wicked problems of marketing' (for an engaging discussion, refer to Wooliscroft [2016]); AI appears to be advancing in a similar trajectory, and the Journal bears an almost sacred obligation to engage with this matter. Recently, several commentaries and scholarly articles have been published in the Journal. However, a pressing necessity exists to address this topic with greater comprehensiveness in both

depth and breadth while prioritizing the agenda of consumer agency, social responsibility, and consumer experience.

As previously discussed, from a more comprehensive viewpoint of posthumanism, which interrogates conventional anthropocentric paradigms, the delineations among humans, artificial intelligence technologies, and other entities are intrinsically undergoing a reimagining. The emergence of AI and the resultant implications of such interactions on consumer vulnerability may cultivate novel, uncharted considerations and instigate more compelling and transformative alterations in the overarching narratives of market dynamics (for a notable pre-AI critique, see Campbell et al., [2013]). Abadía posits that posthumanism possesses the capacity to tackle differential precarity and advocate for global (in)justice (Abadía, 2021). Additionally, various scholars have underscored the necessity for a reconceptualization of how we ought to perceive macro conditions such as vulnerability, dignity, identity tensions, digital anxieties, and democratic principles, particularly as consumers increasingly engage with non-human mechanized entities and cyborgs (Giesler & Venkatesh, 2005; Cruz & Buchanan-Oliver, 2015; Belk et al., 2020; Daigle & Santoemma, 2022). Importantly, Danaher argues that AI and robotics may give rise to a 'crisis of moral patiency' as consumers are relegated to passive recipients of AI-generated decisions (Danaher, 2019). Moreover, it may yield intellectual stimulation to scrutinize and investigate the boundary conditions of social morality as discussed by Zygmunt Bauman, given that AI society may potentially challenge modalities of socio-political stability as decisions will be 'co-created.' Bauman's invocation of moral dilemmas amidst conditions of fluidity prompts critical inquiries and offers an opportunity to re-evaluate the moral frameworks within an incessantly evolving techno-human landscape (Bachmann, 2019). By incorporating social responsibility into the development and application of artificial intelligence, corporations, consumers, and policymakers can guarantee that AI technologies advance a sustainable, inclusive, and equitable future, adhering to the fundamental tenets of Macromarketing. We encourage submissions that employ comprehensive methodologies and substantive theories that possess the potential to significantly enrich the fields of marketing and consumer research, particularly in the context of Macromarketing. We urge authors to engage with a variety of theoretical perspectives to cultivate a more profound understanding of this fledgling topic.

Submissions should emphasize AI and social responsibility, with a focus on the following areas (but not limited to):

- Corporate Digital Responsibility (CDR)
- Consumer Ethics and Responsibilities in AI Usage
- Social Responsibility in AI-Driven Regulations and Public Policy
- AI's Role in Social Equity
- AI and Data Privacy
- AI, the Global South, and Exclusivity
- AI and Sustainability
- Consumer Literacy and AI
- AI's Impact on Vulnerable Consumer Groups
- AI and Social Justice Advocacy
- AI and Consumer Well-being/Quality of Life
- Ethical Consumption in the Context of AI
- AI, Culture, and Social justice
- Consumer agency and AI
- Posthumanism, moral crisis and AI

We welcome innovative research that bridges AI technology with ethical, societal, and environmental considerations, contributing to the ongoing discourse on responsible AI practices and their implications for businesses and society. Submissions should aim to advance understanding and provide actionable insights on the intersection of AI and social responsibility, fostering progress toward a fairer, more sustainable, and inclusive digital future.

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