

2nd Marketing & Business Perspectives Summit

“Fostering AI as a Tool for Wellbeing”

Lisbon, March 4th | Porto, March 7th

2024

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TOPIC: Fostering AI as a Tool for Wellbeing

Organizer: IPAM Lisboa (Instituto Português de Administração de Marketing de Lisboa) **in partnership with** IPAM Porto, Universidade Europeia and IADE (Faculdade de Design, Tecnologia e Comunicação da Universidade Europeia)

Venue:

Lisboa | March 4th

IPAM Lisboa/Universidade Europeia

Quinta do Bom Nome, Estrada da Correia 53, 1500-210 Lisboa, Portugal

Porto | March 7th

IPAM Porto

R. Manuel Pinto de Azevedo 748, 4100-320 Porto, Portugal

KEYNOTE SPEAKER: To be announced.

ORGANIZING COMMITTEE:

Isabel Machado. Assistant Professor of Marketing, Research Coordinator at IPAM Porto, and Researcher at CIPES (Centre for Research in Higher Education Policies), Portugal. She holds a degree in applied mathematics and computing, a master's in science, technology and innovation management and a PhD in social sciences from the University of Aveiro, Portugal. Her

research interests include performance measurement and management with particular emphasis on higher education, and on the development of performance indicators for higher education institutions, both for teaching and research and for different dimensions like digitalization, social equity (including wellbeing indicators) and sustainability.

Luisa Martinez. Assistant Professor of Marketing, Research Coordinator at IPAM Lisboa, and Researcher at UNIDCOM/IADE in Lisboa, Portugal. She holds a PhD in Management from Universidade Europeia and a Post-graduation in Management from Nova School of Business and Economics – Universidade Nova de Lisboa. Her research interests include the influence of color on organizational and consumer behavior. Topics such as retail, packaging, children marketing, digital marketing, wellbeing, and pedagogical trends are considered. Her approach to research is interdisciplinary, as it incorporates diverse knowledge fields (e.g., management, marketing, psychology, education, design). Her research output has appeared in journals such as the *Journal of Retailing and Consumer Services*, *Electronic Commerce Research*, *Electronic Commerce Research and Applications*, and *Sustainability Accounting, Management and Policy Journal*.

Ricardo Abreu. Assistant Professor at IPAM Lisboa and Invited Assistant Professor at Iscte-IUL. He graduated in Consumer Sciences from IPAM Lisboa, he holds a master's in Sociology, Innovation and Society and a Post-graduation in Data Analysis for Social Sciences from Iscte-IUL, as well as a Post-graduation in Governance and Competitive Intelligence from ISCSP-UL. He completed his PhD in Public Innovation Policies from Iscte-IUL. He teaches several curricular units on methodologies and market studies at the bachelor's and master's levels as well as several transversal curricular units. He supervises

master's theses in Business Analytics. He is an Associate Researcher at CIES-IUL, where he participates in University-Business research projects and a research member at IPAM LAB. His areas of interest and research include statistics and data analysis, science, innovation and emerging technology, as well as consumer and market behavior.

CALL FOR PAPERS:

The **Marketing & Business Perspectives Summit** is an annual event organized by the Instituto Português de Administração de Marketing de Lisboa (IPAM Lisboa) in partnership with IPAM Porto, Universidade Europeia, and IADE (Faculdade de Design, Tecnologia e Comunicação da Universidade Europeia). This meeting brings scholars and practitioners to discuss marketing, managerial and consumer behavior challenges faced by individuals and organizations. In 2024, the topic is "**Fostering AI as a Tool for Wellbeing**". This summit will comprise two types of oral communications: (1) face-to-face setting; and (2) online format. When submitting their abstract, participants should select their preferred location for onsite presentation (Lisbon or Porto).

The event aims to explore and deepen the understanding of how artificial intelligence can be synergistically integrated into various domains including marketing, management, psychology, tourism and hospitality, and law, to enhance wellbeing.

This multidisciplinary summit brings together academics from a variety of fields to examine the ethical, practical, and transformative impacts of AI in these fields. The summit will feature keynote speeches, panel paper presentations, and interactive discussions. It will also provide opportunities for networking and

collaborative research initiatives. The goal is to foster a holistic understanding of AI's potential in promoting wellbeing across varied fields of society, encouraging a dialogue that is both academically rigorous and practically relevant.

Participants at the Summit are encouraged to explore a broad spectrum of topics centered on enhancing wellbeing through technology, including overcoming the limitations of AI.

SUGGESTED TOPICS:

We accept papers on any subject relevant to the topic of the conference. Working papers are also welcomed. Topics of special interest are, but not limited to:

1. **AI-Driven Consumer Insights and Wellbeing.** Exploring how AI can provide deeper consumer insights in marketing and tourism, leading to enhanced customer experiences and wellbeing.
2. **AI in Organizational Behavior and Management.** Discussing AI's transformative role in organizational behavior and management practices, including AI's influence on decision-making and human resource management.
3. **Psychological Perspectives on AI.** Delving into the psychological aspects of AI in consumer behavior, mental health, and its broader social impacts.
4. **AI in Tourism and Hospitality.** Investigating the role of AI in revolutionizing the tourism and hospitality industry, from personalized experiences to operational efficiency.

5. **Legal and Regulatory Perspectives.** Addressing the legal challenges and frameworks necessary for the ethical deployment of AI.
6. **Value creation through generative AI.** Debating multidisciplinary approaches to value creation using generative AI.

SUBMISSION INFORMATION:

Authors should submit an abstract with 500 words (maximum, excluding spaces) that includes the title, the research goals, brief state of the art, methodology, main results/conclusions, and main contribution. The abstract should be condensed into one paragraph. Participants should prepare their submissions in a Word file (there is no conference template).

References list is mandatory (maximum 10 references).

Authors' names and affiliations should also be included (no limit).

PUBLICATION:

Accepted abstracts will be included in the conference proceedings.

A selection of the best papers presented at the conference will be invited to prepare extended (full paper) versions to eventually appear, after a successful review process, in a **special issue to be published in the 'International Journal of Marketing, Communication and New Media'** (WebOfScience indexation and Journal Citation Reports) and co-edited by Jorge Remondes, Isabel Machado, Luisa Martinez and Ricardo Abreu.

SUBMISSION DEADLINE: January 31st, 2024

The abstracts should be submitted by email to Prof. Isabel Machado and Prof. Ricardo Abreu: **ipamlab@ipam.pt**

Abstract submission is based on the understanding that, if accepted, at least one of the authors will attend the meeting. Papers are rejected not necessarily because of lack of quality but due to capacity restriction.

NOTIFICATION:

Authors will be informed by email on the outcome of the review process until **February 10th, 2024** (phase 1). Papers selected for submission to the special issue will be notified after the summit, at the latest on March 31st (phase 2).

SUBMISSION DEADLINE FOR SELECTED PAPERS, FULL VERSION (SPECIAL ISSUE):

July 31st, 2024

FEES:

Authors presenting in person: 190€

Authors presenting online: 100€

Non-presenting participants: 40€

Academic community from IPAM Lisboa, IPAM Porto, Universidade Europeia and IADE: free

Students: free

ABOUT IPAM:

IPAM is a school with two campuses (**IPAM Lisboa** and **IPAM Porto**) that has over 35 years of experience in teaching marketing, having always offered education of excellence in close proximity to companies and the markets. Our teaching model combines theory and practice, taught by faculty with business experience and real-world challenges which are posed to students by companies. The environment at IPAM is one of professionalism, competence, and determination. The students are true Marketing Managers

when starting or developing their career. For more information about IPAM:
www.ipam.pt/en

ABOUT UNIVERSIDADE EUROPEIA:

Universidade Europeia was created in 2013 and its mission is to develop global professionals who can meet the challenges of the labour market and provide learning based on scientific research. It has a strong commitment to internationalisation and currently uses an innovative teaching model - Experiential Learning Hyflex - which combines face-to-face, personalised and experiential-based classes. With a diversified offer of Undergraduate, Masters and PhD degrees, Universidade Europeia is a leader in Tourism and Design, and a reference in other knowledge fields such as Management, Human Resources, Sports, Law, Psychology and Communication. For more information about Universidade Europeia: www.europeia.pt/en

ABOUT IADE:

IADE has been a laboratory of creativity, talent and leadership recognized by the whole society since it was founded in the late 1960s, having made its mark in the creative scene in Portugal throughout these more than 50 years of history. Recognized internationally, as part of the 50 best design schools in Europe (Domus Ranking), it was a pioneer in the teaching of Design in Portugal, and is currently the leading institution in this area, with an employability rate of around 94%. IADE has encouraged students to test their own talent and to believe in themselves and in their ability to leave their mark on organisations and on society itself. It is the ideal ecosystem for students to unleash their creativity and create their own future, with constant mentoring by a dedicated team of teachers and collaborators. For more information about IADE: <https://www.iade.europeia.pt/en/>

ABOUT THE LOCATION:

Lisbon is the Portuguese capital and one of the oldest in the world. The city enjoys a Mediterranean climate and is a potpourri of character and charm, where 20 centuries of history and cultural influences mingle with modern trends and lifestyles. Lisbon is among the top tourist preferences in Europe; it has been distinguished, over the years, in different categories. Lisbon is famous by its “white” light, the seven hills and their views, the presence of Tagus river, the trams and elevators, the ancient neighborhoods, the monuments, wonderful food and Fado singing, distinguished by UNESCO as “World Immaterial Heritage and Patrimony”, in 2011.

Porto is the second-largest city in Portugal after Lisbon. It is a definite must-see city in Europe, even if it is just for a weekend break. Located in the north of Portugal by the outlet of the Douro River, it has a unique atmosphere with elegant neighbourhoods and large villas sitting on narrow cobbled streets. This soulful city was classified as a World Heritage Site by UNESCO in 1996. Porto is just the perfect size to explore by foot. You’ll enjoy wandering down its alleyways full of history and nostalgia. An evening walk along the Douro River, visiting the vibrant Mercado do Bolhão or sampling its renowned Port wine are just some of the many things you can do in this fascinating city.

OTHER INFORMATION:

Any other information must be requested by email: ipamlab@ipam.pt

We hope to see you in Portugal!