



Viewpoint paper

Transformative shifts in management and marketing in the AI era – Launching the inaugural issue of the International Journal of Emerging Trends in Management

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ABSTRACT

Management and marketing research has long been driven by practical industry needs, emphasizing agility, innovation, and strategic adaptability to maintain competitive advantage. The rapid integration of artificial intelligence (AI) marks a new era, reshaping information gathering, data processing, and customer engagement strategies with the potential of promoting sustainable and ethical outcomes. However, these advances also raise critical concerns regarding transparency, algorithmic bias, job security, and worker well-being. Broader societal trends, such as climate urgency, social equity movements, and demographic shifts, intersect with AI's promise and limitations, further influencing strategic priorities. Concurrently, academic publishing faces transformation through AI-enabled platforms, necessitating frameworks that ensure methodological transparency, replicability, and ethical integrity. This paper introduces the inaugural issue of the International Journal of Emerging Trends in Management, outlining a commitment to rigorous, transparent, and trustworthy scholarship. It calls the academic community to engage in open debate and to collaboratively reshape knowledge production, dissemination, and governance of emerging trends in management and marketing.

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INTRODUCTION

Management and marketing have consistently been dynamic domains of academic research, primarily because their development is deeply rooted in practical needs and applications across industries. These fields are increasingly shaped by real-world challenges and rapidly evolving market demands, making their scholarly exploration both relevant and action oriented. Studies emphasize how marketing agility, innovation,

and responsiveness to turbulent environments are essential to competitive advantage, illustrating the direct influence of practical business needs on theoretical development (Alghamdi & Agag, 2024). The evolution of marketing management is increasingly viewed through the lens of strategic relevance and academic impact, reaffirming the discipline's dynamic and applied nature (Madhavaram, 2024). Technology has long acted as a key driver of transformation in management and

marketing, particularly by enabling faster information gathering, advanced data processing, and the creation of new knowledge and insights. The recent leap forward is marked by the integration of artificial intelligence (AI) into nearly every area of these fields (Stankov, Gretzel, & Vujičić, 2025).

AI is no longer an emerging concept; it is actively reshaping how scholars and practitioners perceive the present and future of management and marketing. AI enables businesses to enhance personalization, optimize performance, and reimagine customer engagement strategies. AI is increasingly recognized as a catalyst for sustainable and ethical practices in marketing, improving not just economic, but also environmental and social outcomes (Gündüzyeli, 2024).

One of the earliest areas to feel the impact of AI is higher education. As AI tools become embedded in business and marketing functions, academic institutions are rethinking how they train the next generation of managers. Educators are now integrating AI-supported technologies into curriculum and teaching strategies, helping students build not only technical literacy but also creative and critical thinking skills (Brocato & Davis, 2025). Furthermore, marketing professors are adopting AI to improve productivity, tailor course delivery, and enhance learning innovation—while still navigating ethical concerns such as data privacy and algorithmic bias (Rogers et al., 2024).

The integration of AI is profoundly changing the way organizations work. Roles that were previously routine are becoming automated, while new roles emerge that require working alongside intelligent systems. Human resource processes, such as recruitment, training, and performance management, are being redesigned with AI capabilities, often leading to faster, more personalized, and more scalable solutions (Stone et al., 2024). However, these changes also raise concerns about transparency and fairness in decision-making processes (Varma et al., 2024).

The integration of AI into entire workflows, not just individual tasks, is accelerating organizational efficiency and innovation. AI-enabled knowledge management systems are shown to improve decision-making quality, collaboration, and responsiveness, especially in different sectors (Carmer et al., 2025; Kumar, 2024).

These technologies are also expanding human creativity, allowing workers to approach tasks from new angles with the help of generative AI tools (Pagani & Wind, 2024).

AI is reshaping not only how people work, but how they feel about their work and place in society and nature. While AI promises increased efficiency, it also creates new pressures related to career adaptability, job insecurity, and mental well-being. Studies indicate that perceptions of AI's dominance can influence workers' sense of identity and future security, urging them to upskill or shift careers (Burhan, 2025).

AI is a global trend, but not the only one influencing change. Broader societal and environmental shifts such as climate urgency, social equity movements, and demographic change are also reshaping the goals and priorities of marketing and management. These trends often interact with AI, either amplifying its potential or highlighting its limitations, especially in areas like sustainable development and ethical business conduct (Gandía et al., 2025).

Emerging technologies like AI are also transforming how academic research is conducted, reviewed, and shared. Traditional publishing models are being challenged by AI-supported platforms, open science, and new standards for transparency and reproducibility. Journals must strike a balance, adopting innovation while maintaining rigor, reliability, and explainability. This includes committing to explainable AI frameworks, where all published results must be procedurally and methodologically traceable (Arsenyan & Piepenbrink, 2024).

This editorial marks the beginning of a wider conversation, launched alongside the inaugural issue of the *International Journal of Emerging Trends in Management*, published by the *Minds Europe - Institute for research excellence and technological advancement*. The goal is not only to reflect current shifts in theory and practice but to foster open academic debate. As management and marketing evolve rapidly under the influence of AI and other global forces, the academic community must rethink its approaches to knowledge production, dissemination, and collaboration.

The *Journal of Emerging Trends in Management* aims to uphold the long-standing tradition of academic

rigor while actively responding to the evolving challenges posed by the integration of AI into research and publishing. Recognizing the growing influence of AI on knowledge production (Gregor, 2024), the journal is committed to avoiding the common pitfalls associated with opaque, unverifiable, or overly automated methodologies. Guided by some of the principle of explainable AI, the journal will prioritize the publication of research that is methodologically transparent, replicable, and grounded in scholarly quality. Authors will be encouraged to clearly articulate their research processes and ensure that their findings are both verifiable and ethically sound, thus contributing to the credibility and trustworthiness of academic discourse in the digital era.

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