

Call For Papers: Special Issue on Generative AI (GenAI) and Agentic AI at the Operations–Marketing Interface

Guest Editors

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Submission Open: October 15, 2025

Deadline: June 30, 2026

Motivation and Background

Recent breakthroughs in artificial intelligence are reshaping how firms integrate operations and marketing. Advances in generative AI (GenAI) (e.g., large language models, diffusion systems) and agentic AI (autonomous, goal-directed systems) are transforming both customer engagement and operational execution. GenAI enables large-scale personalization, demand simulation, and content creation, while agentic AI moves beyond passive recommendation tools to autonomously interact with customers, manage workflows, and coordinate resources in real time.

As these technologies converge, the traditional boundaries between operations and marketing are dissolving. Firms increasingly rely on intelligent systems to co-create value with customers, optimize resource allocation, and make cross-functional decisions. This shift raises urgent questions about theory, governance, and practice at the marketing-operations interface.

This special issue seeks to advance knowledge on how GenAI and agentic AI jointly influence demand generation, operational responsiveness, and firm performance. Submissions to the special issue should demonstrate clear relevance to the area of operations-marketing interface, with specific implications to OM practice and theory. We welcome contributions from marketing, operations, information systems, and related fields, employing a wide range of methodologies, including analytical modeling, empirical studies, behavioral experiments, simulation, and system design. Interdisciplinary work and co-authorship with scholars and practitioners in the GenAI space who can bring perspectives that are novel for the operations-marketing community are strongly encouraged.

Possible Topics

- Customer co-creation and adaptive operations: How GenAI enables real-time product customization and how agentic AI orchestrates fulfillment strategies.

- AI-driven service agents: The role of autonomous conversational agents in engagement, staffing, workflow design, and service recovery.
- Cross-functional decision automation: How Agentic AI leverages generative models to autonomously plan promotions, set prices, or manage inventory.
- Demand sensing and operational responsiveness: Synthesizing unstructured data (e.g., reviews, chat logs) with GenAI to improve operational decision-making.
- Trust, control, and governance: Managing risks of delegating decision rights to AI, including error, bias, or misalignment of marketing and operational objectives.
- AI-enabled coordination mechanisms: Designing new forms of human–AI collaboration that integrate marketing analytics with operations management.

Commitment to Timeliness

Given the rapid pace of research and practice in this domain, the editorial team is committed to quick turnaround and timely decisions. A paper submitted to the special issue will be processed right away. Authors are encouraged to submit as soon as they are ready. Our goal is to ensure that accepted papers are published swiftly, with the special issue scheduled for print publication in early 2027 to maximize its relevance and impact.

First-round submission deadline: June 30, 2026

First-round decisions: August 31, 2026

Revised submission deadline: November 15, 2026

Final decisions: December 31, 2026

Guidance for Authors

We encourage prospective authors to contact the Guest Editors to discuss fitness and receive guidance for this special issue. In addition to new submissions, we also welcome manuscripts that have been reviewed or under preparation at other leading journals such as *Management Science*, *Operations Research*, *Information Systems Research*, *Marketing Science*, etc. Authors may attach prior review reports when submitting; the Guest Editors will carefully assess the manuscript's fitness for the special issue. Submissions should be prepared in accordance with the *Production and Operations Management* author guidelines and will undergo the journal's standard peer-review process. We especially encourage interdisciplinary work that bridges Operations, Marketing, and Information Systems. By focusing on the operations-marketing interface with specific implications to OM practice and theory in the era of intelligent systems, this special issue aims to generate timely insights for both scholars and practitioners navigating AI-driven value creation.

Submission process

Papers should be submitted through the POM manuscript central website:

<https://mc.manuscriptcentral.com/poms>. Specifically, please follow the prompts below:

On the author tab, please choose “Special Issue Article” (see the image below) in Step 1

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To ensure an objective and fair review process, it is important to avoid conflicts of interest between authors and evaluators. Conflict of interest can arise when an evaluator is associated with the author(s) in a way that could weigh upon the rendering of an impartial recommendation on the manuscript. Such relationships include:

1. PhD Adviser or Advisee
2. Co-author over the past five years
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Special Issue

* Is this submission for a special issue? Yes ▼

If yes, please enter the special issue title.

Enter title of special issue here

Submission guidelines

- All papers must conform to the POM’s submission guidelines, which can be found at https://www.poms.org/journal/author_instructions .
- All authors need to follow the ethical guidelines, which can be found at <https://www.poms.org/Ethics-POMS-Website-total-document.pdf> .
- We do not allow resubmission of a rejected paper in the same department or a different department of the journal. Also, the paper rejected in a special issue cannot be resubmitted to the regular issue (and vice-versa).
- All papers by authors that have a conflict of interest with either of the special issue editors will be handled by the Editor-in-Chief and others, not by the special issue editors.