Marketing Seminar

Summer 2024

Project Seminar on

"Artificial Intelligence in Research Methodologies"

Prof. Dr. Sebastian Hohenberg

The rise of Artificial Intelligence (AI) in research marks a transformative era in the exploration and understanding of complex problems across various domains. AI, with its advanced algorithms and machine learning capabilities, has revolutionized the way research is conducted, offering unprecedented speed, efficiency, and accuracy. This technological advancement has not only accelerated the pace of discovery but also opened new frontiers in predictive analytics, leading to more informed decision-making and innovative solutions. The integration of AI in research methodologies is particularly notable, as it enhances traditional techniques with predictive modeling, natural language processing, and deep learning, thereby expanding the scope and depth of research inquiries. As AI continues to evolve, it promises to further reshape the landscape of research, driving forward the boundaries of human knowledge and capability.

This seminar explores the innovative integration of AI and Large Language Models (LLMs) in various research methodologies. Focusing on the realm of marketing, the seminar will guide students through the application of AI in enhancing traditional research methods such as interviews. Participants will have the opportunity to conduct their own market research project, applying the principles and techniques learned.

Related Literature:

Horton, John J. (2023), "Large Language Models as Simulated Economic Agents: What Can We Learn from Homo Silicus?," National Bureau of Economic Research, Working Paper No. w31122.

Gioia, Dennis A., Corley, Kevin G., and Hamilton, Aimee L. (2013), "Seeking Qualitative Rigor in Inductive Research: Notes on the Gioia Methodology," *Organizational Research Methods*, 16 (1), 15-31.

Learning Objectives

- To understand the role and potential of AI in transforming research methodologies.
- To develop practical skills in applying AI and LLMs across different research types.
- To analyze the impact of AI applications in marketing research.
- To enhance academic writing skills, with a focus on AI-driven research.
- To improve presentation and communication skills through AI-based research findings.

Seminar Requirements

The seminar consists of two **mandatory** parts that need to be completed in groups of 2-3 students.

1. Writing a seminar paper utilizing AI in a specific research methodology (15 pages, 66% of the final grade).
2. Presentation (35 minutes) + discussion (10 minutes) of the seminar paper (34% of the final grade)

Both parts must be passed separately to get the final grade. Active participation during in-person events is required. Students who pass this seminar will receive **12 ECTS** for the seminar.

Organizational Issues

- How to apply? Please follow the MCM application process for seminars via the homepage.
- Please note that submissions of papers and presentations after the submission deadline will not be accepted.
- The number of students for this seminar is restricted to max. 20 students.
- For specific questions, please contact Sarah Jäschke (Sarah.Jaeschke@wiwi.uni-muenster.de).

Preliminary Timetable

What?	When?	Where?
Kick-off meeting (incl. presentation of topics)	17.04.24 14:15h – 15:45h	tba
Selection of preferred topics	22.04.24	Learnweb
Assignment of topics	03.05.24	Learnweb
Workshop: (1) Conducting Marketing Research with AI and (2) writing effective literature reviews	08.05.24 12:15h-15:45h	tba
Hand-in deadline for paper	Mid-July	Learnweb
Hand-in deadline for presentation	End-July	Learnweb
Presentations	Beginning/Mid-August	tba