

MAJESTIC GLOBAL TRENDS IN MARKETING & SUPPLY CHAIN MANAGEMENT (MGTMSCM)

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CALL FOR PAPERS

Thematic Issue

Artificial Intelligence for Sustainable Development Goals: Responsible Innovation, ESG Governance, and Societal Impact in Marketing and Supply Chain Management

MESSAGE FROM THE GUEST EDITORS

Dear Colleagues and Researchers,

We are pleased to invite submissions to this thematic issue of **Majestic Global Trends in Marketing and Supply Chain Management (MGTMSCM)**, dedicated to exploring the transformative role of Artificial Intelligence (AI) in advancing the Sustainable Development Goals (SDGs) through responsible innovation, effective ESG governance, and positive societal impact.

Artificial Intelligence is rapidly reshaping marketing ecosystems, supply chain operations, consumer engagement, and strategic decision-making processes across industries. While AI offers unprecedented opportunities for efficiency, innovation, personalization, and sustainability, it also raises critical concerns regarding transparency, accountability, ethical governance, data privacy, workforce transformation, and social equity. As organizations increasingly integrate AI-driven solutions into their operations, balancing technological advancement with responsible business practices has become imperative.

This thematic issue seeks high-quality research that investigates how AI technologies can contribute to sustainable development while addressing environmental, social, and governance (ESG) expectations. We welcome interdisciplinary perspectives that examine the opportunities, challenges, and implications of AI adoption in marketing and supply chain management from both organizational and societal viewpoints.

We look forward to receiving your valuable contributions and to advancing scholarly dialogue on the responsible use of AI for sustainable and inclusive growth.

Sincerely,

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SCOPE OF THE THEMATIC ISSUE

This thematic issue examines how AI-enabled technologies are reshaping marketing practices, supply chain systems, consumer relationships, and managerial decision-making in response to sustainability and ESG expectations.

Accepted Article Types and Suggested Research Areas (but not limited to)

The journal welcomes **empirical studies, theoretical contributions, case analyses, and reviews** that explore:

- Responsible AI adoption
- Green innovation
- Circular economy practices
- Ethical sourcing
- Logistics efficiency
- Stakeholder trust
- Social or environmental implications of AI across traditional and emerging industries.

Submitted manuscripts should demonstrate strong scholarly contribution, draw on appropriate and well-justified evidence, employ analytical approaches aligned with the research design and objectives, and ensure transparency, ethical compliance, and responsible data management throughout the research process.

Important Dates

Submission Opens: 15-June-2026

Submission Deadline: 30-August-2026

Review and Revision: September – October 2026

Expected Completion: December 2026

Submit via the Online Journal System (OJS)

Authors are invited to submit original research and review articles that align with the theme of this thematic issue and must comply with **MGTMSCM** author guidelines. Authors should submit their manuscripts via the journal's Online Journal System (OJS).

Submission Link: <https://gtmscm.cmpublisher.com/index.php/ojsgtmscm/login>

Note: All submissions must include a formal cover letter stating the name of the thematic issue and guest editors. Manuscripts must comply with AJBMSS author guidelines.

For inquiries, please contact the AJBMSS editorial office at
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