



University of Milan - DEMM – Department
of Economics, Management, and
Quantitative Methods
Via Conservatorio 7, 20122 Milan, Italy

Paper Development Workshop
May 20, 2025 | 2:00 pm – 6:00 pm

Digital customer journeys: new insights from an AI perspective

- Submit your extended abstract (1000–2500 words)
Deadline: May 16, 2025
- Present your work to expert guest speakers or senior mentors
- Receive feedback to refine your paper for submission
to a **regular or special issue**:

For more details, click below:

Information: <https://demm.unimi.it/en/node/10354/>

Special Issues:

International Journal of Advertising: [New Insights in Digital and AI Advertising](#)

Journal of Current Issues and Research in Advertising: [AI-Enabled Brand Touchpoints](#)

Ready to join?
Scan here to submit and register!



Guest Speakers



Charles Taylor Villanova University,
EIC - International Journal of Advertising



Sukki Yoon Bryant University,
EIC - Journal of Current Issues and Research in Advertising



Kacy Kim Bryant University,
AE - International Journal of Advertising,
Journal of Current Issues and Research in Advertising