



ITAA 2025 Annual Conference

AMEND

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Submission ID

461

Categories (required)

Research, Teaching, Concept Submission

Author's / Co-Author's Name, Email, and Affiliation. Do Not use ALL CAPS. (required)

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Title (required)

Mapping the Landscape of Generative AI in Retail: A Machine Learning-Driven Systematic Review to Uncover Existing Knowledge, Methods and Research Gaps

Track Code (required)

Merchandising/Retailing I. Management (MGT)

Research

Type of Study (required)

Mixed Method

Presentation Type (required)

- ☐ Oral
- ☒ Poster
- ☐ Pecha Kucha

Awards Consideration (required)

- ☒ Yes
- ☐ No

Author approval (required)

- ☒ I confirm that this submission has been approved by all authors

If selected, one of the authors will choose to attend the ITAA Conference (required)

- ☒ I confirm that at least one author will register in full to attend and present the paper at the Conference. I further confirm that this study has not been submitted to any other conference or journal and has not been submitted to multiple tracks.

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