

Topic of the Year: AI: The New Engine of Marketing and Market Research

The world of marketing insights, research, and analytics is constantly evolving. Organizations are adopting new ways of working, technological developments are rapidly evolving, and the legal aspects of privacy and research are also changing. The Data & Insights Network offers the expertise to guide organizations toward professional and future-proof data and insight management. Every year, the Data & Insights Network presents the Data & Insights Awards; professional awards for inspiring professionals who are making a difference in their field. Scientists can now once again compete for the Insights Scientist Award of the Year 2026!

Are you, or do you know someone who works at a Dutch university, who is an expert on the D&IN Topic "AI: The New Engine of Marketing and Market Research," and who published, or is on the verge of publishing at least one, but preferable more significant scientific articles on this topic? Then nominate yourself, your colleague, acquaintance, friend, or family member now for this prestigious title of D&IN Insights Scientist of the Year 2026!

Artificial intelligence (AI) is rapidly transforming the playing field of marketing and market research. Where strategy once revolved around experience, intuition, and manual research, we now see models that recognize patterns, make predictions, and generate content. Generative AI swiftly develops variations of campaigns, analyzes consumer trends, and helps brands tailor products and communication more precisely to specific target audiences. What once seemed like a vision of the future has become everyday reality.

This development opens up new opportunities. Marketers and researchers can work faster, dig deeper, and personalize on a larger scale. At the same time, new questions arise. How do you prevent bias in data from influencing recommendations or targeting? How do you safeguard privacy, copyright, and transparency? How do you maintain a critical perspective on models that sound convincing but aren't always accurate? And how do consumers respond when AI shapes the interaction?

It is clear that this transformation raises not only technological but also strategic and ethical questions. That is precisely why research is of immense value. In recent years, scholars have taken important steps toward understanding the role and impact of AI in marketing. They analyze how companies can use AI effectively and what conditions are required for doing so.

It is now time to put this knowledge to broader use. That is why we invite researchers to share their insights and compete for the title of Insights Scientist of the Year 2026.

Insights Scientist of the Year 2025:

Eva van Reijmersdal
Universiteit van Amsterdam

Compete for this award and submit the following*:

1. A motivation letter (max. one page, Dutch or English) stating why you are an expert in the field of "AI: The New Engine of Marketing and Market Research" and how you contribute to building a bridge between theory and practice. You can write it yourself, or you can be nominated by someone else.
2. Your CV, clearly showing the link of your expertise with the Topic of the Year 2026 and your effort to bridge theory and practice.
3. One (or more) scientific article(s)/book/dissertation(s) that you are proud of and that is/are related to the Topic of the Year "AI: The New Engine of Marketing and Market Research." It must have been accepted for publication, or already have been published.

Criteria for selecting the nominees:

- The jury nominates only individual scientists (and not teams of scientists).
- The candidate's CV, the degree of expertise in the topic and to what extent the candidate tries to share his/her scientific insights with people working in the field (valorization).
- Evaluation of quality of the submitted publication(s). The jury evaluates the degree of innovativeness of the research, the quality of the used methodologies, the practical relevance, and the readability of the publication(s).

Nominated and what happens next?

After the nomination deadline, the jury selects three nominees, who are requested to give a presentation at a D&IN Symposium on "AI: The New Engine of Marketing and Market Research" on Thursday May 21, 2026. The winner will be announced during the festive presentation of the Awards on Thursday June 25, 2026.

Why you want to participate

- At the Topic of the Year symposium (May 21, 2026) and award ceremony (June 25, 2026), we offer nominees a stage to connect science and practice. The symposium welcomes both scientists and practitioners and offers a unique opportunity to share knowledge and inspiration around the topic of AI in marketing and market research. It also provides an extremely great opportunity to potentially start new collaborations and access new data.
- Nominees will have the opportunity to have a publication included in the D&IN Topic of the Year 2026 issue on the topic "AI: The New Engine of Marketing and Market Research."
- In addition to prestige, the title provides a lot of publicity. Nominees will be featured extensively on the D&IN websites and D&IN social media channels, and the award will also receive coverage in Dutch popular marketing journals.

*Please, check all submission requirements at Datainsightsnetwork.nl/awards



Insights Scientist of the Year Eva van Reijmersdal, Universiteit van Amsterdam.
Zandvoort 26 juni 2025, DATA & INSIGHTS AWARDS 2025, Foto: Bart van der Putten