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## **Faculty Contribute Chapter to New Book**

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**July 18, 2023**

A handful of Lindenwood University faculty members contributed to a chapter in the book, "Confronting Security and Privacy Challenges in Digital Marketing." The book published in June.

Professor of Art History Dr. James Hutson, Associate Professor of Marketing Dr. Kyle Coble, and Associate Professor of Communications Dr. Andrew Smith collaborated on the third chapter titled, "Exploring the Intersection of Digital Marketing and Retail: Challenges and Opportunities in AI, Privacy, and Customer Service."

According to the Abstract, the theme of the chapter, which spans 12 pages, examines the impact of emerging technologies like artificial intelligence and virtual reality, among others, on the digital marketing landscape. It also highlights how these technologies have evolved to form opportunities for various businesses and help expand marketing schemes. The chapter also discusses the growing influence of social media platforms, influencer marketing, and voice search technology in shaping the future of digital marketing.

Hutson, Coble, Kshetri, and Smith recommended, according to the book, that businesses prioritize data privacy and security while embracing emerging technologies to remain competitive and navigate the evolving intersection of AI, privacy, and customer experience.

"I'm proud to be a researcher at Lindenwood University, an institution redefining the academic landscape through their innovative approach to interdepartmental and interinstitutional collaborations," Hutson said. "By connecting minds from diverse fields, I aim to actively break down the traditional silos that have limited progress for far too long. In the face of the seemingly intractable wicked problems of our time, Lindenwood is showing that the power of collective expertise and integrated knowledge can be a profound game-changer.

"This is not just collaboration; it's a vibrant tapestry of thought in action, and a testament to the power of unity in diversity for pioneering solutions to the world's most complex challenges."