

Journal of the Academy of Marketing Science
Call for Papers for a Special Issue on
Service Marketing Strategy

Edited by Michael Brady, Todd Arnold, and Robert Palmatier

Both marketing practice and research have changed dramatically over the past few decades. The large shift of GDP from products to service offerings in many economies offers significant challenges and opportunities for marketing strategists. With this special issue of the *Journal of the Academy of Marketing Science*, we aim to link the past to the future by both looking back to what has been done and looking forward to what will be done in service marketing research and practice. Specifically, we encourage submissions of state-of-the-art research articles providing clear insights into how changing environments have and will be impacting marketing firms' service marketing policies and strategies. We leave the domain of service marketing broad to include organizational frontline management in service, sales or retailing, wholesale, franchise, distribution, supply chain, business-to-consumer, and business-to-business contexts. Areas of investigation may include (but are not limited to):

- What is and will be the impact of customer relationships on the effectiveness of service marketing policies?
- What is and will be the impact of online channels on service marketing?
- What is and will be the impact of new technologies on service marketing?
- What is and will be the impact of globalization on service marketing policies?
- What is and will be the impact of new competitive structures on service marketing?
- How does service marketing fit in the marketing mix decisions of entrepreneurial and start-up firms?
- What is the role of brands for service marketing strategies?
- What is the impact of social media on service marketing?
- How does multi-channel usage impact relationship service strategies and outcomes?
- How do customers make service buying decisions in the "emerging" multichannel environment?
- How does disintermediation impact service marketing?

With this special issue, we aim to attract papers by leading researchers from Europe, USA, and Australasia working on service marketing strategies and policies. We will publish research using any applicable methodologies, including empirical analysis, behavioral theory development and testing, meta-analysis, or conceptual papers that provide insight into the topic area.

In addition to the JAMS special issue, there also will be a small conference on the same topic May 29-31, 2016, in Paris, France, hosted by HEC. Due to the limited size of the venue, the conference is by invitation only, and interested researchers should submit proposals or abstracts to special issue co-chairs (Mike Brady, Todd Arnold, Rob Palmatier) no later than March 1, 2016 (proposals will be accepted on an ongoing basis). Attending the conference and/or submitting a manuscript to JAMS for publication consideration are independent activities; authors are welcome to engage in one or both of these activities.

Papers targeting the special issue should be submitted through the JAMS submission system (www.edmgr.com/jams) and will undergo the same rigorous review process as regularly submitted papers. Submissions for the special issue begin February 1, 2016, with the final

deadline for submissions being July 1, 2016. Questions pertaining to the special issue should be submitted to the JAMS Editorial Office.

JAMS Editorial Office

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