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A special issue of Journal of Advances in Management Sciences & Information Systems

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Special Issue on: CUSTOMER EXPERIENCE MANAGEMENT IN HOSPITALITY INDUSTRY – ENHANCING UNDERSTANDING OF CUSTOMERS THROUGH INFORMATION TECHNOLOGY

Journal of Advances Management Science and Information Systems is a peer reviewed journal aiming to publish the latest research outcomes and applications in the field of management science and information systems. The journal aims to be a platform for the academia, management researchers, and management students to understand relationship and interaction between management topics and information technology. It develops an inclusive and theoretical framework by using a multidisciplinary approach combining the two fields for researchers and practitioners. Journal of Advances in Management Sciences and Information System is inviting high quality submissions for its special issue that focus on research, development and application in the above mentioned topic.

Guest Editor:

Dr.Basri Rashid; Associate Professor, Universiti Utara Malaysia

Background of the Theme:

Managing customer experiences (CE) is essential in gaining customer loyalty and achieving a competitive advantage. Thus, CE is becoming key strategies adopted by leading firms. The CE in hospitality industry is not only derived from traditional service features namely; food, beverage, accommodation and entertainment but also from a numerous supporting elements such as websites, technology, online and offline interactions, in-room entertainment, facility designs and interactions with service personnel and other customers. It would be interesting and beneficial to both the industry and academia to explore the relationships and the effects between these elements. Despite its importance, academic research on CEM in hospitality areas is limited, with little integration between the CEM principles and hospitality management. Being a rather new topic, customer experience management (CEM) has become a key interest also in academia.

Major Purpose:

The aim of this special issue is to provide the opportunity for academics and practitioners to share their research and findings Customer Experience Management (CEM) in order to enhance customer experience and to ensure business sustainability particularly in the hospitality industry. This topic shall pave to the detailed understanding of the mechanisms for managing customer experiences in the hospitality industry. It enhances CEM knowledge in hospitality business context with the need for collaboration of information technology alongside management, marketing, operations and human resources. The aim is to create a forum to discuss the conceptual and practical issues related to CEM and translate them into applicable suggestions for the hospitality and tourism stakeholders. This Special Issue therefore welcomes research manuscripts focusing on Customer Experience Management that will highlight theoretical and practical implications.

Areas incorporated:

Suitable topics areas include, but are not limited to:

- Service experience
- Visit experience
- Post consumption experience
- Facilities and services management
- Customer satisfaction
- Service quality
- Perceived Value
- Customer Relationship
- Information technology

Notes for Prospective Authors:

Submitted papers should be the original work of the author/s and must not have been previously published nor be currently under consideration for publication elsewhere. All papers are refereed through a double-blind peer-reviewed process.

Paper submission and Important Dates:

Deadline for papers: 30 September 2019

Notification to authors: 31 October 2019

Revisions to be submitted by authors: 30 November 2019

Final notification: 31 December 2019

Tentative month of publication of the special issue: March 2020

All papers must be submitted to: basri@uum.edu.my