



Special Issue on Customer Experience Management

Call for Papers

Customer Experience Management (CEM) is “the practice of designing and reacting to customer interactions to meet or exceed customer expectations and, thus, increase customer satisfaction, loyalty and advocacy.” It is a strategy that requires process change and many technologies to accomplish.

In this special issue, we intend to invite front-line researchers and authors to submit original researches and review articles on exploring **customer experience management**. Potential topics include, but are not limited to:

- Development
- Managing the communication
- Persuasion Techniques
- Customer relationship management
- Digital customer journey
- Customer journey mapping
- Retail environment
- Sales experience

Authors should read over the journal's [Authors' Guidelines](#) carefully before submission. Prospective authors should submit an electronic copy of their complete manuscript through the journal at [Paper Submission System](#).

Please kindly specify the “**Special Issue**” under your manuscript title. The research field “**Special Issue – Customer Experience Management**” should be selected during your submission.

Special Issue timetable:

Submission Deadline	February 28th, 2017
Publication Date	April 2017

Guest Editor:

For further questions or inquiries
Please contact Editorial Assistant at
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