

Call for Papers

Journal of Retailing and Consumer Services

Special Issue for 2020 International Conference of Asian Marketing Associations (ICAMA) in Seoul, Korea on March 6th 2020

Special Issue Topic: *Retail and Service Innovation in the 4th Industrial Revolution for Asian Perspective*

Guest Editors: **Prof. JungKun Park**, Hanyang University, Seoul, Korea (viroid2007@gmail.com) & **Prof. Weon S. Yoo**, Korea University Business School, Seoul, Korea (wyoo@korea.ac.kr)

The Journal of Retailing and Consumer Services presents this call for papers for a special issue of 2020 International Conference of Asian Marketing Associations. Best papers dealing with "Retail Innovation in the 4th Industrial Revolution for Asian Perspective" from submissions to the 2020 ICAMA in Seoul (Korea, March 6th) will be considered for publication in a special issue.

The special issue is welcoming any research topic related to retail innovation in the 4th industrial revolution for Asian perspective. Topics in this area may include, but are not limited to, the following:

- New technology and retail experiences of customers
- New technology and retail strategy
- Technology and on/offline retail coordination
- Impact of new technology on supply chain management in the retail industries
- Impact of new technology on CRM in the retail industry
- New technology and various retail consumer behavior (adoption, satisfaction, loyalty, etc.)
- New technology and promotion in the retail industry
- Impact of Industry 4.0 on emotional labor of frontline staffs
- Call center management in the 4th industrial revolution
- Cross-cultural analysis for differences in retail innovation
- Any other creative research ideas for retail innovation for Asian perspective

Tentative Schedule for the JRCS special issue for ICAMA 2020

November 4 2019: Extended Abstract Submission

January 4 2020: Acceptance Notice (Conference)

February 14 2020: Revise and Resubmission (if it's necessary)

March 6 2020: ICAMA Conference in Seoul, Korea

March 31 2020: Special Issue Invitation Notice

May 20-June 10 2020: Paper submission through the JRCS online editorial management system

Submission Guidelines for Conference

- Submission Deadline for Extended Abstract: November 4, 2019

Please follow the submission guidelines of 2020 ICAMA in Seoul for the extended abstract.

Please submit a single MS Word file to the e-mail address above.

Submission Guidelines and Review Process for Selected Papers

- Full Paper Submission Period: May 20~June 10, 2020

Best papers dealing with “Retail Innovation in the 4th Industrial Revolution for Asian Perspective” from 2020 ICAMA in Seoul will be invited for consideration of publication in a special issue of *Journal of Retailing and Consumer Science (JRCS)*.

All manuscripts should be submitted through JRCS online manuscript management system (at <https://www.journals.elsevier.com/journal-of-retailing-and-consumer-services>) and follow the author submission guidelines of JRCS (see author’s guidelines at <https://www.elsevier.com/journals/journal-of-retailing-and-consumer-services/0969-6989/guide-for-authors>). Manuscripts submitted to the special issue should be original contributions and should not be under consideration for any other publication at the same time.

Authors should select “Special Issue: ICAMA 2020” as “Article Type”. Also, please indicate in the cover letter that the submission is for the Special Issue for ICAMA 2020. Manuscripts will go through a peer review process, and the Special Issue is planned to appear in an issue in 2021.

For More Information:

Professor JungKun Park: viroid2007@gmail.com

Professor Weon S. Yoo: wyoo@korea.ac.kr

2020 ICAMA in Seoul: <http://www.kma.re.kr>

E-mail: kma@kma.re.kr

*The Journal of Retailing and Consumer Services is an international and interdisciplinary forum for research and debate in the rapidly developing - and converging - fields of **retailing** and **services studies**. The journal is indexed in Social Science Citation Index (SSCI) with Impact Factor of 2.919 (2017).*

<https://www.journals.elsevier.com/journal-of-retailing-and-consumer-services>