

Welcome to the **2nd International Workshop on Current Trends in Customer Experience in the Retail and Services Industries (CTCEX 2022)**

Based on the success of the first edition, the **University of Zaragoza** (Spain) and the **GENERÉS Research Group** are proud to announce the “**2nd International Workshop on Current Trends in Customer Experience in the Retail and Services Industries**”. This event is hosted for academic researchers and practitioners to keep track and discuss current trends in the retail and services industries. Through a series of presentations, we will cover a broad range of topics related to customer experience and service research.

The CTCEX 2022 workshop will be held on **November 17-18, 2022**. The event will be organized **virtually**; participation is **free of charge**.

Researchers interested in participating in the workshop are invited to submit an **extended abstract** (maximum 1,000 words, excluding tables, figures and references) of their academic work to this email address: atrifu@unizar.es, indicating “Submission to CTCEX 2022”

Important dates:

- **July 31, 2022:** Submission deadline
- **September 16, 2022:** Notification of acceptance sent to corresponding authors
- **October 14, 2022:** Registration deadline for attendance
- **November 17-18, 2022:** Virtual Workshop

Call for Papers

Authors are invited to submit original work in all areas related to current trends in customer experience and service research. **CTCEX 2022** welcomes both theoretical and empirical submissions.

In keeping with the theme, topics of interest for this workshop include, but are not limited to, the following areas:

- Service innovation design and customer experience co-creation within complex service systems
- The role of service design in experience-centric services
- Service ecosystems and institutions (dynamics of service ecosystems, institutional effects, conflicts in service ecosystems), and how they may shape customer experience perceptions
- The impact of emerging technology (artificial intelligence, virtual reality, augmented reality, wearables, and the Internet of Things) on customer experience
- Big data analytics for understanding and improving the customer experience in retail and services industries

- Novel methods for measuring customer/actor engagement (new technologies, such as artificial intelligence, tracking devices, etc.)
- Customer experience in a rapidly changing service context, such as tourism and hospitality industries during and post COVID-19
- How can firms improve customer experience in today's age of omni-channel retailing and service context?
- The customization of the customer experience throughout the customer journey in the retail and services industries
- Developing and delivering service experiences in a sustainable manner
- Customer/actor engagement as driver of sustainability and societal change
- The analysis of customer journey touchpoints considering all possibilities: firm-initiated contacts, customer-initiated contacts, customer-to-customer interactions, customer-to-objects interactions, and external touchpoints
- Customer complaints and service recovery processes and their impact on customer experience in retail and services industries

Submission

We invite authors to submit extended abstracts of their works. Theoretical and methodological (both qualitative and quantitative) approaches are equally encouraged.

An electronic copy in Microsoft Word or PDF should be sent by email indicating “Submission to CTCEX 2022” to atrifu@unizar.es no later than July 31, 2022.

There are no any specific requirements for the format of the submission except following the APA style for references (see <https://www.mendeley.com/guides/apa-citation-guide>).

The submissions will be reviewed by the workshop's scientific committee. Upon acceptance, authors (or at least one author) agree to attend and present the accepted research at the workshop. Authors are required to register no later than September 13.

All accepted submissions that are finally presented at the workshop will receive the corresponding certificate of attendance and presentation.

Author guidelines for extended abstracts:

- All submissions and presentations must be in English (American or British is accepted, but not a mixture of these)
- The extended abstracts should have a maximum of 1,000 words (excluding tables, figures and references).
- The extended abstracts should include the main objectives of the research, a brief literature review of the most relevant prior studies, the research method, its results and main findings (if applicable) and the originality of the research.

Keynote Speakers

We are delighted to welcome two outstanding keynote speakers, Prof. Cláudia Simões from the University of Minho, Portugal, and Prof. Larissa Becker from Tampere University, Finland.



Cláudia Simões is Professor of Management (Marketing and Strategy area) and Dean of the School of Economics and Management at the University of Minho in Portugal. Her research interests and publications are primarily in strategic marketing, service management and customer experience. She has published in prestigious journals, such as *Journal of Marketing*, *Journal of the Academy of Marketing Science*, *Journal of Business Research*, among others.

Larissa Becker is a Postdoctoral Research Fellow in the Customer-Oriented Marketing Research Group at Tampere University. Her research interests are related to customer experience, customer and consumer journeys, service-dominant logic, and practice theory. Her work has been published in prestigious journals, such as *Journal of Academy of Marketing Science*, *Journal of Service Management*, among others.



Programme and Registration

After communications' acceptance, to register for **CTCEX 2022**, participants should fill in the electronic registration form no later than October 14, 2022.

Link to registration form: <https://forms.gle/gz6RrEbndQLdUgby7>

We would like to remind that **CTCEX 2022 is free of charge for participants.**

The programme will be published on the website of “Grupo de Investigación Generés (<http://generes.unizar.es/>)” and will be sent to the participants by email.

If you have any questions, please do not hesitate to contact us at: atrifu@unizar.es.

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