The New Frontiers in Digital Media Services

Special Issue call for papers: Journal of Service Management

Extended Abstract Deadline: January 15\textsuperscript{th}, 2018

Full Paper Deadline: October 1\textsuperscript{st}, 2018

Selected papers from the submissions to ‘The New Frontiers in Digital Media Service’ track of 2018 Global Marketing Conference at Tokyo’ (http://gammaconference.org/2018/) will be considered for possible publication in a special issue of Journal of Service Management (SSCI, Impact Factor 2016: 2.9) on ‘The New Frontiers in Digital Media Services’. Track Chair: Prof. Werner Kunz, (University of Massachusetts Boston).

The digital revolution has significantly changed our lives. Over the course of the last decades, digital technology has transformed itself in various waves (Lamberton and Stephen 2016): Starting from the beginning of Internet marketing (Boyd and Ellison 2007; Hoffman and Novak 1996; Rheingold 2000), through Web 2.0 (Kaplan and Haenlein 2010) and the rise of social media (Algesheimer et al. 2010; Jahn and Kunz 2012; Trusov et al. 2009) to the emergence of mobile devices (Falk et al. 2016; Hofacker et al. 2016; Shankar and Balasubramanian 2009).

Digital media have had a profound effect on how people communicate, connect, and collaborate with others and companies have recognized its capability for engaging with customers (Hennig-Thurau et al. 2010). Every technology wave has its own characteristics and paradigms and hence specific implications for guiding management practice. For instance, much of the current growth in service markets is technology-driven resulting in new service systems and innovative business models and processes (Huang and Rust 2013). Further, the digital and social media revolution have strengthened the importance of customer engagement, as customers become active co-producers - or destroyers - of value for companies (Leefflang et al. 2014).

Today, social media and smart mobile devices have gone mainstream and companies and non-profit organizations have gained solid experience with these new digital tools. Consequently, the question arises, what are the agenda-setting topics of the next technology wave? Are there new topics on the horizon that service researchers should be thinking about today? As digital media continue to permeate all aspects of private life and business, and digital technology keeps spawning new services, researchers need to
investigate how customers interact with and use digital media. New and evolving services for mobile devices (e.g., live streaming and posting, location tracking, smarter analytics, C2C services like ride-hailing) and new technologies completely change the way we interact with and use digital media (e.g., service robots, new VR and AR technology, voice assistants) and thus deserve research attention. Researchers also should make an effort to study how service organizations can spot market opportunities in a business environment in which the technology is constantly changing.

The purpose of this special issue is to put the focus on these new research fields in digital media that are currently in its infancy. We invite research that improves our understanding of the evolving digital environment, an environment that will shape how we live and use services. Submissions might improve our understanding by: developing new theoretical frameworks, testing propositions regarding the use and management of new digital media services, explaining complex relationship within a new digital media service, or showing how to coordinate across multiple digital media for an optimal outcome for all participants. We also welcome research on potential negative societal effects of digital services. For example, home-sharing services such as AirBnB, in some cities, have contributed to scarcity of rentable property and higher rents for the local population (Cheng 2016). Services such as Uber are often associated with questionable work conditions and undercutting competition (Malhotra and Van Alstyne 2014). Such potentially harmful effects are relevant because they may detrimentally affect acceptance and thus growth of digital services.

Topics

This special issue aims to start a research program in the service research field that focuses on new and upcoming digital media services. Submissions can be conceptual or empirical (quantitative or qualitative) in nature. The topics can be approached from a consumer or business perspective or both. The main criterion for publications is that the submission has original value. Possible topics include, but are not limited to:

- New theories and concepts for digital media
- Value co-creation in digital media
- Cross cultural challenges of digital media
- Touch versus tech in the digital media context
- The dark side of digital media
- Smart devices and the Internet of things
- Service robots and chat bots
- Automation and artificial intelligence
- Augmentation of the customer experience
- Voice assistants
- Location tracking
- Mobile payment
- The role of photos and visuals in digital media
- Immersive video (e.g. 360 degree, Live streaming)
- Vanishing postings
- Artificial intelligence (AI) and big data analytics
- Text-mining of digital data.
• New challenges of cloud computing
• New challenges of the customer journey in digital media
• New challenges of customer engagement with digital media
• New challenges of customer experience in digital media
• New challenges of branding and digital media
• Multi-channel management in digital media

Submission

All manuscripts submitted must not have been published, accepted for publication, or be currently under consideration elsewhere.

1. Submission Deadline of Extended Abstracts: Jan. 15th, 2018

Authors should submit their extended abstracts to the Chair of ‘The New Frontiers in Digital Media Services’ track of ‘2018 Global Marketing Conference at Tokyo’ the Track Chair: Prof. Werner Kunz, Dept. of Marketing and Management, University of Massachusetts Boston, 100 Morrissey Boulevard, Boston, Ma, 02125, USA, werner.kunz@umb.edu, Tel. +1 (617) 287-7709, Fax +1 (617) 287-7709.

Submission Guidelines for the extended abstract to 2018 GMC in Tokyo are located at: http://gammaconference.org/2018/

2. Full paper submission deadline: Oct. 1st, 2018

Authors should submit their full papers to the Guest Editors of this JOSM Special Issue on ‘The New Frontiers in Digital Media Services’ through the ScholarOne online submission system and should be made to the special issue which is identified on the journal submission site.

Manuscripts should be submitted in accordance with the author guidelines available on the journal home page at http://www.emeraldgrouppublishing.com/products/journals/author_guidelines.htm?id=josm

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Please direct any further inquiries to the editors, listed below.

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