



Call for Papers: **2020 Global Marketing Conference (GMC) Track &**
Special Issue of *Cornell Hospitality Quarterly* on
***Service Innovation and Emerging Technologies in Tourism and
Hospitality***

Track Chairs/Special Issue Guest Editors:

Kevin Kam Fung So, Ph.D., School of Hotel, Restaurant and Tourism Management, University of South Carolina, Columbia, SC 29208, USA

Xiang (Robert) Li, Ph.D., Department of Tourism and Hospitality Management, Temple University, Philadelphia, PA 19122, USA

Extended abstracts or full papers for conference submissions must be received by **January 15, 2020**

The 2020 Global Marketing Conference (GMC) (<https://2020gamma.imweb.me/>) will be held in Seoul, Republic of Korea, on **July 9–12, 2020**. The theme of this year's conference is "Bridging Asia and the World: New Marketing and Management in a Digitally Connected World." We warmly welcome submissions for consideration for the "Service Innovation and Emerging Technologies in Tourism and Hospitality" track of the 2020 GMC conference and for a special issue of *Cornell Hospitality Quarterly* (SSCI, Impact Factor 2018: 2.492).

Over the past 20 years, service innovations and technology-driven advances in the global consumer environment have fundamentally changed the way consumers travel, including their engagement in information searches, their purchase and consumption of tourism and hospitality services, and their post-purchase evaluations. New technologies, coupled with rapidly-evolving consumption patterns, are disrupting the marketplace and profoundly altering competitive dynamics, economic systems, and society; as a result, today's consumers are searching for, making decisions about, and using products and services in new ways (Moreau et al., 2019). Fueled by such advances, the concept of service innovation has dominated many recent discussions among marketing academics and industry professionals.

The literature suggests that service innovation in tourism and hospitality can enhance business performance (Mattsson & Orfila-Sintes, 2012), produce competitively sustainable service experiences (King et al., 2019), and drive customer satisfaction, advocacy, and intended behavioral loyalty (Hollebeek & Rather, 2019). Recent research has shown that the extent of innovation varies by sector, and the effects of innovation strategies on performance are sector-specific (Martin-Rios & Ciobanu, 2019). Furthermore, emerging technologies such as service robots, self-service technologies, and smart systems reportedly offer tourism and hospitality organizations valuable opportunities. These innovations have been shown to enhance the customer experience (Qiu et al., 2019), boost brand image (Kuo et al., 2017), deliver cost benefits (Buhalis & Leung, 2018), and facilitate product and service delivery (Law et al., 2018).

In parallel with such findings, tourism and hospitality organizations such as hotels, airlines, and destinations have continued to strive for innovations in their business operations and service offerings to increase performance efficiency and improve customers' experiences. The theoretical and practical significance of innovation has garnered increasing attention in the tourism and hospitality literature, to the point that innovation is now a major topic of interest. Critical insights

pertain to sustainable service innovation (Hornig et al., 2018), management innovation (Nieves & Segarra-Ciprés, 2015), employee creativity and innovation (Hon & Lui, 2016), innovative service behavior (Kim, 2013), implementation of service innovations (Enz, 2012), co-creation of service innovation (Verma et al., 2012), and innovation and business performance (Martin-Rios & Ciobanu, 2019; Mattsson & Orfila-Sintes, 2012). Similarly, technology-driven advances such as artificial intelligence (Lu et al., 2019), service robots (Ting & Law, 2017), Internet-facilitated peer-to-peer consumption (So et al., 2018; Guttentag et al., 2018), virtual/augmented reality (He et al., 2018; Tussyadiah et al., 2018), gamification (Xu et al., 2017), smart tourism (Buhalis & Leung, 2018), and the Internet of Things (e.g., Hudson & Thal, 2013; Sparks et al., 2015) have been extensively examined in recent studies.

Despite growing academic attention and noteworthy industry imperatives, certain aspects of innovation warrant closer investigation. Relatively little is known about the nature, characteristics, typology, idea generation, development process, or implementation of service innovations. More also remains to be uncovered in terms of the driving forces, managerial outcomes, and societal impacts of emerging technologies in the tourism and hospitality industry. These lacunae highlight the need for additional theoretical and practical research to advance the service innovation and emerging technologies literature by addressing central research issues and challenges, thus motivating the current CFP.

Submission

To make service innovation research more innovative, ultimately, this conference track/special issue seeks path-setting studies reflecting ambitious research agenda, systematic literature synthesis, seminal theory-building efforts, and creative research designs that reveal novel findings related to service innovation in tourism and hospitality. Conceptual and empirical, quantitative, qualitative, or mixed-methods studies are welcome. The guest editors are especially interested in submissions that make an original contribution to service innovation theory and practice and how technological advances affect consumers in tourism and hospitality contexts. Sample questions and topics include, but are not limited to, the following:

- What organizational factors encourage, facilitate, or are conducive to service innovations in tourism and hospitality?
- What are some organizational or consumer-based psychological and behavioral outcomes of adopting innovative services and/or emerging technologies?
- How can service innovations be effectively leveraged to enhance organizational performance outcomes and promote long-term competitive advantages in the market?
- What opportunities and challenges might hospitality and tourism organizations face when developing and implementing service innovations?
- What are existing and potential consumers' evolving motivations and barriers to adopting innovative services and/or emerging technologies?
- From an organizational perspective, what are the motivations and barriers to adopting innovative services and/or emerging technologies?
- How do highly vs. less innovative organizations differ in their marketing success and financial value for firms?
- How can a culture for service innovation be cultivated across tourism and hospitality service sectors (e.g., hotels, restaurants, and airlines)? What factors are likely to result in failure?
- What do consumers prefer in service innovations and new technologies? Do these preferences change over time? If so, what factors elicit such changes?
- How do consumers' adoption and evaluation of innovative services and emerging technologies differ in mature vs. emerging markets?

- What makes the application and adoption of emerging technologies unique, if at all, in tourism and hospitality contexts?
- Alternative research approaches to studying service innovation and emerging technologies, ranging from biosocial data to big data analytics
- Methodological breakthroughs to studying service innovation and emerging technologies
- The social implications of service innovation and technological development
- Linking service innovation and technologies with consumers' subjective well-being and health
- Studies of the above topics within emerging economies and understudied regions, especially the Middle East, Africa, or Latin America

Scholars should submit their extended abstracts or full conference papers by **January 15, 2020** to the Track Chairs/Special Issue Guest Editors, Kevin Kam Fung So and Xiang (Robert) Li, via EasyChair (<https://2020gamma.imweb.me/22>). Submission Guidelines for the 2020 GMC at Seoul can be found at <https://2020gamma.imweb.me/20>. If authors do not receive confirmation of their submission within 7 days, please contact the Track Chairs. Scholars who would like their papers to be considered for publication in this special issue should indicate this in their submission. All submissions, reviews, and relevant notifications will take place electronically. Questions regarding the track and special issue should be sent to 2020gmc.toursimhospitality@gmail.com.

After the GMC conference, authors of the top papers presented in the “Service Innovation and Emerging Technologies in Tourism and Hospitality” conference track will be invited to submit their full papers for publication consideration in the special issue. Papers must be formatted in accordance with the *Cornell Hospitality Quarterly* guidelines, available at <https://journals.sagepub.com/home/cqx>. The submitting authors' identifying information (affiliation, mailing address, telephone number, and e-mail address) should only be listed on the title page. Authors should submit the final versions of their articles via the Manuscript Central website at <http://mc.manuscriptcentral.com/cq>. All papers submitted in full will be subject to the journal's formal double-blind review process. An invitation to submit a full paper does not guarantee conditional acceptance or publication.