



## 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  
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