Special Issue on Customer and Consumer Management

Call for Papers

Customer and Consumer Management is focused on the process of managing the relationship between an organization, its people and its customers/consumers over time. To develop a relationship of trust with the customers, it needs to have a deep understanding of customer needs, behaviors and value, and to engage specific customers in the optimal way at various touch points. The goal of this special issue is to provide a platform for scientists and academicians all over the world to promote, share, and discuss various new issues and developments in the area of Customer and Consumer Management.

In this special issue, we intend to invite front-line researchers and authors to submit original research and review articles on exploring **Customer and Consumer Management**. Potential topics include, but are not limited to:

- Customer retention
- Customer satisfaction
- Digital engagement strategy
- Sales & marketing strategy
- Self-service
- Consumer market
- Consumer management
- Vendor relationship management
- Loyal customers/consumers
- Discount customers/consumers
- Need based customers/consumers
- Wandering customers/consumers

Authors should read over the journal's For Authors carefully before submission. Prospective authors should submit an electronic copy of their complete manuscript through the journal's Paper Submission System.

Please kindly specify the "**Special Issue**" under your manuscript title. The research field "**Special Issue - *Industrial Economics and Sustainable Development***" should be selected during your submission.

Special Issue Timetable:

Submission Deadline	January 26th, 2022
Publication Date	March 2022

Guest Editor:

For further questions or inquiries, please contact Editorial Assistant at
ajibm@scirp.org.