



Australasian Marketing Journal

CALL FOR PAPERS

Special Issue

Impact of the Current and Future Technologies on Relationship Marketing

Full-length paper submission deadline: 15 July 2019
Anticipated publication date: Issue 2, 2020

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Themes:

Relationship marketing is a well-researched area in the domain of consumer research. It involves the development of strong relationships between exchange partners that enhance satisfaction, trust, value, commitment, and loyalty and ultimately improve profitability (Jain, Kamboj, Kumar, and Rahman, 2018; Palmatier, Dant, Grewal, and Evans, 2006; Weaven, Baker and Dant, 2017). Although there are increasingly research in consumer or business management acceptance of new technologies (Barnes and Cumby, 2002; Song, Drennan and Andrews, 2012), the impact of technologies on relationship marketing are often not adequately investigated, leading to overstated hypothetical predictions of its future potential (Bilgihan and Bujisic, 2015; Hart, Doherty and Ellis-Chadwick, 2000). Moreover, there are a number of new technologies available each year, for example, blockchain technology, automation solution, information technology management, and customer relationship management (CRM) among the others (Khodakarami and Chan, 2014; Kumar and Reinartz, 2018). Therefore, understanding the connection between new technologies and relationship marketing is becoming even more important.

The aim of the special issue is to gain a better understanding of the current and future technologies that may play a role or have a robust impact on relationship marketing and contribute to theories associated with the relationship marketing. The topics for the special issue include, but are not limited to:

- The role of technology such as automation solution and information technology management on relationship marketing;
- Building and maintaining customer relationships via new technologies;
- Customer acquisition via current and new technologies;
- The role of online and offline technologies in relationship marketing;
- New technologies in relationship marketing and marketing management;
- Investing in technological solutions;
- The dark side of technologies in relationship marketing and marketing management; and
- New theories and conceptual developments related to the role of technology in relationship marketing.

How to submit your manuscript:

- Full-length journal papers for the Special Issue are to be submitted through the AMJ submission system and will undergo a similar review process as regularly submitted papers. Submission for the Special Issue begin 15 April 2019, with the final deadline for submission being 15 July 2019. Questions pertaining to the Special Issue should be sent to the Guest Editors. Papers must be formatted in accordance with the *Australasian Marketing Journal* style sheet.
- All papers will be double-blind refereed. Post-refereeing, the Guest Editors will propose a list of publishable papers for consideration by the Editors-in-Chief of the *Australasian Marketing Journal* – their agreement will be required prior to notifying Authors of final acceptance. The anticipated publication date is Issue 2, 2020.

Links:

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Australasian Marketing Journal - format of submissions:

<https://www.elsevier.com/journals/australasian-marketing-journal/1441-3582/guide-for-authors>

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