

Call for papers



Direct Marketing: An International Journal

Special issue on

Managing the customer experience

The concept of “customer experience” has recently attracted a lot of interest. Companies are increasingly taking a holistic view of the benefits that customers gain from consuming their goods and services, and this “value in use” extends to the quality of pre-sales and after-sales interaction with customers. Companies which once focused on customer relationship management are now appointing “customer experience managers” in an attempt to oversee this holistic integration of value. For academics, the challenge is on to develop meaningful conceptualisations of the construct of customer experience, and approaches to its measurement which are managerially useful.

This special issue seeks to present papers at the cutting edge of debate about the nature of customer experience and how companies can turn rhetoric into reality with procedures for its measurement and management. Papers are particularly welcome on topics related to the following:

- **Approaches to measuring customer experience**
- **Mapping the customer experience in a direct marketing environment**
- **Researching consumers’ perceptions of value in use**
- **Links between customer relationship management and customer experience management**
- **Relative advantages and disadvantages of direct vs indirect marketing channels for enhancing the customer experience**
- **Effects of employee motivation on the customer experience.**

The closing date for submissions is 19 December 2008

The special issue will be published in Vol. 3 No. 3, 2009

All papers will be subjected to double-blind peer review. Submissions should follow the format prescribed in the journal Author guidelines which are available in the inside back cover of any hard copy of the journal or on the journal web site www.emeraldinsight.com/dmij.htm

Submissions are made using Scholar One’s Manuscript Central online submission system. This is accessible at <http://mc.manuscriptcentral.com/dmij>

Prospective contributors with questions concerning the potential suitability of topics or additional requirements about this special issue are invited to contact directly by e-mail:

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