

Service Marketing

Track Definition (short):

Service Marketing studies the design, delivery, and management of intangible, process-based offerings to create customer value and competitive advantage in a world shaped by technological disruption and geopolitical transformation.

The track explores service quality, customer experience, technology integration, innovation, and co-creation, extending to transformative service research, AI-enabled services, and service ecosystems that enhance loyalty, performance, and societal well-being.

Track Definition (long):

Service Marketing examines the design, delivery, and management of services — intangible, process-based value propositions — to create, communicate, and sustain customer value and competitive advantage.

The track welcomes research that reimagines how services are designed, delivered, and experienced in a world shaped by technological disruption and geopolitical transformation: from AI-enabled services to the resilience of service ecosystems under pressure, from shifting customer expectations amid instability to the role of frontline employees navigating rapid change. It integrates diverse thematic areas and methodological approaches to understand:

- How service quality, trust, and satisfaction shape loyalty and performance when customer expectations shift under increasingly dynamic, contested, and uncertain conditions.
- How firms manage interactions among employees, intelligent technologies, and customers as automation transforms service delivery and reshapes service roles.
- How service innovation and digital transformation, including AI-enabled services, create new sources of value and new vulnerabilities in an era of rapid technological change.

How service systems and ecosystems enable co-creation, engagement, and resilience for community development, societal well-being, and social impact across changing institutional contexts.