Special Issue for the 2026 International Conference of Asian Marketing Associations (ICAMA) Call for Papers

Asia Marketing Journal (AMJ)

Special Issue Topic: "Embodied" Service Robots in Marketing: Customer, Employee, Firm, and Societal Perspectives

"Embodied" service robots are rapidly moving from experimental concepts to frontline service encounters, reshaping interactions between consumers and firms. They are increasingly visible in hospitality, retailing, restaurants, tourism, healthcare, education, finance, airports, museums, public services, eldercare, and other service domains. Their diffusion raises important questions for marketing scholarship. How do customers respond to service robots as social, technological, and commercial actors? How do service robots reshape service encounters, customer experience, service design, and customer–firm relationships? How do employees collaborate with, resist, adapt to, or become evaluated through service robots? How do firms deploy service robots to create value, improve productivity, differentiate brands, and manage service quality? What ethical, social, cultural, and managerial challenges emerge when service robots become part of everyday service life?

In this regard, Asia Marketing Journal (AMJ) presents this call for papers for a special issue associated with the 2026 International Conference of Asian Marketing Associations (ICAMA). Outstanding papers presented at ICAMA 2026 that address embodied service robots in marketing will be invited to submit full manuscripts for consideration in this special issue of Asia Marketing Journal.

The special issue welcomes broad research on the roles, effects, design, deployment, and consequences of embodied (physical) service robots in marketing and service contexts. *By embodied service robots, we refer to physical, autonomous or semi-autonomous robot interfaces that interact, communicate, assist, or deliver service to customers, employees, managers, or other stakeholders in commercial, public, or social service environments. Studies focusing solely on disembodied technologies, such as chatbots, virtual agents, voice assistants, avatars, or generative-AI agents, are outside the scope of this special issue.* However, comparative studies involving these technologies are welcome when an embodied service robot is a central object of theoretical and empirical analysis.

This special issue aims to provide a diverse academic and practical forum for advancing knowledge on embodied service robots in marketing. We welcome conceptual, empirical, methodological, and practice-oriented contributions that offer meaningful theoretical insights, rigorous evidence, and clear implications for marketing theory and practice. The special issue is intentionally broad in scope and welcomes diverse theoretical perspectives, research designs, industries, and cultural contexts, particularly studies that illuminate Asian markets, Asian consumers, Asian service organizations, or cross-cultural differences in robot-enabled service systems.

Potential Topics

Potential topics include, but are not limited to, the following areas:

- **Consumer responses to embodied service robots**, including acceptance, trust, resistance, avoidance, satisfaction, delight, anxiety, discomfort, perceived usefulness, perceived warmth, perceived competence, perceived social presence, and customer engagement.
- **Service robot design and customer experience**, including robot appearance, embodiment, movement, voice, communication style, emotional expression, personalization, autonomy, interactivity, service scripts, and human-likeness.
- **Service encounters and frontline interactions** involving customers, employees, service robots, managers, and other stakeholders.
- **Service failure and recovery in robot-enabled services**, including customer complaints, service recovery expectations, fairness perceptions, apology, compensation, responsibility attribution, and customer forgiveness.
- **Customer misbehavior and dysfunctional customer behavior toward service robots**, including mistreatment, aggression, abuse, norm violation, moral disengagement, and intervention by employees or other customers.
- **Employee responses to service robots**, including human–robot collaboration, job design, role clarity, workload, emotional labor, technostress, job insecurity, empowerment, resistance, adaptation, and service performance.
- **Firm strategy and business models for service robot adoption**, including innovation strategy, market positioning, customer relationship management, productivity, service quality, brand differentiation, and return on technology investment.
- **Customer journey and omnichannel service design** involving service robots across pre-purchase, purchase, consumption, service recovery, and post-purchase stages.
- **Ethical, legal, and societal issues**, including privacy, surveillance, transparency, accountability, algorithmic decision-making, data governance, vulnerability, accessibility, inclusion, fairness, and sustainability.
- **Cultural and cross-cultural perspectives on service robot adoption**, including Asian consumer contexts, cultural values, social norms, generational differences, and institutional environments.
- **Service robots in specific industries**, including hospitality, retailing, restaurants, tourism, healthcare, education, finance, transportation, public services, entertainment, museums, and eldercare.
- **Methodological advances in service robot research**, including experiments, field studies, surveys, longitudinal designs, qualitative research, ethnography, case studies, text analytics, behavioral data, video-based research, mixed methods, and systematic reviews.

We invite original research articles, review articles, conceptual papers, and methodological papers that contribute to the marketing literature on embodied service robots. Manuscripts should make a clear contribution to marketing theory, consumer research, service research, retailing, hospitality, technology adoption, innovation management, or related fields.

Tentative Schedule for the AMJ Special Issue for ICAMA 2026

- Paper or Extended Abstract Submission Deadline for ICAMA 2026: August 20, 2026
- Invitation Notice for Conference Presentation: August 31, 2026
- Full Paper Submission Deadline for the AMJ's special issue: November 15, 2026
- ICAMA 2026 Conference: November 20-22, 2026
- AMJ Special Issue Invitation Notice: November 30, 2026
- Full Manuscript Submission Deadline through the AMJ Editorial Management System: January 31, 2027
- Planned Publication of the Special Issue: Volume 29 Issue 3 (October, 2027)

Submission Guidelines

Authors should follow the submission guidelines of ICAMA 2026 for conference submissions. Manuscripts for conference presentation and consideration for the AMJ special issue should be submitted via **2026icama@gmail.com** by August 20, 2026. Please specify the intended journal in the submission title, followed by the article title, such as "AMJ: Article Title".

Outstanding papers presented at ICAMA 2026 and aligned with the special issue topic will be invited to submit full manuscripts for consideration in the AMJ special issue.
Invitation to submit to the special issue does not guarantee publication. All invited manuscripts must be original contributions, must not be under consideration for publication elsewhere, and will undergo AMJ's regular peer-review process.

Invited authors should submit their full manuscripts through the AMJ online manuscript management system and follow the author submission guidelines of AMJ. Authors should select "Special Issue: Embodied Service Robots in Marketing" as the article type. Authors should also indicate in the cover letter that the submission is for the Special Issue for ICAMA 2026.

Guest Editor for this Special Issue

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For more information about this special issue, please contact Prof. Taeshik Gong (gongts@hanyang.ac.kr).

Relevant Websites

- ICAMA 2026 Home Page: TBA
- Asia Marketing Journal Submission System: https://www.editorialmanager.com/amjrnl/default.aspx
- Asia Marketing Journal Author Guidelines https://amj.kma.re.kr/journal/information_author.html

About Asia Marketing Journal

Asia Marketing Journal is a Scopus-indexed, double-blind refereed journal published by the Korean Marketing Association. Since 1998, Asia Marketing Journal has published leading-edge articles with the potential to impact academics and practice in marketing. The journal welcomes high-quality research that advances marketing theory, method, and practice, with particular attention to issues relevant to Asian and global markets.