

Call for Papers

Journal of Retailing and Consumer Services

Special Issue for 2024 International Conference of Asian Marketing Associations (ICAMA) in Osaka, Japan, November 22nd~24th, 2024
Special Issue Topic: *Innovations for Smart and Sustainable Retailing*

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The Journal of Retailing and Consumer Services presents this call for papers for a special issue for 2024 International Conference of Asian Marketing Associations. Best papers dealing with "Innovations for Smart and Sustainable Retailing" from submissions to the 2024 ICAMA in Osaka, Japan, will be considered for publication in a special issue.

The retail industry is experiencing revolutionary changes globally, driven by the widespread adoption of digital technologies and new channels of commerce. While multi-commerce continues to gain traction among various demographics, technology-driven innovations like AI personalized recommendations, one-click purchasing, and subscription services have redefined customers' shopping experience, resulting in the closure of numerous offline/online retail establishments. Consequently, recent technological advancements have accelerated substantial disruptions in the comparably older retail landscape, leading to profound shifts.

In this Special Issue, our focus lies in exploring the possibility of achieving innovation for smart and sustainable retailing within the retail industry. We delve into how smart retailing, AI retailing, and the integration of advanced technologies can not only enrich customer experiences in physical stores but also reshape the competitive dynamics. For instance, the adoption of technological innovations like virtual experiences or AI driven services can elevate the intelligence of retail environments and amplify customer satisfaction in brick-and-mortar outlets. While numerous researchers are investigating the adoption of technology in retail and service environments, empirical research is crucial to comprehensively understand its impact on the retailing industry. Thus, our aim in this Special Issue is to present cutting-edge academic research that scrutinizes the evolving retail landscape through a technological perspective, focusing particularly on sustainable growth of retailing. In this special issue, we commit ourselves to exploring fresh inquiries concerning all facets of sustainable retailing, covering a broad spectrum of topics beyond the confines of traditional discourse.

Therefore, we invite original manuscripts for this upcoming special issue. The special issue is welcoming any research topic related to Smart and Sustainable Retailing. Topics in this area may include, but are not limited to, the following:

- Sustainability in retailing
- Impact of AI awareness in retail
- Algorithms and decision-making in retail
- Customer perception and trust in AI augmented services
- Circular economy strategies for sustainable retail technologies
- Impact of innovative technologies on the retail environment
- AI-based personalization strategy in retail
- Enhancing Augmented Reality (AR) experiences in retail
- Innovative technology and ethical retailing

Smart customer experience in retailing
Empowering consumers to make sustainable choices in retail
Smart technologies for retailing
Emerging technologies and innovations in retailing
New technology and human resource management in retailing
Sustainable retailing through community collaboration
Future outlook and trends in retailing

Schedule for the JRCS special issue for ICAMA 2024

Extended Abstract Submission Deadline: October 1, 2024

Invitation Notice for Conference Presentation: October 15, 2024

ICAMA Conference, Osaka, Japan: November 22~24, 2024

JRCS Special Issue Invitation Notice: November 30, 2024

Full paper submission deadline through the JRCS editorial management system: December 31, 2024

Please follow the submission guidelines of 2024 ICAMA for the extended abstract or the JRCS guideline for the full paper.

Best papers dealing with “Innovations for Smart and Sustainable Retailing” from 2024 ICAMA will be invited for consideration of publication in a special issue of *Journal of Retailing and Consumer Science (JRCS)*.

All manuscripts should be submitted (by 12/31/2024) through JRCS online manuscript management system (at <https://www.journals.elsevier.com/journal-of-retailing-and-consumer-services>) and follow the author submission guidelines of JRCS (see author’s guidelines at <https://www.elsevier.com/journals/journal-of-retailing-and-consumer-services/0969-6989/guide-for-authors>). Manuscripts submitted to the special issue should be original contributions and should not be under consideration for any other publication at the same time.

Authors should select “Special Issue: Smart and Sustainable Retailing” as “Article Type”. Also, please indicate in the cover letter that the submission is for the Special Issue for ICAMA 2024. Manuscripts will go through a peer review process, and the Special Issue is planned to appear in 2025 issue.

For More Information:

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2024 ICAMA Home Page: https://kma.re.kr/homepage/custom/About_ICAMA_2024

The Journal of Retailing and Consumer Services is an international and interdisciplinary forum for research and debate in the rapidly developing - and converging - fields of retailing and services studies. The journal is indexed in Social Science Citation Index (SSCI) with Impact Factor of this journal is 10.4 (CiteScore 16.1), ranked Q1 in Business