

Welcome to the **I International Workshop on Current Trends in Customer Experience in the Retail and Services Industries (CTCEX 2021)**

The University of Zaragoza (Spain) and the GENERES research group are proud to announce the “I International Workshop on Current Trends in Customer Experience in the Retail and Services Industries”. This workshop will be hosted for academic researchers and practitioners in the field of customer experience, providing a forum to review and discuss current trends in the retail and services industries.

The CTCEX 2021 workshop will be held on **October 7-8, 2021**. Given the health conditions due to COVID-19, the event will be organized **virtually**; participation is **free of charge**.

Researchers interested in participating in the workshop are invited to submit an **extended abstract** (maximum 1,000 words, excluding tables, figures and references) of their academic work to this email address: atrifu@unizar.es, indicating “Submission to CTCEX 2021”

Important dates:

- **July 16, 2021**: Submission deadline
- **July 30, 2021**: Notification of acceptance sent to corresponding authors
- **September 13, 2021**: Registration deadline for attendance
- **October 7-8, 2021**: Virtual Workshop

Call for Papers

Authors are invited to submit original work in all areas related to current trends in customer experience. **CTCEX 2021** welcomes both theoretical and empirical submissions.

In keeping with the theme, topics of interest for this workshop include, but are not limited to, the following areas:

- Customer experience (considering its antecedents or consequences in the short or long term, such as equity drivers, past experiences, customer retention, customer relationship expansion, etc.).
- Customer journey (from a conceptual or empirical point of view).
- The analysis of touchpoints considering all possibilities: firm-initiated contacts, customer-initiated contacts, customer-to-customer interactions, customer-to-objects interactions, social or external touchpoints.
- The study of customer complaints and service recovery processes and their impact on customer experience.
- The impact of emerging technology (artificial intelligence, virtual reality, augmented reality, wearables, and the Internet of Things) on customer experience.

- Service innovation design and customer experience co-creation.
- The impact of COVID-19 on customer experience.
- Customer experience in services, such as tourism and hospitality industries during COVID-19.
- How can firms improve customer experience in today's age of omni-channel shopping?

Submission

We invite authors to submit extended abstracts of their works. Theoretical and methodological (both qualitative and quantitative) approaches are equally encouraged.

An electronic copy in Microsoft Word or PDF should be sent by email indicating “Submission to CTCEX 2021” to atrifu@unizar.es no later than July 16, 2021.

There are no any specific requirements for the format of the submission except following the APA style for references (see <https://www.mendeley.com/guides/apa-citation-guide>).

The submissions will be reviewed by the workshop's scientific committee. Upon acceptance, authors (or at least one author) agree to attend and present the accepted research at the workshop. Authors are required to register no later than September 13.

All accepted submissions that are finally presented at the workshop will receive the corresponding certificate of attendance and presentation.

Author guidelines for extended abstracts:

- All submissions and presentations must be in English (American or British is accepted, but not a mixture of these)
- The extended abstracts should have a maximum of 1,000 words (excluding tables, figures and references).
- The extended abstracts should include the main objectives of the research, a brief literature review of the most relevant prior studies, the research method, its results and main findings (if applicable) and the originality of the research.

Programme and Registration

After communications' acceptance, to register for **CTCEX 2021**, participants should fill in the electronic registration form no later than September 13, 2021. This registration form will be available at the beginning of July.

We would like to remind that **CTCEX 2021** is **free of charge** for participants.

The programme will be published in the web of “Grupo de Investigación Generés (<http://generes.unizar.es/es/>)” after summer and will be sent to the participants by e-mail.

If you have any questions, please do not hesitate to contact us at: atrifu@unizar.es.

Organization

Chairs

Iguacel Melero (Associate Professor at the University of Zaragoza. Associate Editor, UCJC Business & Society Review)

Jesús Cambra-Fierro (Full Professor at the University Pablo de Olavide. Editorial Board, Service Business)

Senior Advisory Panel

Levent Altinay (Full Professor at the Oxford Brookes University. Editor, Service Industries Journal. Editorial Board, Journal of Business Research, Journal of Service Theory and Practice, International Journal of Contemporary Hospitality Management)

Sang M. Lee (Emeritus Professor at the University of Nebraska. Editor, Service Business)

Lia Patrício (Associate Professor at the University of Porto. Editorial Board, Journal of Service Research, Journal of Service Management, Journal of Services Marketing).

Yolanda Polo (Full Professor at the University of Zaragoza, Editorial Board, Spanish Journal of Marketing)

Harry Timmermans (Full Professor at the University of Technology Eindhoven. Editor, Journal of Retailing and Consumer Services).

Alan Wilson (Full Professor at the University of Strathclyde. Editorial Board, International Journal of Market Research)

Academic Committee

Edgar Centeno (Associate Professor at the EGADE-TEC Monterrey. Editorial Board, Journal of Product and Brand Management, Journal of Place Branding and Public Diplomacy)

Estrella Díaz (Associate Professor at the Universidad of Castilla-La Mancha, and Marie Curie Fellow at San Diego State University)

María Fuentes (Associate Professor at the University Pablo de Olavide)

Inés Kuster (Full Professor at the University of Valencia. Associate Editor, Physiology and Behaviour, and Foods)

Juan Luis Nicolau (Full Professor at the Virginia Tech University. Associate Editor, Annals of Tourism Research. Editorial Board, Tourism Management)

Lourdes Pérez (Full Professor at the Toulouse Business School)

Leticia Santos (Full Professor at the University of Oviedo. Associate Editor, Business Research Quarterly)

F. Javier Sesé (Full Professor at the University of Zaragoza. Editorial Board, Journal of Service Research)

Natalia Vila (Full Professor at the University of Valencia. Associate Editor, Physiology and Behaviour, and Foods)

Secretary

Lily Gao (Doctorate at the University of Zaragoza)

Andreea Trifu (University of Zaragoza, PhD candidate)