

Journal of Retailing and Consumer Services

Special Issue: “Sustainable Consumer Services”

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Special Issue Editor

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Interests: sustainable business; sustainable tourism; sustainable development; sustainable consumer services; branding; marketing; forecasting models; economic impacts

About the Special Issue: “Sustainable Consumer Services”

The retail and hospitality industries are a key part of the service economy of the world. Company leaders recognize that consumer service is the main factor that separates their products and services from the competition. Managers recognize that it is not enough to simply meet consumer expectations with satisfactory service. Managers also understand that in order to get and sustain consumers, their companies must exceed consumer expectations with outstanding service. One of a manager's roles is to educate employees about excellent and sustainable consumer service and his/her company's philosophy of service delivery. Everything from employee training to company policy changes can affect and improve the consumer experience.

Major strategy frameworks pertinent to sustainable consumer services and business growth include company images, excellent service demands, environmental concerns, the effects of corporate culture and organization on service decisions, consumer relationship management, green branding, and effects of excellent services on employee satisfaction, employee productivity and company profitability. Discussing the strategy framework from a sustainable and excellent consumer service perspective, we invite you to contribute to this special issue by submitting comprehensive reviews, case studies, or research articles.

Keywords

- excellent and sustainable consumer service
- effects of corporate culture
- consumer relationship management
- employee satisfaction and productivity
- company profitability

Guide for Authors

Submission of Papers Authors are requested to submit their original manuscript electronically via e-mail attachment to the Guest Editor, Professor Rachel J.C. Chen, at RCHEN@UTK.EDU

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Ratchford, B.T., Norton, D.P., 1988. A model and measurement approach for studying retail productivity. *Journal of Retailing* 64 (3), 241-263.

Kaplan, R.S., Norton, D.P., 1996. *The Balanced Scorecard: Translating Strategy into Action*. Harvard Business School Press, Boston, MA.

Sealy, K., 1992. International air transport. In: Hoyle, B.S., Knowles, R.D. (Eds.), *Modern Transport Geography*. Belhaven Press, London, pp. 233-256.

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