



24TH INTERNATIONAL COLLOQUIUM ON RELATIONSHIP MARKETING
SEPTEMBER 6-9, 2016 | TOULOUSE, FRANCE

CALL FOR PAPERS

**EXTENDED SUBMISSION DEADLINE:
APRIL 22ND 2016**

The 24th edition of the International Colloquium on Relationship Marketing (ICRM) will be held in Toulouse, France from September 6th to 9th 2016. It will be hosted by the Center for Research in Management (CRM CNRS UMR 5303) and the IAE Toulouse School of Management, Toulouse 1 Capitole University.

Click here to visit the website: icrm2016.sciencesconf.org.

ABOUT ICRM

The Colloquium was originally conceived as an on-going forum for creating new knowledge and circulating viewpoints which challenge established marketing management theory and practices. David Ballantyne, the first convenor, had the vision of a Colloquium which went beyond the bounds of a small and friendly conference to one which would expand and sustain a community of researchers, allow sufficient time for dialogue among those researchers, and provide access to academic journals for publishing the Colloquia papers. Networks and dialogue remain essential elements of the Colloquium.

ICRM 2016 – FOUR DAYS OF DISCUSSION, EXCHANGE, AND INTERACTIONS

The ICRM 2016 Programme will include three parts customarily integrated into the conference: a Doctoral Colloquium on September 6th 2016, the full Academic Colloquium on September 7th and 8th 2016, and an Academia Meets Practice Day on September 9th 2016.

September 6th 2016: Doctoral Colloquium

As at previous ICRM events, the 2016 colloquium will provide outstanding doctoral students wishing to pursue a career in academia and the field of relationship marketing with an opportunity to present and to discuss their PhD projects with other doctoral students and experienced academics specialised in the field.

Applicants from all phases of the research project and covering all methodological approaches and topics related to relationship marketing will be considered. The selection committee encourages PhD students who apply innovative methods and who integrate several impacts of the digital empowerment of relationships to submit their projects.

During the afternoon and evening, a social event will be organized for early arrivals. In addition, there will be an evening welcome reception and cocktail for delegates (*more information to follow*).

September 7th and 8th 2016: Academic Colloquium

In accordance with the colloquium's mission to stimulate and encourage ongoing debate, discussion, and interaction, ICRM 2016 will be organized as paper presentation sessions with time for discussion. All topics related to relationship marketing i.e. actor-to-actor including B2C, B2B, C2C, human-to-human, and human-to-machine - are welcome and researchers are invited to submit their best and unpublished work.

An informal dinner will conclude the first day of the full colloquium (September 7th 2016) of the colloquium. A gala dinner for delegates will be held on September 8th 2016, at one of the most prestigious locations in Toulouse. During the gala dinner, prizes for the best paper by a doctoral student and the best competitive paper will be awarded.

September 9th 2016: Academia Meets Industry

The third major objective of the ICRM 2016 is to bring together relationship marketing specialists from academia and business. The 4th day of the Colloquium will include keynote speeches from both academia and the marketing industry to stimulate debate and the exchange of ideas. Through the participation of local and regional institutions, associations and organizations as well as the IAE Toulouse School of Management's network of sponsors we will encourage the transfer of knowledge on the latest scientific insights from scholars and best case studies of marketing professionals in order to shape future research agendas and practices in relationship marketing.

THEME OF ICRM 2016

Previous editions of the colloquium discussed the past, present, and future of relationship marketing and an evolving perspective on relational behaviors in marketing. At ICRM 2016, the theme will be the impact of technology on relationships: **Digitally Empowered Relationships – A Blessing or a Curse for Relationship Marketing?**

The development of the Internet and Information and Communication Technologies has profoundly altered how people communicate, shop, and consume and encompasses various life domains. This development empowers individuals in their role as actors in the marketplace and in their relationships with producers and sellers: online reviews by peers help them make the right decisions and to avoid bad service providers; price comparison sites make it possible to choose the cheapest competitor or to negotiate with salespersons in-store; and the interactive nature of online conversations and co-creation platforms enable marketers to build and

deepen relationships through ongoing and instantaneous interactions with their customers.

Potential topics include:

- Consumer power and empowerment in the digital era
- The impact of new technologies on relationships
- Mobile technologies and the customer-seller-relationship
- Online platforms and the sharing economy
- (Big) Data-Driven relationship marketing
- Relationships between personalization and privacy concerns
- How Social media shapes (offline) behavior and relationships

In 2016, we would like to examine topics related to the digital empowerment of relationships and its major implications for relationship marketing management and research. We especially welcome submissions that shed light on the issues from interdisciplinary perspectives will be. In addition to this broad spectrum of topics, for its 24th Edition, the committee welcomes all papers that represent the scholars' best and unpublished research which challenges current thinking, could foster and shape future relationship marketing practice and research, and discuss the various themes of relationship marketing.

SUBMISSION DEADLINES AND IMPORTANT DATES

Submission deadline:	April 1st 2016
Extended deadline:	April 22nd 2016
Notification of reviewer decisions:	May 15th 2016
Deadline for revised papers:	July 15th 2016

BEST PAPER AWARDS

Prizes for the **Best Paper by a Doctoral Student** as well as for the **Best Competitive Paper** will be awarded during the gala dinner. The three best papers will be reviewed for potential publication in the **Journal for Service Management** (2014 Impact Factor: 2.000). The double-blind reviewing process will select the finalists for the awards and those invited to submit their papers to the Journal of Service Management. The colloquium's scientific committee will make the final decision. Authors of the selected papers will be invited to submit full papers of their submissions before the deadline for revised papers (July 15th 2016).

AUTHOR GUIDELINES

Papers should be submitted as Word documents (.doc or .docx, Times New Roman, 12pt, double spaced) via the "Submit a paper" section of the colloquium website (icrm2016.sciencesconf.org) and adhere to the following guidelines:

Length of first submission

- Submissions (extended abstracts) should be between 1,000 and 2,000 words excluding title page (with title, keywords, and structured abstract) and references.

Length of revised papers

- Revised papers may be submitted in the same format as the first submission (i.e., extended abstract) or as a full paper (in the case of finalists for Best Paper Awards). Full papers should be between 9,000 and 12,000 words in length. This includes all text including references and appendices. Please allow 280 words for all figures and tables.

Author details

- No author details should be given in the submitted papers. Author details will only be provided through the submission process on the colloquium website.

Title page information

- Title, structured abstract (max. 250 words; see below), keywords (3-5)

Structured abstract

- Purpose (mandatory)
- Design/methodology/approach (mandatory)
- Findings (mandatory)
- Research limitations/implications (if applicable)
- Practical implications (if applicable)
- Social implications (if applicable)
- Originality/value (mandatory)

References

- References to other publications must be in Harvard style. Publications should be cited in the text as follows: (Adams, 2006) using the first named author's name (Adams and Brown, 2006) citing both authors' names, or (Adams et al., 2006), when there are three or more authors. At the end of the paper a reference list in alphabetical order should be provided:

For books

- Surname, Initials (year), *Book Title*, Publisher, Place of publication.
- e.g. Harrow, R. (2005), *No Place to Hide*, Simon & Schuster, New York, NY.

For book chapters

- Surname, Initials (year), "Chapter title", Editor's Surname, Initials, *Title of Book*, Publisher, Place of publication, pages.
- e.g. Calabrese, F.A. (2005), "The early pathways: theory to practice – a continuum", in Stankosky, M. (Ed.), *Creating the Discipline of Knowledge Management*, Elsevier, New York, NY, pp. 15-20.

For journals

- Surname, Initials (year), "Title of article", *Journal Name*, volume, number, pages.
- e.g. Capizzi, M.T. and Ferguson, R. (2005), "Loyalty trends for the twenty-first century", *Journal of Consumer Marketing*, Vol. 22 No. 2, pp. 72-80.

For published conference proceedings

- Surname, Initials (year of publication), "Title of paper", in Surname, Initials (Ed.), Title of published proceeding which may include place and date(s) held, Publisher, Place of publication, Page numbers.
- e.g. Jakkilinki, R., Georgievski, M. and Sharda, N. (2007), "Connecting destinations with an ontology-based e-tourism planner", in Information and communication technologies in tourism 2007 proceedings of the international conference in Ljubljana, Slovenia, 2007, Springer-Verlag, Vienna, pp. 12-32.

For unpublished conference proceedings

- Surname, Initials (year), "Title of paper", paper presented at Name of Conference, date of conference, place of conference, available at: URL if freely available on the internet (date of access).
- e.g. Aumueller, D. (2005), "Semantic authoring and retrieval within a wiki", paper presented at the European Semantic Web Conference (ESWC), 29 May-1 June, Heraklion, Crete, available at: <http://dbs.uni-leipzig.de/file/aumueller05wiksar.pdf> (accessed 20 February 2007).

For working papers

- Surname, Initials (year), "Title of article", working paper [number if available], Institution or organization, Place of organization, date.
- e.g. Moizer, P. (2003), "How published academic research can inform policy decisions: the case of mandatory rotation of audit appointments", working paper, Leeds University Business School, University of Leeds, Leeds, 28 March.

For electronic sources

- If available online, the full URL should be supplied at the end of the reference, as well as the date that the resource was accessed.
- e.g. Castle, B. (2005), "Introduction to web services for remote portlets", available at: <http://www-128.ibm.com/developerworks/library/ws-wsrp/> (accessed 12 November 2007).
- Standalone URLs, i.e. without an author or date, should be included either within parentheses within the main text, or preferably set as a note (roman numeral within square brackets within text followed by the full URL address at the end of the paper).

Authors of accepted papers may decide whether the extended or the structured abstract will be published in the colloquium proceedings.

Andreas Munzel

Associate Professor of Marketing

ICRM 2016 SCIENTIFIC COMMITTEE

Lars Meyer-Waarden

Full Professor of Marketing

- Laurent Bertrandias (Full Professor of Marketing, Toulouse University, UT3, IUT, France)
- Jean-Marc Décaudin (Full Professor of Marketing, Toulouse University, UT1, IAE, CRM CNRS, France)
- Jean-Philippe Galan (Full Professor of Marketing, Bordeaux University, IAE, IRGO, France)
- Gilles N'Goala (Full Professor of Marketing, Montpellier University, AES, MRM, France)
- Eric Vernet (Full Professor of Marketing, Toulouse University, UT1, IAE, CRM CNRS, France)

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