



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.

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

September 6th 2016: **Doctoral Colloquium & Welcome Reception**

September 7th 2016: **Academic Colloquium & Informal Dinner**

September 8th 2016: **Academic Colloquium & Gala Dinner**

September 9th 2016: **Academia Meets Industry**

THEME OF ICRM 2016

The theme of ICRM 2016, will be to the impact of technology on relationships: **Digitally Empowered Relationships – A Blessing or a Curse for Relationship Marketing?**

Potential topics include:

- Consumer power and empowerment in the digital era
- 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
- Social media effects in shaping (offline) behavior and relationships

In addition to the broad spectrum of topics listed, for its 24th Edition, the committee welcomes **all papers** that represent the scholars' best and unpublished research which challenges current thinking, could foster and shape future relationship marketing practice and research, and discuss the various topics of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). A 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):

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.

Please visit the ICRM2016 website for full author guidelines.

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

ICRM 2016 CHAIRS

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Full Professor of Marketing

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