



Services Marketing Track

Services marketing involves the management of marketing activities in service businesses. At the services marketing track, we are looking out for papers with important theoretical and practical implications for the service sector, particularly those addressing the drastic socio-economic changes experienced by the Chinese market. Submissions are encouraged on the following suggested, but not exclusive, areas:

- ✓ Assessment and/or improvement of customer satisfaction with services
- ✓ Consumer involvement in services
- ✓ Consumers' adoption of innovative services
- ✓ Service recovery
- ✓ Service brand management
- ✓ Consumer behavior toward self-service technologies
- ✓ Consumer engagement and service experience
- ✓ Consumer relationship management in services
- ✓ Methodological advances in services

Track Chair: Sijun Wang

Professor of Marketing

Loyola Marymount University

Sijun Wang is a professor of marketing at Loyola Marymount University. Her research focuses on customer relationship management and service employee-client interfaces. She has published in journals such as *Journal of Marketing*, *Organization Science*, *Journal of Service Research*, *Journal of Business Research*, *Journal of Business Ethics*, *Journal of Marketing Theory and Practice* and *Journal of Interactive Marketing*.

Track Chair: Yeqing Bao

Professor of Marketing

Associate Dean of Graduate Studies

Associate Director of International Engagement

University of Alabama in Huntsville

Yeqing Bao is a Professor of Marketing and Associate Dean of Graduate Studies at the University of Alabama in Huntsville (UAH). His research interest is on promotional strategy and product innovation management. His work has appeared in such journals as the *Journal of Advertising Research*, *Journal of Operations Management*, *Psychology & Marketing*, *Journal of Business Research*, *Journal of Marketing Theory and Practice*, and *Journal of Strategic Marketing*.