CALL FOR PAPERS

INTERNATIONAL JOURNAL OF RETAIL AND DISTRIBUTION MANAGEMENT

Special Issue
The Rise of Retail Consumers: Understanding Omnichannel Shopper Experience

Interests are growing on the topic of shopper experience in the rapidly changing world of retail (Homburg *et al.*, 2015). Shopper experience, the shopper's "cognitive, affective, emotional, social, and physical responses to the retailer" (Verhoef *et al.*, 2009, p.32), is an undeniably important factor for the success of any retail business. Although the importance of shopper experience is univocally accepted, our understanding of what it means and how it can be enhanced in the new omnichannel shopping environment is still unclear.

The internet and new technologies transformed the retail landscape completely and a complex array of retail channels are emerging. In this environment, predicting customers' behaviors and their habits is increasingly challenging as the new environment continuously reshapes customer shopping patterns. Shoppers expect to seamlessly move across multiple retail channels (Bell *et al.*, 2015) and often are engaged in more than one channel simultaneously (Phalen & Ducey, 2012).

At this important time of change, it is timely to develop and advance our knowledge of omnichannel shopper experience. There is a lack of theoretical and empirical knowledge on the topic. Therefore, this special issue aims to publish original and novel research to deepen our knowledge and understanding of omnichannel shopper experience. The issue will carry revised and extended versions of selected papers presented at the 2017 American Collegiate Retailing Association (ACRA) conference, but we are also inviting other experts to submit manuscripts for this call.

Topics for this special issue may include (but are not limited to):
- Theoretical framework to understand customer experience
- How do we understand the holistic and dynamic nature of omnichannel shopper experience over time?
- How do new technologies (e.g., Internet of Things, multiple device usage in shopping, virtual reality, augmented reality) shape customer expectation, experience, and evaluation of the shopping journey?
- What role does marketing communication (e.g., advertisements, mobile push notification, promotional emails, personalized offers) play in omnichannel, cross-screen shopping journeys?
- What barriers and uncertainties stand in customer experience?
- How do consumers' online and offline experiences affect each other?
- How should retailers design in-store experiences in the age of omnichannel shopping?
- How are virtual and physical experiences similar and different?

- What are unique and universal challenges in different retail industries (e.g., entertainment, service, sports, restaurants, hotels)?
- What are methodological innovations to research real-time customer experiences?

Submission

Each submission will undergo a rigorous double-blind review process. Submissions in English should be made via ScholarOne Manuscripts, IJRDM's online submission and peer review system. Registration and access is available at: https://mc.manuscriptcentral.com/ijrdm. Full information and guidance on using ScholarOne Manuscripts is available at the Emerald ScholarOne Manuscripts Support Centre: http://msc.emeraldinsight.com/. The Full Author Guideline for the journal can be found here.

Timeline

- Manuscript submission deadline: **Extended to June 2, 2017**
- Decision for acceptance: October 30, 2017

Guest Editors

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References

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Homburg, C., Jozić, D., & Kuehnl, C. (2015), "Customer experience management: Toward implementing an evolving marketing concept", *Journal of the Academy of Marketing Science*, doi:10.1007/s11747-015-0460-7.

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