



Call for papers

Special issue “Marketing Decisions” 2026

Theme: Services Marketing

The guest editors for this special issue are:

Renaud Lunardo and William Sabadie

Marketing is a relatively young discipline, and service marketing even more so, having gradually structured itself in response to the growing importance of services in the economy. Like any field of research, it began its development by asserting specific features that set it apart from product marketing (Zeithaml, 1981; Eiglier and Langeard, 1987; Grönroos, 2007). Service marketing research then gained recognition with a dynamic community of researchers, conferences such as La Londe, prestigious journals including the Journal of Service Research, and dedicated teaching. More recently it has contributed to the emergence of a value co-creation approach to marketing (Vargo & Lusch, 2016), which transcends the dichotomy between products and services.

Thus, service marketing considers the place of the customer as an actor who co-produces the service (Hibbert, Winklhofer & Temerak, 2012; Bieler, Maas, Fischer & Rietmann, 2022). For example, numerous studies on service quality have questioned the determinants of customer satisfaction (Zeithaml, Berry & Parasuraman, 1996; Oliver, 2010), highlighting the role of consumers’ interactions with frontline staff or the shopping environment (Solomon, Suprenant, Czepiel & Gutman, 1985). The management of interactions with frontline staff (Maxham III, Netemeyer & Lichtenstein, 2008) or with technology (Meuter, Ostrom, Roundtree & Bitner, 2000) has since generated a large body of work. This particularly fruitful approach informs current research on fundamental topics such as the value chain (Hogreve, Iseke & Derfuss, 2022), customer experience (Lemon & Verhoef, 2016), and more recently, artificial intelligence (Blut, Wang, Wunderlich & Brock, 2021; Crollic, Thomaz, Hadi & Stephen, 2022; Hollebeek, Menidjel, Sarstedt, Jansson & Urbonavicius, 2024). Lately, research has also highlighted the transformative role of services in enhancing consumer well-being, for example, by facilitating access to goods and resources (health services), helping them save

time by providing effective solutions to their needs (car-sharing services), or offering a personalized experience (tourism services) (Anderson et al., 2013).

In the face of these developments, the stakes—both for service marketing research and for practitioners—are significant, and the subjects of investigation are vast. That's why this special issue aims to be open to a wide range of topics, as well as conceptual and empirical manuscripts. If researchers have any doubts about an original idea for a contribution, they can summarize it in 1/2 page maximum and email it to the guest editors of this special issue for an informal opinion (Renaud Lunardo: renaud.lunardo@kedgebs.com and William Sabadie: william.sabadie@univ-lyon3.fr). Manuscripts are subject to Marketing Decision's usual evaluation process and must comply with the magazine's presentation rules as specified on its website. Any article not complying with these rules will be rejected. **Article proposals should be sent in electronic format by September 30, 2025 on the "Marketing Decisions" platform: dm.manuscriptmanager.net**

Note: Marketing Decisions is also published in French under the name "Décisions Marketing". Submissions may be made in English or French.

Looking forward to discovering your research!



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