



emerald PUBLISHING

ISSN 2055-6225  
Volume 00 Number 00 2025

Journal of  
**Service Theory  
and Practice**

**Special Issue Call for Papers**

***Service Marketing for Good***

***Journal of  
Service Theory and Practice***

**Guest Editors:**  
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Sven Tuzovic &  
Marjan Aslan***

 **anzmac**  
AUSTRALIAN & NEW ZEALAND MARKETING ACADEMY

### ***Key Dates/Deadlines***

**01 September 2023: Call for Papers Announced**

**01 May 2024: Submissions Open**

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**Volume 35(7) 2025: Estimated Publication**

## **Service Marketing for Good**

Society is just seven years away from the aim to achieve the 17 Sustainability Development Goals (SDG) adopted by all United Nations Member States in 2015 and coming into effect in 2016 (UN, 2023). While the 17 SDGs are deemed an important shared blueprint for people and the planet (UN, 2023), being mid-way to 2030, it appears that individual countries and sub-groupings of nations struggle to come to clear agreements on how to best protect the planet and its climate (DW, 2023). While much more coordinated effort amongst countries is needed to achieve the SDGs, academics in the marketing and service domains have joined the quest to contribute to “the betterment of society and our planet” as these disciplines play “a critical role in shaping consumer behaviour and influencing societal norms” and have the “potential to create significant social and environmental impact” (ANZMAC, 2023).

Particularly, the service discipline has signalled its motivation to work on improving people’s and planet’s wellbeing with the introduction of novel concepts that strive to improve human lives and the life on our planet (Anderson *et al.*, 2013). While the necessity of using **service and service marketing for good** to contribute to the wellbeing of people and planet has been highlighted in recent research (Donthu *et al.*, 2021), this requires more effort and exploration. A particular focus on bettering the lives of people or entire geographical regions marginalised or underserved is

necessary, such as refugees (Finsterwalder *et al.*, 2021), members of the LGBTIQ+ community (Rosenbaum *et al.*, 2021), people at the bottom of the pyramid (Fisk *et al.*, 2016) or developing countries (Donthu *et al.*, 2021). Moreover, leveraging community to co-create wellbeing for people and planet requires further exploration (Chen *et al.*, 2021; Willmott *et al.*, 2022) as does the provision of services in hostile or challenging environments (Kabadayi *et al.*, 2021). More focus is also required on a systems approach to wellbeing (Finsterwalder & Kuppelwieser, 2020), not only centring on its human aspects but also on its ecological facets.

Focus of the *Journal of Service Theory and Practice* (JSTP) special issue:

- The special issue relates to the **Australian and New Zealand Marketing Academy** (ANZMAC) 2023 Conference track **Services, Retailing and Customer Experience**. ANZMAC has a long standing collaboration with JSTP in publishing work derived from submissions to the ANZMAC Services track.
- The special issue call for papers is also an **open call** and not restricted to conference track submissions only but invites the community of service researchers to submit their latest work on **service marketing for good** and bettering society and environment through service.

We encourage submissions of **conceptual and empirical papers** which focus on the **areas of services, retailing and customer experience but with the above mentioned aim of bettering planet's and / or people's wellbeing**. We invite papers on pioneering and thought provoking research taking a wide range of **theoretical lenses** and **methodological approaches** with a preference for papers that infuse theories from other disciplines into the service domain, such as Conservation of Resources (COR) Theory (Loh *et al.*, 2022). We would also like to see manuscripts which use novel methods, such as innovative qualitative mixed method combinations (Dodds *et al.*, 2018), or methods focused on specific contexts, such as vulnerable people (Dodds *et al.*, 2023). Furthermore, we encourage the submission of work that showcases **implementation projects**. Moreover, we would like to stimulate submissions that show **cooperation across disciplines** or highlight joint work by academics and practitioners. We welcome papers that cover, but are not limited to, the following topics:

- emerging concepts and developments in transformative service research
- generative artificial intelligence (AI) technology and its role in bettering people and planet
- human-robot interactions and hybrid service encounters
- B2B, B2C and C2C services and experiences for good
- wellbeing co-creation
- sustainable services and service ecosystems
- services and customer experiences for vulnerable groups, such as refugees, LGBTIQ+, bottom-of-the-pyramid or developing countries
- actor-to-actor engagement and wellbeing
- design of services, experiences and retail scapes for wellbeing

Authors should have engaged with extant literature published in JSTP related to their topic before submitting their paper.

## Journal of Service Theory and Practice

Google Scholar and the Journal Citation Report (JCR) metrics for 2022 both rank *JSTP* at sixth place amongst the service journals with a 1-y IF (2022) of 4.6 and a 5-y IF (2022) of 5.1. *JSTP*'s Scopus CiteScore is 6.2 (2022) and it is a Quartile 1 (Q1) journal in the 2022 Scimago rankings.

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## Submissions

All submissions should be made to the special issue identified on the *ScholarOne Online Manuscript Submission System*  
<https://mc.manuscriptcentral.com/jostp>.

To be considered for publication, the article must be prepared according to the requirements on the Emerald website. Articles should be between 8,000 and 12,000 words in length. This includes all text, for example, the structured abstract, references, all text in tables, and figures and appendices. Allow 280 words for each figure or table. The maximum length of the structured abstract should be 250 words in total, including keywords and article classification. Manuscripts should use Times New Roman 12-point font, with 1 inch margins surrounding each page of text and be double spaced. All submitted manuscripts should not have been published, accepted for publication, or be currently under consideration elsewhere.

Manuscripts should follow the style guidelines available on the *Journal of Service Theory and Practice's* home page at:  
<https://www.emeraldgroupublishing.com/journal/jstp>

Submissions will be evaluated primarily on the basis of adequate coverage of the research domain and originality in contributing to expanding our knowledge in the field of service and wellbeing. Interested potential contributors can contact the *JSTP Special Issue Guest Editors* to discuss their ideas for a paper prior to submitting a manuscript.

Please direct any questions about the submission process, or any other administrative issue, to the *JSTP Editorial Office*: Dipti Chawathe,  
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## Key Dates/Deadlines

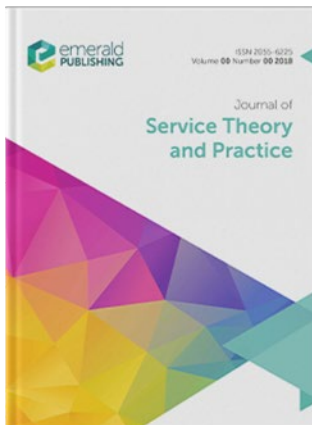
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This Special Issue is a Cooperation between



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