Journal of Services Marketing

# CALL FOR PAPERS

## "MARKETING AND CONSUMER RESEARCH AT THE INTERSECTION OF SERVICES AND PUBLIC POLICY"

**15 January 2026** — **Submissions Due**

**SUBMISSIONS MAY ADDRESS, BUT ARE NOT LIMITED TO, THE FOLLOWING THEMES:**

- **Regulatory and Policy Impacts on Services Marketing**: How regulations influence service design, customer experience, and firm strategies.
- **Consumer Protection in Services**: Research examining deceptive practices, service failures, consumer vulnerability, and ethical concerns.
- **Technology, AI, and Public Policy in Services**: The impact of artificial intelligence, digital services, and data privacy policies on service delivery and marketing.
- **Sustainability and Social Responsibility in Services**: The role of service firms in driving environmental and social policy initiatives.
- **Healthcare and Public Services Marketing**: Examining the intersection of healthcare services, public policy, and consumer well-being.
- **Public-Private Partnerships in Services**: How collaborations between governments, NGOs, and service firms enhance service quality, accessibility, and policy compliance.
- **Services Marketing in Highly Regulated Industries**: Challenges and opportunities in industries such as finance, healthcare, and telecommunications.
- **Transformative Service Research (TSR)**: The role of services in enhancing consumer and societal well-being, including public health, financial inclusion, and education.

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**Special Issue Guest Editors**

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