

Call for Papers

Cornell Hospitality Quarterly

Special Issue for 2020 International Conference of Asian Marketing Associations (ICAMA) in Seoul, Korea on March 7th, 2020

Special Issue Topic: *Luxury Hospitality and Services Marketing*

Co-Guest Editors: Ki-Joon Back, Ph.D. Eric Hilton Chair Professor and Associate Dean, Conrad N. Hilton College of Hotel and Restaurant Management, University of Houston, kback@uh.edu

JungKun Park, Ph.D. Professor, College of Business, Hanyang University, viroid2007@gmail.com

Kathy LaTour, Ph.D. Associate Professor, School of Hotel Administration, SC Johnson College of Business, Cornell University, Kal276@cornell.edu

The Cornell Hospitality Quarterly presents this call for papers for a special issue of 2020 International Conference of Asian Marketing Associations. Best papers dealing with "Luxury Hospitality and Services" from submissions to the 2020 ICAMA in Seoul (Korea, March 7th) will be considered for publication in a special issue.

The special issue is welcoming any research topic related to retail innovation in "Luxury Hospitality and Services Marketing. Topics in this area may include, but are not limited to, the following:

- Luxury brand extension (vertical or horizontal) in hospitality
- Luxury services through online/mobile/ubiquitous commerce
- Luxury services and social media/word-of-mouth/promotion
- Various consumer behavior within luxury hospitality and services
- Experiential luxury/Virtual reality
- Theoretical development of luxury services or a definitional framework of luxury services
- The future of luxury services
- Profiling of luxury consumers/Generation gap consuming luxury hospitality and services
- Any other creative research for luxury hospitality and services studies

Tentative Schedule for the CHQ special issue for ICAMA 2020

January 4 2020: Extended Abstract Submission

January 11 2020: Acceptance Notice (Conference)

February 14, 2020: Revise and Resubmission (if it is necessary)

March 7, 2020: ICAMA Conference in Seoul, Korea

March 31, 2020: Special Issue Invitation Notice

May 20-June 10, 2020: Paper submission through the CHQ online editorial management system

Submission Guidelines for Conference

- Submission Deadline for Extended Abstract: December 4, 2019

Please follow the submission guidelines of 2020 ICAMA in Seoul for the extended abstract.

Please submit a single MS Word file to the e-mail address above.

Submission Guidelines and Review Process for Selected Papers

- Full Paper Submission Period: May 20~June 10, 2020

Best papers dealing with “Luxury Hospitality and Services Marketing” from 2020 ICAMA in Seoul will be invited for consideration of publication in a special issue of *Cornell Hospitality Quarterly (CHQ)*

All manuscripts should be submitted through CHQ online manuscript management system (at THE WEB ADDRESS WILL BE DETERMINED LATER) and follow the author submission guidelines of CHQ (see author’s guidelines at <https://us.sagepub.com/en-us/nam/journal/cornell-hospitality-quarterly#submission-guidelines>) for considering the publication in CHQ. Manuscripts submitted to the special issue should be original contributions and should not be under consideration for any other publication at the same time. All submissions should be grounded in relevant theory and sound methodology.

Authors should select “Special Issue: ICAMA 2020” as “Article Type.” Also, please indicate in the cover letter that the submission is for the Special Issue for ICAMA 2020. Manuscripts will go through a peer review process, and the Special Issue is planned to appear in n issue in 2021.

For More Information:

Ki-Joon Back, Ph.D. kback@uh.edu

JungKun Park, Ph.D. viroid2007@gmail.com

Kathy LaTour, Ph.D. Kal276@cornell.edu

2020 ICAMA in Seoul: <http://www.kma.re.kr>

E-mail: kma@kma.re.kr