

Customer Engagement and Interactivity Workshop

**Adelaide Business School
10th – 11th July 2014**

**Sponsored by Adelaide Business School and Marketing Department, University of
Auckland Business School**

Co-Chairs: Roderick Brodie, Jodie Conduit & Linda Hollebeek

Workshop Purpose

The aim of the workshop is to connect academics with research interests in the areas of Engagement and Interactivity to work together to produce work for two avenues for publication.

1. Book on Contemporary Issues in Customer Engagement. Publisher Routledge. Edited by Roderick Brodie, Linda Hollebeek and Jodie Conduit.
Deadline for submission: 31 December 2014
2. *Journal of Strategic Marketing* Special Issue on “Non-Monetary Social and Network Value: Understanding the Effects of Non-Paying Customers in New Media”. Guest Editors: Linda Hollebeek and Roderick Brodie.
Deadline for submission: 30 September 2014.

The call for proposals for the book on Contemporary Issues in Customer Engagement, and call for papers for the *Journal of Strategic Marketing* Special Issue are included below.

Workshop Format

Up to ten article proposals for the *Journal of Strategic Marketing* Special Issue, or a chapter proposal for the book on Customer Engagement will be accepted and the workshop will be limited to 20 participants. Each proposal will be reviewed by the workshop participants using a structured interactive process.

It is proposed that the workshop starts midday on Thursday 10th July and concludes later on Friday afternoon 11th July to fit with participants' travel plans.

Proposal Length: Up to 500 words and state book chapter or Special issue.

Due date for Proposal Submissions: by 23 May 2014 to Jodie Conduit
(jodie.conduit@adelaide.edu.au)

Distribution of Workshop Invitations: by 6 June 2014

The workshop will be sponsored by the School of Marketing and Management, University of Adelaide Business School and the Marketing Department, University of Auckland Business School. Participants will only need to cover travel and accommodation costs.

Draft Call for Proposals for the Routledge Book

‘Contemporary Issues in Customer Engagement’

Edited by

Roderick Brodie, University of Auckland

Linda Hollebeek, University of Waikato

Jodie Conduit, University of Adelaide

Concept and Focus

Marketing has experienced a paradigm shift in the most recent decade, with recognition that consumers are no longer merely passive recipients of an organisation’s strategy, but rather demand interaction and the ability to create value in their experiences (Pralhalad and Ramaswamy, 2004). The notion of ‘customer engagement’ originated from industry leaders, who were seeking to manage their customers beyond the various touch-points and motivate them to interact and connect with brands (Brodie et al., 2011). A dearth of consistent terminology and academic leadership resulted in numerous tools and frameworks for building engagement in the popular business press (e.g. McKinsey&Co.).

Recent marketing literature has provided clarification of customer engagement as a psychological mind-set with cognitive, emotional and behavioural dimensions (Brodie et al., 2011) to extend the construct beyond its on-line behavioural manifestations (e.g. van Doorn et al., 2010). While several authors have explored customer engagement in different contexts and proposed influences and outcomes of customer engagement (e.g. Bowden 2009; Brodie et al., 2011; van Doorn et al., 2010; Vivek et al., 2012; Wirtz et al., 2013), several significant conceptual and empirical contributions remain to be made yet to this still emergent literature stream.

Target Audience

- Students, researchers and practitioners engaged in brand management and strategic branding;
- Academics and students seeking convenient access to the stated emerging research area;
- Established researchers seeking a single repository on the current state of knowledge, current debates and relevant literature originating from around the globe.

Illustrative Topics

This publication will cover topic areas including, but not limited to:

- Dynamics in Emerging Customer Engagement Contexts (e.g. not-for-profit, developing countries)
- Engagement and Interactivity in Social Media
- Economic Outcomes of Engagement and Interactivity
- Engagement Ecosystems and Platforms
- Strategic Drivers of Customer Engagement
- Distinction between Engagement, Interactivity and related constructs

Submission Details

- Chapter length: between 6,000-8,000 words.
- Expected date for Chapter Submissions: **31 December, 2014.**

Call for Papers: Special Issue Journal of Strategic Marketing

‘Non-Monetary Social and Network Value:

Understanding the Effects of Non-Paying Customers in New Media’

Guest Editors: Linda D. Hollebeek, Ph.D & Roderick J. Brodie, Ph.D

An influential strategic shift is being observed from a conventional one-way paradigm, in which customers are viewed as relatively passive recipients of incoming marketing cues, to an increasingly two-way, interactive perspective, which recognises customers’ proactive, co-creative engagement, behaviours and relationships in crafting their personal experiences with particular brands, products and organizations within broader social networks (Sawhney, Verona and Prandelli, 2005; Prahalad and Ramaswamy, 2004; Fournier, Aaker and Brasel, 2004).

Within this evolving marketing environment, firms are becoming increasingly focused on facilitating interactions between key stakeholder groups, including customers, specific consumer communities, public organisations, and the general public (Bolton and Saxena-Iyer, 2009). However, while individuals’ interactive experiences and engagement within social networks may represent indirect revenue-generating opportunities they, typically, do not generate monetary value directly. This Special Issue of the Journal of Strategic Marketing seeks to provide insights regarding the nature and dynamics typifying consumers’ non-monetary, social value generated within new media-based social networks, which remain extremely limited in the literature to-date.

The objectives of this Special Issue are to highlight the increasingly important role of non-paying customers to contemporary organisations, the specific dynamics characterising such roles across different sectors, industries and cultures, the ensuing implications of these developments for the development of marketing theory, and the identification of key opportunities and challenges for strategic marketing.

We welcome papers employing a range of theoretical and methodological approaches, which may be conceptual, qualitative, quantitative, pluralistic or interdisciplinary in nature, and which provide in-depth strategic marketing implications and future research directions in the area of non-paying customers’ social and networking-based roles. Topics which for this Special Issue may include, but are not limited to, those listed below:

- Theoretical models addressing the engagement and roles of non-paying customers in online and/or offline social networks for private, public and not-for-profit organisations;
- Identification of non-paying customer expressions, characteristics, or engagement across focal (new media-based) online, and (more traditional) offline social networks, or across different industry, sector, cultural or other boundaries;
- Conceptual and empirical frameworks for measuring the role of non-paying customers in generating social or network value within broader networked relationships;
- The development of theoretical models addressing the conversion of an individual from a non-paying, to a paying, customer (or vice versa), and how this may affect specific organisational outcomes such as sales, profitability, etc.
- Analyses quantifying the expected levels of revenue generated, indirectly, by non-paying customer activity within broader social networks;

- Research addressing potential risks and challenges associated with the observed increasing levels of consumer influence and bargaining power (e.g. through user-generated content in specific online social networks);
- Processes and methodologies for stimulating or dissuading the role of non-paying customers in broader social networks for contemporary organisations;
- Issues and challenges in the implementation of organisational tactics and strategies centred on the increasing role of non-paying customers;
- Investigation of key conceptual relationships between specific non-paying customer dynamics (e.g. dissemination of word-of-mouth), and key consequences thereof (e.g. in terms of customer loyalty, etc.).

Submissions are advised to be between 5,000 and 8,000 words in length (including introductory pages, tables and references). Authors are referred to the *Journal of Strategic Marketing* Author Guidelines in the preparation of their manuscripts. Submissions are to be made using the *Journal of Strategic Marketing* ScholarOne Manuscript Central system available at: <http://mc.manuscriptcentral.com/rjism> (please select 'Special Issue' from the drop down menu). The final deadline for the submission of papers is **30 September 2014** with an anticipated Special Issue publication date of March 2015.

Guest Editors:

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