Evolution of customer experience in service industries

Thematic Area: Marketing, Business Strategy, Business and Society

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Summary:

Services are the primary means through which people access healthcare, education, employment, housing and social support, and recent crises have shown that societal resilience is a service system challenge. Service management can therefore generate social impact, understood as the creation of real and measurable value for people, communities and the environment (Drori et al., 2025). In this context, the talent that designs and delivers services is a lever for both competitiveness and collective well-being.

Particular attention is also given to the ethical implications of AI and automation in services management. As AI increasingly shapes how organizations interact with customers and other stakeholders, ethical shortcomings can deepen social inequalities and erode trust, service quality and organizational legitimacy (Camilleri et al., 2024). Algorithmic opacity further limits customer confidence and blurs responsibility when services fail or cause harm (Wirtz et al., 2023).

This track invites proposals that examine, primarily but not exclusively from a marketing perspective, how talent management shapes the ability of services to create economic and social value. Topics include internal marketing, frontline employees, human–AI collaboration, inclusive and accessible services, customer experience and well-being, and the measurement of social impact. We especially encourage studies in sectors under pressure, such as tourism and hospitality, affected by overtourism, seasonality and labor shortages, as well as healthcare, social care, education and public services, where high demand, limited resources and accelerating automation make talent particularly critical.

The track's added value lies in the integration of people management, service marketing, technological ethics and social impact. It also reflects the evolution of theoretical perspectives in services, from early approaches through service-dominant logic and value co-creation to service ecosystems and transformative service research centered on well-being. Both conceptual contributions and applied, impact-oriented research that demonstrates actual change in services are welcome.

Keywords:

Service management; social marketing; innovation; AI in services; algorithmic ethics; inclusive services; industrial transition.

References:

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