



Special Issue on Service Industries: Development, Marketing and Management

Call for Papers

Service Industries consist of the "soft" parts of the economy, i.e. activities where people offer their knowledge and time to improve productivity, performance, potential, and sustainability, which is termed as affective labor. Services may involve the transport, distribution and sale of goods from producer to a consumer, as may happen in wholesaling and retailing, pest control or entertainment.

In this special issue, we intend to invite front-line researchers and authors to submit original research and review articles on **Service Industries: Development, Marketing and Management**. Potential topics include, but are not limited to:

- Service quality
- Marketing and innovation in the service sector
- Business performance and competitive advantage
- Business finance and real estate
- Service and consumer strategy
- Hospitality management
- Retailing and marketing
- Food service, economics and management
- Public service
- Tourism and services
- Transportation, economic manage and investment
- Healthcare management

Authors should read over the journal's [For Authors](#) carefully before submission. Prospective authors should submit an electronic copy of their complete manuscript through the journal's [Paper Submission System](#).

Please kindly notice that the “**Special Issue**” under your manuscript title is supposed to be specified and the research field “**Special Issue – Service Industries: Development, Marketing and Management**” should be chosen during your submission.

According to the following timetable:



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JSSM Editorial Office
jssm@scirp.org