



Round Table: Managing Consumption Experiences

Organiser

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Ten years ago, Pine and Gilmore stated that 'as goods and services become commoditized, the customer experiences that companies create will matter most'. Such a perspective is arguably even more important as we near the end of the first decade of the twenty-first century, and the management of the user's consumption experience has become an issue for all types of organisations and agencies - both profit-oriented and those in the public sector - in areas as diverse as health, education, public administration, tourism & leisure, hospitality, retailing etc.

'Managing Consumption Experiences' provides a forum for academics, practitioners and policy makers to present and discuss these issues, and welcomes both theoretical and practice based papers. Submissions are invited from any area, reflecting the interdisciplinary nature of the subject, but are particularly encouraged where research focuses upon the experience of consumers in any of the contexts outlined above. An indicative list of possible topics includes the following areas:

- * Consumer behaviour
- * Services management and marketing
- * Relationship marketing
- * Communicating experiences
- * Empowerment
- * Consumer responses to retail/service environments
- * Ethical issues
- * Customer satisfaction
- * The role of technology

Through reporting and disseminating the latest thinking, this track strives to develop new knowledge and a deeper understanding of managing consumption experiences as applied to a broad cross-section of activities, while generating future themes of enquiry, collaborative research projects, and new management directions.