

CALL FOR PAPERS

Customer-centered financial management for hospitality & tourism



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The Journal of Hospitality Financial Management (ISSN 1091-3211 for print version, E-ISSN 2152-2790 for online version) is the official refereed publication of the *International Association of Hospitality Financial Management Educators* (IAHFME), a premier academic organization devoted to the study and promotion of knowledge about finance, financial economics and accounting in hospitality and tourism. Research article submissions in this journal typically undergo a double-blind review process. Some of the key criteria for evaluation include innovativeness of research ideas, rigor and quality of research, clarity, and relevance to the practice and/or education of financial management and accounting in hospitality and tourism.

OVERVIEW OF THE SPECIAL ISSUE

Customer-centered financial management for hospitality & tourism

This special issue aims to share both theoretical and practical advances within the complex customer-centered approach in financial management, including all areas of finance, accounting, economics, revenue management and operations.

In the wake of the pandemic, the hospitality and tourism industry are facing even more challenges, especially in regard to human interaction—both customers and employees—not least when it comes to profitability and efficiency, requiring new and innovative ways of decision making. To be successful in today's hospitality and tourism sector, managers need relevant information and attention to detail to navigate business performance.

Experience-based customer value creation has become essential for business success. Current accounting and control systems, however, can provide only limited information and data support in this area. The future of hospitality and tourism is based on the co-creation of customer experiences, shifting operations into new business formats that are different from current business models. These new business formats require a set of soft non-financial metrics that have not been measured or systemized before, as well as a potential shift from the traditional cost-driver perspective to a new customer- as- profit- driver perspective.

OBJECTIVES OF THE SPECIAL ISSUE

- Improve understanding of multiple value determinants affecting various customer experiences to facilitate satisfaction and loyalty, hence guiding management in developing value-added features that provide competitive advantage. In practice, many firms neither have the knowledge nor the tools to measure and control regularly or plan strategically, as they do not have relevant customer metrics or knowledge of how to use them in a constructive manner.
- Suggest ways of measuring and benchmarking various aspects, such as individual experience, satisfaction, loyalty and perceived value and the resources utilized. Research and practice advocate for the inclusion of the customer in the equation as a necessity. You can not achieve or improve what you do not measure.
- Elaborate with various customer-centered management approaches that have potential to help businesses to improve their performance, profitability, competitive advantage, brand values and resource utilization, as improper resource utilization is neither efficient nor sustainable.

Proper measurement of both—experiences and resources utilized—is the key for building effective information systems that provide reliable information needed to achieve and maintain competitive advantage and long-term shareholder value in the present and future.

ANTICIPATED THEMES:

The following is list of anticipated themes that could be explored in different papers in this Special Issue within hospitality and tourism:

- The EE- / EA- (Experience Economy / Experience Accounting) approach
- Customer experience knowledge management approach (CEKM)
- Co-creation of experiences as a process
- Customer perspective for accounting, economics and information systems
- Customer driven menu analysis (CDMA)
- Customer-based metrics as revenue and profit drivers
- Cause and effect relationships between non-accounting profit drivers and financial performance at all levels of performance
- Metrics and processes that offer better understanding of the processes and contexts that influence Customer Satisfaction & Value Experience, as well as Customer Loyalty to a brand
- Metrics for measuring the unmeasurable - soft values (experience, satisfaction, value, loyalty), including the e-WOM and OTAs (online reviews)
- Improvement and enrichment of accounting information for management decision-making
- Customer experience and employee well-being perspective for optimal allocation and utilization of resources, including the RAISA robots, artificial intelligence, and service automation
- Effects of labor cost-cutting including automation on customer perception of value
- Customer perspective for pricing decisions

SUBMISSION DETAILS

Manuscripts should be submitted online by registering and logging in to this website scholarworks.umass.edu. Please, indicate at the first page of your manuscript that you are submitting to the Special issue “Customer-centered financial management for hospitality & tourism” on the first page of your paper. Once you are registered, click here to go to the submission form https://scholarworks.umass.edu/cgi/login.cgi?return_to=https%3A%2F%2Fscholarworks.umass.edu%2Fcgi%2Fsubmit.cgi%3Fcontext%3Djhfm&context=jhfm. Manuscripts can be submitted until the deadline. All submissions that pass the pre-check will be double blind-reviewed. Accepted papers will be published in the special issue of the journal that will appear in press in May 2023. Original research articles, empirical and conceptual papers as well as review articles and research notes are welcome. Selected papers, a title and short abstract, will be announced on the journal website.

Submitted manuscripts should not have been published previously, nor be under consideration for publication elsewhere (except conference proceedings papers). All manuscripts are thoroughly refereed through a double-blind peer-review process. A guide for authors and other relevant information for submission of manuscripts are available on the Instructions for Authors page.

Author guidelines: please visit the Instructions for Authors page before submitting a manuscript at <https://scholarworks.umass.edu/jhfm/styleguide.html>. For assistance with submissions or technical support, please email scholarworks@library.umass.edu.

KEY DATES:

Papers for this special issue should be submitted through the above portal before 15th November 2022 (Deadline).

Note 1: *Those who may have suitable papers ready for submission before 15th of November 2022 may contact us, for any possible early access.*

Note 2: *If considered useful by potential authors, including, Extended Abstracts may be submitted for consideration before 15th of November 2022. If so, these must be emailed to the guest editors.*

Note 3: *Authors from other business disciplines may contact the guest editors as early as possible to discuss the “fit” of their papers well before the submission.*

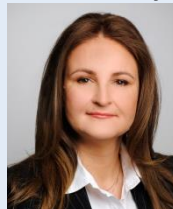
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