

Call for chapters

Proposal Submission Deadline: February 28, 2010

Advanced Technologies Management for Retailing: Frameworks and Cases

A book edited by Dr. E. Pantano and Prof. H. Timmermans

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Introduction

In recent years, many studies are focusing on the best practices which make stores more attractive and interesting for consumers. The application of advanced technologies to the point of sales is a promising and relatively unexplored field of study, in particular when considering the introduction of digital content and technologies allowing consumers to interact with products in new ways. Many e-retailers already exploit the opportunities offered by interactive technologies, such as 3D virtual models, in order to enhance consumers shopping experience. Their use in stores, however, is still limited. The development and use of new shopping assistants for supporting and influencing consumers during their shopping experience plays a key role for both retailers and researchers.

The existing shopping assistant systems are based on shopping trolleys and handled devices. In particular, most of them focus on mobile and ubiquitous computing. Adding digital content to these tools can be a powerful means to influence customers' experience. The aim is to support consumers, through a user-friendly interface, by giving them information related to products, promotions, new arrivals and so on. The main characteristics are the interactivity and the multimodality, in order to achieve an efficient, flexible and meaningful feeling of human-computer interaction. In this scenario, it becomes very useful to deepen our understanding of the advanced technologies in retailing context and their impact on consumer behaviour. In particular, the book aims to investigate the most useful applications of advanced technologies to retailing, the modality of the interaction between consumer and the system and their main characteristics, and how to manage the knowledge of products and consumers to influence their buying behavior.

Objectives of the book

This volume solicits original research that contributes to our understanding of applications of new technologies and their impact on the design and development of points of sale and, as consequence, in consumers' behaviour. This volume covers a large range of topics, to deeply understand the consumers' behaviour in new computer-aided retailing environments, and how these influence the buying behaviour. With this purpose, the book will investigate the most effective interfaces and interaction modality of the new technologies, as well as their functioning and their benefits for both consumers and retailers. This book is tentatively divided into three parts: ADVANCED TECHNOLOGIES FOR RETAILING, CONSUMER-COMPUTER INTERACTION, DIGITAL CONTENTS MANAGEMENT FOR RETAILING.

Target Audience

This book will provide a useful knowledge on the management of these new technologies and on the management of the digital contents (consumers' profiles, products information,

knowledge transfer to consumers) to be a reliable teaching resource for teachers and researchers.

Recommended topics include, but are not limited to, the following:

- ubiquitous environments for retailing
- content managements for ubiquitous computing in retailing
- consumers' behaviour in ubiquitous environments
- changing in-store consumers' services
- human-computer interaction and multimodal interaction
- consumers' input modeling
- new interfaces for consumers' customized communication
- new systems for consumers' profiling
- consumers' knowledge representation
- customized digital contents for supporting consumers' decision making

Topics covering any retailing researches, teaching materials and/or contents, systems, tools, experiences, and standards about the best practices of advanced technologies in the retailing sector are also welcome.

Submission Procedure

Researchers and practitioners are invited to submit *on or before February 28, 2010*, a **one page chapter proposal** clearly explaining the mission and concerns of his or her proposed chapter. We strongly solicit other topics that have not been listed in the list, particularly if the topic is related to the research area in which you have expertise. Guidelines for preparing your paper and terms and definitions will be send to you upon the acceptance of your proposal. Full chapters of 8,000 - 10,000 words are expected to be submitted by **June 30, 2010**. All submitted chapters will be reviewed on a double-blind review basis. Contributors may also be requested to serve as reviewers for this project.

Publisher

This book is scheduled to be published by IGI Global (formerly Idea Group Inc.), publisher of the "Information Science Reference" (formerly Idea Group Reference), "Medical Information Science Reference," "Business Science Reference," and "Engineering Science Reference" imprints. For additional information regarding the publisher, please visit www.igi-global.com. This publication is anticipated to be released in 2011.

Important Dates

February 28, 2010:	Proposal Submission Deadline
June 30, 2010:	Full Chapter Submission
September 15, 2010:	Review Results Returned
November 15, 2008:	Final Chapter Submission
December 15, 2008:	Final Deadline

*Inquiries and submissions can be forwarded **electronically** (Word document) to:*

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