

JOURNAL OF FINANCIAL SERVICES MARKETING

Special Issue Call for Papers

“*New Technologies and Financial Services Marketing*”

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Over the past two decades, we have witnessed many radical and discontinuous changes to financial services and financial service marketing. Mainly driven by advances in new information and communication technologies (ICTs), traditional financial services are now provided in altogether different ways (e.g., via smartphones apps) and new financial service offerings have emerged (e.g., digital currencies). Clients have changed, too and a generation of connected consumers expects technologically-mediated offerings to match their personal, small business and commercial financial interests.

At the same time, new entrants, including technological intermediaries that were not traditionally in the financial services industry use software to provide financial services. Much like Airbnb started changing the hospitality industry, crowdfunding, Bitcoin etc. are having a significant impact on financial services. Similarly, “social” perspectives are changing how we develop and consume financial service marketing.

Despite the increasing sophistication and omnipresence of financial institutions across the world, the World Bank estimates two billion people do not have access to traditional banking systems and thus rely on technology to enable their participation in financial services. The traditional banking systems have all but ignored them, as they don’t fit the established bricks and mortar business models that rely on established access and identification processes. However, the Federal Reserve Board claims that sixty-three percent of unbanked consumers have a mobile phone that can be used not only for communication but also for inclusion. This explains why the telecommunication companies are increasingly involved in making financial services available to the underserved, unbanked market.

These changes are only some of the many examples of how technology is changing financial services.

In a highly regulated industry, they pose significant challenges and opportunities for incumbents and new entrants alike. This special edition encourages financial services scholars to submit papers on a wide range of topics related to new and emerging technologies used in *financial services* and in *financial services marketing*. A broad range of topics, and the utilization of a wide variety of research approaches are welcomed.

Some suggested themes for papers include (but are not limited to):

- How effective financial services marketing can target the connected consumers of today and tomorrow.
- Social, technological and organizational factors for successful marketing of financial services.
- Strategy and the deployment of new technologies in the marketing of financial services
- Customer acquisition and retention studies using new technologies in the marketing of financial services
- Case studies that address technology implications and managerial insight into B2C & B2B, social, mobile, big data, automation, millennial engagement and gamification in the marketing of financial services.
- The changing nature of trust and digital reputation management and the role of trust-management institutions like OIX (the open identity exchange) and the Respect Network.
- A nuanced understanding of new and emerging FinTechs, and how these and new ICTs might change financial services marketing.
- The role of the traditional financial institution with special attention to new technologies.
- The prospect of achieving a seamless, integrated view of one’s financial assets in one place, from all service providers (e.g., the app Mint).

We welcome papers that make a significant contribution and provide managerial insight into the emerging area of new technologies and its impact on the marketing of financial services.

The deadline for submissions is March 31st 2016.

Papers should be submitted via the online system <http://fsm.msubmit.net/cgi-bin/main.plex> to the relevant Special Issue theme and marked for the attention of the Guest Editor Dr. Jan Kietzmann.

Ideas for papers can be discussed informally with the Guest Editor prior to submission by email at jan_kietzmann@sfu.ca. All submitted papers will be subject to a double-blind peer review. Further details about the Journal and notes for contributors can be found at the Journal website: www.palgrave-journals.com/fsm/index.html