

## **Call for papers**

### **Special session “Marketing Financial Services: Marketing trends in Insurance, Banking & Fintech”**

**Organizers: Prof Ilaria Dalla Pozza (IPAG, France)  
and  
Dr Julie Robson (Bournemouth University, UK)**

### **11th International Research Meeting in Business and Management (IRMBAM-2020) 2-4th July 2020. Nice, France**

Interest in financial services marketing has grown significantly in recent years both practically within the financial services industry and theoretically via scholarly research. This growth in marketing reflects the importance of financial services to global economies and to the everyday lives of consumers. Few other industries can claim to have such a widespread impact on the prosperity of nations and individuals.

The marketing of financial services is however different to that of tangible products and indeed to many other intangible services. It is a challenging sector in which to undertake research as products are complex, consumers can be apathetic and despite being highly regulated the sector has been characterised by its own marketing shortcomings. Financial services should not however be overlooked as a context for research in marketing as it also brings with it many opportunities in which to do cutting edge research. It has, for example, been at the forefront of technological innovation bringing with it new forms of financial service providers (e.g. fintech) and new solutions to serve customers (e.g. robo advisers). In addition, the financial services is increasingly looking to deliver products in a fair and ethical manner that align with global social and environmental agendas.

The purpose of this session is to present current research that addresses these contemporary issues in financial services marketing and in so doing attract a wider range of researchers to conduct their research in this fascinating sector.

Papers are welcome that address the following themes. Research addressing other financial services themes from a broad marketing perspective would also be welcome.

- Distribution and the sale of financial services including multi-channel and omni-channel behaviour
- New practices in customer relationship management
- Customer value creation in banking, insurance and Fintech
- New metrics for measuring consumer journey and customer experiences
- The impact of new technology on consumer attitudes to and experience of financial service providers e.g. AI, robo advisers, mobile apps and data sharing
- Behavioural insights into different customer segments including HNWIs, women, young adults, vulnerable customers, millennials, SMEs

- Building brand trust, engagement and loyalty in an increasingly competitive financial services marketplace
- Financial literacy, financial education and gamification
- Industry, corporate brands and challenger brands
- Treating the customer fairly, ethics and environmental considerations
- Innovation and Fintech

### **Submission**

Authors are invited to submit their complete papers – no more than 6000 words- in English, no later than March 22<sup>nd</sup> 2020, at midnight Paris time, via the conference website:

<https://ipag-irm.sciencesconf.org/user/submit>.

Informal queries regarding guest editors' expectations or the suitability of specific research topics should be directed to Prof Ilaria Dalla Pozza ([ilaria.dallapozza@ipag.fr](mailto:ilaria.dallapozza@ipag.fr)) or Dr Julie Robson ([jrobson@bournemouth.ac.uk](mailto:jrobson@bournemouth.ac.uk)).

**Best papers selected at the conference will be invited for submission to Journal of Financial Services Marketing.**



### **Conference venue**

IPAG Business School - Nice Campus 4, boulevard Carabacel, 06000 Nice, France

Further details can be found at: [ipag-irm.sciencesconf.org](https://ipag-irm.sciencesconf.org)