

CALL FOR PAPERS

'In the Grip of the Credit Crunch: Challenges of Confronting a Changing Environment'

A Special Issue of the Journal of Financial Services Marketing

Recent economic events have changed fundamentally the landscape of financial services. Some financial giants have gone; others have been nationalised and governments are injecting trillions into liquidity schemes. Central banks are slashing interest rates, yet lending levels are falling and the signs of approaching recession are becoming increasingly evident. These changing conditions highlight the importance of risk management and pose a variety of questions for academics and practitioners.

One broad area of research concerns the analysis of processes and factors leading to the current situation. These could include regulation and general economic policies, flaws in business models/ strategies, risk management deficiencies, sales-oriented remuneration. In particular, there is a need to understand the role of the marketing function and its connection (or lack of connection) with risk management.

Research need not necessarily be limited to recent events; there are also lessons to be learned from the past. Insights into different risks and ways to analyse/model them could be particularly valuable. An important feature of the current crisis consists of the fact that very few experts were able see it approaching, nor could anticipate its severity. This raises questions of human perception and attitudes towards risk.

Other areas of research could address the effects of economic conditions on different segments of financial markets. This might lead to an investigation of the implications for marketing strategies and approaches, and how these should be adapted in order to respond to the changing economic climate.

Papers submitted for consideration to this special issue could include, but are not limited to, the following key areas:

- Regulation of financial services;
- Risk management practices;
- Risk and marketing functions;
- Analysis of previous recessions, shock events;
- Marketing in different stages of the business cycle;
- Risk perceptions and attitudes;
- Risk analysis methodologies;
- Evidence from different segments of financial markets;
- Implications for developing relations with customers;
- Retention: switching and staying behaviours, retention strategies
- Targeting the right customers: strategies and techniques.

Submissions from practitioners, academics and other interested parties are warmly invited for this special issue.

Papers should be sent to the Guest Editor, Dr Galina Andreeva, preferably by email to Galina.Andreeva@ed.ac.uk. Postal submissions may be sent to: The University of Edinburgh, Business School, 50 George Square, Edinburgh, EH8 9JY.

The deadline for submissions is 10th July 2009

Ideas for papers can be discussed informally with the Guest Editor prior to submission. 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 publisher's website: www.palgrave-journals.com/fsm/index.html