Special Issue Goals. Information technology (IT) has had profound impacts on both the capabilities of organizations in the hospitality industry and on how consumers select their hospitality services. What matters here is not IT per se, but rather the information it yields. Thus, a central theme of this special issue call for papers is the innovative uses of IT. By applying appropriate IT solutions, service providers are able to go beyond the practices they pursued in prior years, many of which have focused on distribution at any price. We are seeking research that allows hotels to craft value propositions and hospitality service opportunities for customers that exploit new opportunities to delight them and meet their unique needs. This reflects a transition from technology-based services marketing as a “science of utility” to one that involves a new “science of delight.” It also is associated with new trends in product and service hyper-differentiation, resonance marketing and other related approaches that rely upon new ways of co-discovering and co-creating value for hospitality, travel and tourism services consumers. These changes are supported by new information-based service selection behaviors for individuals, and have led to new levels of information availability for consumers. This, in turn, has resulted in the development of dramatically higher expectations around how service relationships need to be configured so they can be successful and maximize value.

We will showcase research that focuses on new theoretical directions for information-based strategy, empirical studies of hospitality services in the face of product or service or distribution innovations, and any work that addresses information-based advances in technology-related knowledge that informs our understanding of hospitality services providers’ strategies or of consumer behavior in the hospitality industry. This context is especially interesting since it has traditionally been a focal area for customer-centered marketing practices, advanced methods in service systems design, and operational and marketing innovations that leverage IT in new ways.

The editors are open to receiving research that represents different methods and styles. These include but are not limited to: theory and modeling, marketing and psychological theories, economic theory, and empirical analyses using statistics, experiments, and econometrics. We also are interested in theory-building research that is based on compelling case studies of single or multiple organizations, studies that involve interdisciplinary perspectives (e.g., sociology, strategy and information economics, etc.) and research involving surveys and interviews with managers in hospitality organizations and their customers that have an information strategy angle. Some related areas include:

- Consumer informedness, resonance marketing, and impacts on service pricing, offerings, and bundles
- New theories for the hospitality industry related to the changes driven by information
- New business models for the hyper-differentiation of service products, relationship management and resonance marketing, and the related consumer responses
- Analysis of digital intermediation in the hospitality industry and its impact on price-based competition
- Data analytics, business intelligence and management science approaches to hospitality industry problems
- The efficacy of Twitter, Facebook and other mechanisms for communicating last-minute deals to hospitality services customers, and their impact on consumer behavior and willingness to pay
- Case studies of hospitality organizations focusing on new uses of consumer and market information, and emerging technologies; analysis of channel conflicts for technology-based sales of hospitality services
- The changing role of firm-to-firm alliances and partnership in the hospitality industry involving IT
- Innovative uses of the Internet for sophisticated channel management strategies

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General Information for Prospective Authors. The Cornell Hospitality Quarterly (CQ) is a peer-reviewed journal. It publishes research in all business disciplines that contribute to management practice in the hospitality and tourism industries. Similar to the hospitality industry, the editorial content of CQ is broad, including topics in strategic and operations management, marketing and consumer behavior, accounting and financial management, real estate, planning and design, communications and human resources management, information technology, international development, and travel and tourism. The audience is academics, hospitality executives, and representatives of ancillary businesses, such as consultants and investors. Its objective is to help those involved or interested in the hospitality industry to keep up to date on the latest research findings and theory development to improve business practices and stay informed regarding successful strategies. This includes, but is not limited to, articles that develop applied theories, explain research findings, provide industry perspectives and trends, describe relevant experimental evidence, and provide illustrative cases that can inform the management of hotels, restaurants, casinos, clubs, spas, resorts, and travel-related businesses.

Style and Footnotes. The Cornell Hospitality Quarterly generally uses the writing conventions set forth in the Chicago Manual of Style. Citations should follow the CMS format, and should appear as run-in citations in the text (Author, date), together with an alphabetical list of references at the end of the manuscript. When referring to material found on the Internet, it is important to note the date on which that material was viewed. To help ensure the discoverability of articles, authors are requested to include as many references as possible. As a professional journal, the Quarterly prefers a direct, vigorous writing style that employs simple, declarative sentences. In particular, authors should use the active voice rather than passive voice in their sentence structure. The Quarterly's purpose is to share information clearly, and an active voice does that job better than does a passive voice. Before submitting your paper to the Cornell Hospitality Quarterly, please ensure that the paper is in standard American English. Consider engaging an outside editor for assistance prior to submission, if you are not a native speaker and writer of English. There is a limit of 30 pages for each manuscript in double-spaced, 12-point font upon submission for review.

Submission Procedure. Submission of manuscripts to this Cornell Hospitality Quarterly special issue call for papers is open to anyone who has a message of interest for managers in the hospitality, travel and tourism industries that relates to that changes and transformations that are occurring due to historically high levels of information that has become available in this area of business. Prospective authors are welcomed and encouraged to write to the special issue editors regarding potential topics of interest. Authors will be required to set up an online account on the SageTrack system hosted by ScholarOne. Manuscripts should be submitted via mc.manuscriptcentral.com/cq.

Review Process. The special issue editors will read submitted papers for general acceptability related to the special issues theme. Papers that are unsuitable for the special issue will be rejected by the special issue editors without prejudice, so that the authors may amend and resubmit it to a regular issue. For papers that are deemed to be appropriate for special issue review, the special issue editors will send it to a minimum of two reviewers. A special issue editor will also write a decision report that adds value to the comments of the reviewers, once those are received. All reviews will be double blind: the author will not know who the reviewers are and the reviewers will not know who the authors are. The special issue editors will make a final recommendation on acceptance. Authors may be asked to revise based on the suggestions. If authors make revisions, their paper may be subject to further review.

Developing a Final Draft. After your paper has been accepted, it will be edited for style and readability. Authors must ensure their paper’s clarity and logic. Issues of logic or fact not resolved during the review process must be resolved prior to publication. Should an issue arise that has been overlooked in the review process, the Quarterly reserves the right to suspend publication until all issues are resolved. When the editing process is complete, authors will receive a final draft for approval. The purpose is to serve as a check on the editing process to ensure no errors were inadvertently introduced. This is not an invitation to revise your thinking or to rewrite the paper. The final draft is uploaded to SageTrack for processing and page layout. Authors receive a page proof as a final checkpoint prior to publication. The editors reserve the right to schedule accepted papers.

Timeline. Submissions are welcome between June 1, 2011 and December 31, 2011, and will be processed for review as we receive them. We will complete article development during 2012, with later publication of special issue papers in the journal on a space available basis in one or more issues. We will attempt to group accepted papers for publication in a way that emphasizes the critical mass of the topics are explored, if more than one issue emerges.