The 8 research projects with 2 academic leads per paper are:

1. Designing business models, new service development (NSD) and customer experience	SupermarketCo LogisticsCo	Lerzan Aksoy 	Professor of Marketing Fordham University School of Business New York City, USA
		Tim Keiningham 	J. Donald Kennedy Endowed Chair in E-Commerce and Associate Professor St John's University The Peter J. Tobin College of Business New York City, USA
2. Service Design for customer experience	SupermarketCo	Paul Fombelle 	Associate Professor of Marketing Northeastern University D'Amore-McKim School of Business Northeastern University Boston, USA
		Clay Voorhees 	Associate Professor of Marketing Michigan State University Eli Broad College of Business East Lansing, USA
3. Modelling decision making for NSD to deliver effective customer experience	RailCo SupermarketCo	Bryan Lukas 	Chair in Marketing University of Manchester Alliance Manchester Business School Manchester, UK

		Thomas L Baker	Associate Professor of Marketing
			The University of Alabama
			Culverhouse College of Commerce
			Tuscaloosa, USA
4. Customer expectations, time, waiting, service delivery, appointments	PowerCo	Judy Zolkiewski	Professor of Marketing
			University of Manchester
			Alliance Manchester Business School
			Manchester, UK
		Vicky Story	Professor of Marketing
			Loughborough University
			Centre for Service Management
			Loughborough, UK

5. Designing the IVR customer experience. Call-handling and customer effort, IVR use, technology and the virtual customer experience	RetailCo PowerCo	Chiara Orsingher	Associate Professor University of Bologna Department of Management Bologna, Italy
		Stacey Robinson	Assistant Professor of Marketing The University of Alabama Culverhouse College of Commerce Tuscaloosa, USA
6. Channel structure design for customer experience Optimum organisational channel structures for segmented customer journeys and the customer experience	RetailCo RailCo PowerCo	Jens Hogreve	Professor of Business Administration and Service Management Catholic University of Eichstätt-Ingolstadt Ingolstadt School of Management Ingolstadt, Germany
		Nancy Wünderlich	Professor of Service Management University of Paderborn Faculty of Business Administration and Economics Paderborn, Germany
7. B2B service networks for the customer experience	LogisticsCo	Lars Witell	Professor of Business Administration Linköping University Department of Management and Engineering Linköping, Sweden

		Christian Kowalkowski	Associate Professor of Industrial Marketing
			Linköping University
			Institute of Technology
			Linköping, Sweden
8. Big data: Benchmarking performance and predictive analytics to improve B2B customer efficiency	LogisticsCo	Maria Holmlund-Rytkönen	Professor in Marketing
			Hanken School of Economics
			CERS-Centre for Relationship Marketing and Service Management
			Helsinki, Finland
		Yves Van Vaerenbergh	Assistant Professor of Marketing
			KU Leuven
			Faculty of Economics and Business
			Leuven, Belgium