**Topical Areas of Research in Service Marketing in the MEA (Middle East and Africa) Region**

The following service themes are encouraged, and related service research topics applied to the MEA will be considered:

* Service innovation in MEA
* Digital transformation in MEA
* Service experience and consumption in MEA
* Transformation Service Research (TSR) in MEA
* Healthcare services in MEA
* Collaborative Service and Sharing Economy in MEA
* Service at the "Bottom of the Pyramid" in MEA
* Service Design in MEA
* Service Human Resources in MEA
* Servitization and B2B services in MEA