

## *Customer Needs and Solutions (CNS)*

### **PERSPECTIVES**

This is the non-peer reviewed content of the journal. The EIC, in consultation with members of the editorial team and scholars in general, will invite people to contribute to this section. Please contact EIC directly if you want to suggest a topic and/or an individual (including yourself) for a possible article for Perspectives.

#### Purpose

- Provide a conduit of communication between academics and stakeholders.
- Provide an outlet for thought leaders.
- Increase the probability of impact on practice (and the likelihood that practitioners will read journal content).

#### Type

- Interviews of CEOs (or key C-suite members) and other senior stakeholders
- Interviews of Deans
- Commentaries from thought leaders (academics, practitioners) on the direction of the field, practices, methods, etc.
- Panel discussions by academics in a specific domain or by senior executives with similar responsibilities.

#### Format

- Questions will be solicited from the editorial board members before each interview/panel discussion.
- Interviews and panel discussion, if possible, will be either audio or video recorded and will be made available online after editing.
- During these interviews and panel discussions, feedback will be solicited on specific research papers published in *CNS*.



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