

## 12<sup>th</sup> INTERNATIONAL RESEARCH CONFERENCE IN SERVICE MANAGEMENT

La Londe les Maures, France

May 29, 30, 31 & June 1, 2012

### MARKETING, STRATEGY, ECONOMICS, OPERATIONS & HUMAN RESOURCES : INSIGHTS ON SERVICE ACTIVITIES

The first **International Research Conference in Service Management** was held in 1990, with the aim of overcoming traditional boundaries between disciplines. 2012 will bring round the twelfth edition. By enabling thorough and fruitful exchange between some hundred or so participants from different countries, this formula has proved itself.

The conference is structured so that there are **only two competitive sessions** occurring at the same time. Each author has **forty-five minutes** to present the paper and to lead a discussion with the audience. Many leading universities from all over the world have sent participants who, through their participation, established new networks or rejuvenated old ones to exchange ideas and knowledge. At each session, both academics and practitioners participate in debates, dialogs, and formal presentations. Friendliness and informality are part of the tradition of the seminar, greatly enhanced by the beautiful setting in a Mediterranean seashore environment. In addition to the rich intellectual exchange, the conference provides a visit to the magnificent and the car-free Porquerolles Island.

Starting from this year, a **poster session** featuring emerging research ideas and work in progress will also be available.

#### Scientific Committee :

<b>Marketing Track:</b>	<i>Ruth <b>BOLTON</b>, 2009-11 MSI, Cambridge MA, &amp; Arizona State University, USA</i>
<b>HRM Track:</b>	<i>David <b>BOWEN</b>, Thunderbird School of Global Management, USA</i>
<b>Strategy &amp; Economics Track:</b>	<i>Pierre <b>EIGLIER</b>, IAE Aix-en-Provence, France</i>
<b>Operations Track:</b>	<i>Richard <b>METTERS</b>, Texas A&amp;M University, USA</i>

#### Seminar Coordinators :

Kiane **GOUDARZI\***, Sylvie **LLOSA\*\*** & Chiara **ORSINGHER\*\*\***

*\* IAE of Aix en Provence, & Reims Management School, France, \*\* IAE of Aix en Provence, France, \*\*\*University of Bologna, Italy*

**Deadline for receipt of manuscripts**  
**Notification to authors**

**JANUARY 20, 2012**  
**MARCH 1, 2012**

We are looking out once again this year for **interdisciplinary papers**; empirical and theoretical papers addressing issues relevant to service businesses are invited for review. Conference participants interested in presenting their ideas to peers from other disciplines and in learning from cross-disciplinary discussions and debates are also sought. All submission will be blind reviewed by the Scientific Committee and Seminar Coordinators.

**During the conference, a Best Paper will be announced. The Best Paper and two selected papers will be invited for consideration for publication in the Journal of Service Management (JOSM)**

**Submissions are encouraged on the following suggested, but not exclusive, topics:**

<p><b>ECONOMY AND STRATEGY</b> - Pierre EIGLIER  <a href="mailto:pierre.eiglier@iae-aix.com">pierre.eiglier@iae-aix.com</a></p> <ul style="list-style-type: none"> <li>- Service network, alliances, outsourcing</li> <li>- Globalization of services</li> <li>- Productivity improvement</li> <li>- Relationship challenge</li> <li>- Competitive and strategic analysis</li> <li>- Services and the public sector</li> <li>- B-to-B services</li> <li>- Services and economic trend</li> <li>- New Service Development</li> <li>- Pricing</li> <li>- Managing service in mature industries</li> <li>- Service management in manufacturing</li> </ul>	<p><b>SERVICES MARKETING</b> -Ruth BOLTON <a href="mailto:rbolton@msi.org">rbolton@msi.org</a></p> <ul style="list-style-type: none"> <li>- Assessment and/or improvement of service quality/customer satisfaction</li> <li>- Measurement and methodological issues in services</li> <li>Customer Involvement in Service Innovation</li> <li>- Service recovery</li> <li>- Customer relationship management in service</li> <li>- Customer adoption and use of self-service technologies</li> <li>- Customer-to-customer influence in service experience</li> <li>- Customer engagement and the customer service experience</li> </ul>
<p><b>SERVICE OPERATIONS</b> - Richard METTERS  <a href="mailto:rmetters@mays.tamu.edu">rmetters@mays.tamu.edu</a></p> <p>Network management</p> <ul style="list-style-type: none"> <li>- Design, management and/or evaluation of: <ul style="list-style-type: none"> <li>– servicescapes</li> <li>– service recovery systems</li> <li>– self-service technologies</li> </ul> </li> </ul> <p>Integrating new technologies into service delivery systems</p> <p>Impact of information technology on modernizing service industries</p> <p>New service development</p> <p>Managing e-services</p> <p>Customer communities and service value creation</p>	<p><b>HUMAN RESOURCES</b> - David BOWEN  <a href="mailto:david.bowen@thunderbird.edu">david.bowen@thunderbird.edu</a></p> <ul style="list-style-type: none"> <li>- Team approaches to service delivery</li> <li>- Internal service delivery</li> <li>- Selection/training/evaluation or rewarding of customer contact personnel</li> <li>- Motivation, compensation, empowerment of customer service employees</li> <li>- Cross-cultural issues in service</li> <li>- Job design for customer contact workers</li> <li>- Creation and management of a service climate and culture</li> <li>- The effect of HRM systems on firm's performance</li> </ul>

We call for original papers (authors are free to publish subsequently their papers in any journal of their choice), written in English or in French. However, the majority of attendees not being French speaking, **papers are to be presented in the English language**. Furthermore, only the papers written in English will participate to the Best Paper selection.

All contributions are to be no longer than 20 pages, including Tables, Figures and References. Please refer to the Conference web site ([www.lalondeconference.org](http://www.lalondeconference.org)) for all formatting guidelines.

Contributions must be sent before JANUARY 20, 2012 by e-mail, to the member of the Scientific Committee, that the authors consider concerned by the theme of the paper AND to the secretary of the conference Rosemary Calazel: [rosemary.calazel@iae-aix.com](mailto:rosemary.calazel@iae-aix.com) indicating to which member of the Scientific Committee the paper has been sent. For all information on the manuscript submission, location of the conference, transportation, booking and payment form please visit [www.lalondeconference.org](http://www.lalondeconference.org)