



Taipei, Taiwan
July 4-7, 2013

2013 Frontiers in Service Conference

Call For Papers

The 22nd Annual Frontiers in Service Conference will be July 4-7, 2013 in Taipei, Taiwan, hosted by the College of Management at the National Taiwan University. The Frontiers in Service Conference, sponsored by INFORMS, the American Marketing Association, the University of Maryland's Center for Excellence in Service, the National Science Council of Taiwan, and IBM, is the world's leading annual conference on service research and management. It attracts prominent thought leaders and industry experts from around the world to share cutting-edge knowledge and best practices on how to improve service quality, enhance service productivity, and foster service innovation.

The conference will cover a wide variety of service topics, including service science, service marketing, service operations, and service management.

- Case studies by business practitioners are encouraged, and a "Best Practitioner Presentation" will be awarded at the conference.
- Selected papers will be recommended for a special issue of INFORMS' *Service Science* journal for fast-track consideration.

The submission deadline is November 20, 2012 at 23:59, Eastern-Standard Time (EST)

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July 4-7, 2013
College of Management
National Taiwan University, Taipei, Taiwan

2013 CONFERENCE COMMITTEE

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For up-to-date conference information
go to the conference's official Web site at
<http://www.im.ntu.edu.tw/frontiers2013/>