

7 January 2009

**Call for Papers—Inaugural Global Conference in Service
Excellence**
23-24 July 2009, Singapore

Objective

The Inaugural Global Conference in Service Excellence is co-sponsored by the Institute of Service Excellence at Singapore Management University and the Marketing Science Institute. The conference will provide you with an opportunity to address the growing importance of the service sector and the increasing relevance of service revenues for manufacturing firms across the world. The conference will serve as a forum for sharing cutting edge conceptual, empirical and case study based research knowledge on strategic service issues of relevance to academics and the practical implications of the latest perspectives on practicing managers in different continents including Asia, North America, Australia, Europe and Africa.

Call for papers

Researchers and thoughtful practitioners from every functional domain (e.g., marketing, operations, finance, information technology etc.,) are encouraged to present their research on the following illustrative issues:

- Financial Impact of Service Excellence
- Innovative approaches in generating customer insights in service firms
- Industry trends in Next practices in service excellence
- Designing and developing "out-of-the-box services and service solutions
- Strategic service quality measurement and performance
- Services as a source of organic firm growth
- Multi-channel approaches to service delivery
- Branding service offerings
- Pricing of services
- Outsourcing services
- Leveraging information technology to design and deliver services

Participants are strongly encouraged to submit proposals for special sessions. Each special session will consist of four papers on a single/related theme. Special session proposals should be emailed to Marcus Lee, Singapore Management University, marclee@smu.edu.sg and isespapers@smu.edu.sg. The proposal for special sessions should include the following details:

- 1) Title of session,
- 2) Name, organization and email address of session chair,
- 3) Statement summarizing the session's theme,
- 4) Abstracts for the four papers (abstract for each paper should be 250 to 500 words), and indicate, "Special Session Proposal" on the subject line of your email.

The special session proposals should be submitted by February 15, 2009. The authors will be notified of acceptance by email by 15 March 2009.

Abstracts of your paper should be a minimum of 250 words and a maximum of 500 words. The abstracts are due by 15 February 2009 and they have to be submitted via email to isespapers@smu.edu.sg. The abstracts will be reviewed for presentation at the conference and authors will be informed by email by 13 March 2009 if their abstract is accepted. For inclusion in the program, each presenting author is required to register for the conference latest by 1 April 2009. Authors of accepted presentations can decide to publish either a full paper or a detailed abstract in the conference proceedings. These will be due on June 15, 2009.

Registration fee

A registration fee of USD200 for academics and USD500 for practitioners will be charged. The registration fee will be waived for the academic authors whose submitted papers are accepted for presentation at the conference.

A limited number of fee waivers will be extended to doctoral students in qualified full-time PhD programs. In return, they will be asked to serve as a scribe during the conference. Applicants are required to submit download and submit the "Registration Fee Waiver Form" from the conference website: www.smu.edu.sg/centres/ises/icgse2009.

Best paper awards

The conference organizers will present the "Best Academic Paper" and "Best Practitioner Paper" Awards at the conference. The competition is open to all whose submitted paper is accepted for presentation at the conference in Singapore. To qualify for the award, the author must be present at the conference in Singapore.

We hope to see you in Singapore for a lively and intellectually stimulating conference. For enquiries and clarification, please contact:

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