

# 11th INTERNATIONAL RESEARCH SEMINAR IN SERVICE MANAGEMENT

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*May 25 – 28, 2010 in La Londe les Maures, France*

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

Please accept the conference's scientific committee's invitation to submit a paper for presentation at next year's 11<sup>th</sup> bi-annual International Research Seminar in Service Management.

The objective of the 2010 International Research Seminar in Service Management is to expand and improve our understanding of problems related to service activities. In pursuit of this objective, the Scientific Committee and the Seminar Coordinators seek to bring together scholars and experts in marketing, operations, organizational behavior/human resources management, economics and strategy.

We are looking 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 reviewed by the Scientific Committee and Seminar Coordinators. During the conference, a best paper will be announced and after the seminar a special issue with three selected papers from the Seminar will be published in the Journal of Service Management (JOSM).

Email your papers to one of the four scientific committee members (listed below) by **JANUARY 15, 2010**. Please CC all submissions Rosemary Calazel at [rose-mary.calazel@iae-aix.com](mailto:rose-mary.calazel@iae-aix.com). You will be notified if your paper has been chosen for the conference by **MARCH 1, 2010**.

For more information on the conference, topic ideas, and detail on submitting a paper, please see the following website: <http://www.cerog.org/lalondeCB/SM/>

Thank you so much. We do hope you plan to attend the conference to explore new research on service activities as well as enjoy the beautiful Mediterranean seashore, a visit to the magnificent and the car-free Porquerolles Island, and a specially arranged French dinner. We very much look forward to reading your submissions, and we hope to see you in La Londe next May!

### Scientific Committee:

Pierre Eiglier (IAE-AIX-en-Provence): **Economy and Strategy**  
James Fitzsimmons (University of Texas at Austin): **Service Operations**  
Katherine Lemon (Boston College): **Services Marketing**  
Douglas Pugh (UNC Charlotte) **Human Resources Management**

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### Seminar Coordinators:

Sylive Llosa (IAE – Aix-en-Provence)  
Kiane Goudarzi (IAE – Aix-en-Provence and Reims Management School)  
Chiara Orsingher (University of Bologna)