

SERVSIG

International Research Conference
June 5-7 2008
Liverpool, UK

Topics for the Conference

Services Marketing
Service Operations Management
HRM in Services
Service Leadership
Service Quality
CRM
E-Services/Technology in Services
Globalisation of Services
Management of Public and Non-Profit Services
CaseStudy in Services Marketing
Customer/Consumer Experiences
Innovative Methodologies
Service-Dominant Logic of Marketing
Servicescapes
Developing Service Science

We are delighted to announce that the **SERVSIG** International Research Conference will be held on 5-7 June 2008 in Liverpool, UK. The conference will be hosted by the University of Liverpool Management School (ULMS), and will take place in the year when the city of Liverpool celebrates the 'European Capital of Culture' award.

Submission of Abstracts and Papers

The process of submission of Abstracts or Full Papers will be in two stages.

Stage One: Abstract Submission

All authors will be asked to submit an initial abstract of 200 words

- ✎ In Times New Roman, 12 font, 1.5 spaced
- ✎ Submitted online by 1 February 2008

All abstracts will then be considered for inclusion in the conference by members of the organizing committee. Successful applicants will be notified of acceptance by 15 February 2008.

Stage Two: Full Papers Submission (optional)

Upon abstract acceptance, authors are offered the opportunity of submitting a full Paper. Full Papers should be submitted online by 18 April 2008 according to the 'manuscript requirements' contained in the 'author guidelines' for the International Journal of Service Industry Management.

There will be a prize, donated by Emerald, for the best conference paper. The best 5 or 6 papers will be considered for publication in a Special Issue of the International Journal of Service Industry Management that is dedicated to the Servsig International Research Conference.



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