

# ServSIG News and Notes

## Fall 2005

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### Greetings!

This edition of the newsletter is designed to bring you up to date on recent and current ServSIG activities and to let you know about upcoming calls for papers and forthcoming conferences. You'll also find information here on ServSIG's website, designed to offer members valuable information and useful links to service-relevant sites. Please tell Eileen Bridges ([ebridges@bsa3.kent.edu](mailto:ebridges@bsa3.kent.edu)), our chair, or other ServSIG committee members how our SIG can better serve your needs. We hope you will also encourage other service academics, researchers, and managers to join the American Marketing Association and to select ServSIG as one of their designated special interest groups.

The first major event of the 2005-06 academic year, the annual Frontiers in Services conference, will be held from October 6-9 in Tempe, Arizona, from October 6-9 and we hope to see many of you there. It's sponsored by the Center for Services Leadership, W.P. Carey School of Business, Arizona State University; the Center for Excellence in Service, Robert H. Smith School of Business, University of Maryland; and the American Marketing Association. The conference committee comprises co-chairs Mary Jo Bitner (ASU), Steve Brown (ASU), and Roland Rust (U of Maryland), plus Steven C. Church (Avnet, Inc.), Anat Rafaeli (Israel Institute of Technology) and Steve Grove (Clemson U).

The conference will be preceded on Thursday, October 6, by one of ServSIG's long-standing and much valued initiatives, the 2005 ServSIG Doctoral Consortium. Organized this year by Sylvia Long-Tolbert, the ServSIG mentoring officer, and Felicia Morgan, the mentoring officer-elect, it features an impressive group of well-known service scholars among its presenters.

CHRISTOPHER LOVELOCK  
*Communications Officer*

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### Report on the 4<sup>TH</sup> ServSIG Services Research Conference, Singapore, June 2-4, 2005

ServSIG initiated its biennial services research conference in 1999 and has since held it every two years on a different continent. This conference has played a vital role in creating and maintaining a stimulating global network of service researchers. The first conference took place in 1999 in at UNO in New Orleans, the second at

Deakin University in Sydney, Australia, in 2001, and the third at Reims Management School in Reims, France, in 2003.

This year the conference moved to Asia, where it was graciously hosted by the National University of Singapore. The event proved an outstanding success, attracting a record 150 participants from 22 countries on five continents. A total of 188 papers were submitted for the competitive track sessions and 110 were presented.

Full details of the program, including abstracts and proceedings, can be found at (and downloaded from) [www.servsig2005.org/programme](http://www.servsig2005.org/programme) Likewise, photos of presenters and participants (see how many you can recognize!) are located at [www.servsig2005.org/photogallery](http://www.servsig2005.org/photogallery).

Details of the four keynote speakers and their plenary presentations will be found at [www.servsig2005.org/keynotespeakers](http://www.servsig2005.org/keynotespeakers), where you can also access and download not only these speakers' PowerPoint slides but also videos of their actual presentations.

Warm thanks are due to the conference committee (especially our Singapore-based hosts) for preparing and delivering an outstanding program, as well as implementing an extremely effective marketing effort. This very international team included Jochen Wirtz, chair (NUS), Shaukrat Brah, vice chair (NUS), Krishna Erramill, vice chair (Nanyang Technological Institute, Singapore), Ray Fisk (U of New Orleans, USA), Steve Grove (Clemson U, USA), Janine Hendry (Monash U, Australia), Denis Lapert (Reims Management School, France), Christopher Lovelock (Yale U, USA), Xiongwen Lu (Fudan U, China), Aliah Hanim Mohd-Salley (Universiti Kebangsaan Malaysia), and Yigang Pan (U of Hong Kong).

In addition to the academic sessions, participants also enjoyed an opening reception, the conference banquet at the Asian Civilisation Museum, and dinner at the Singapore Zoo followed by its unique Night Safari tour, featuring animals (illuminated by low intensity lighting) at a time when they are often at their most active. Everyone agreed it was a brilliantly executed service concept.

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## **News Flash: QUIS 10 postponed to June 2007**

Because of the hurricane damage sustained by the city of New Orleans, the 10<sup>th</sup> International Research Symposium on Service Quality (QUIS10), originally scheduled to take place in New Orleans in June 2006, has been postponed for 12 months.

The new submission date for papers is November 15, 2006

*ServSIG extends its sympathy to the host organizers, Ray Fisk and Pam Kennett of the University of New Orleans, who evacuated safely but whose personal and professional lives have been turned upside down by the disaster.*

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## **ServSIG Website ([www.servsig.org](http://www.servsig.org))**

Our website has recently been expanded to include a variety of useful information and services. The contents include:

- ServSIG events
- Details of upcoming service conferences and calls for papers
- Research links and resources
- Teaching materials and resources
- Joining AMA (or renewing membership)
- Archives of previous newsletters
- SERVNET (a moderated electronic mail network for services marketing academics)
- Names and affiliations of current ServSIG officers

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## **Calls for papers**

There are a lot of opportunities for submitting papers about new research on services. Here are details of three upcoming conferences, with submission dates for papers or proposals ranging from October 31, 2005 to January 15, 2006.

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### ***Academy of Marketing Science Annual Conference, San Antonio TX, May 24-27, 2006***

#### **Call for papers, due October 31, 2005**

This conference features multiple tracks. The **Services Marketing Track** invites papers and special session proposals covering a wide spectrum of service marketing and management issues. Please submit manuscripts and special session proposals by email attachment to Prof. Jochen Wirtz, National University of Singapore at [bizwirtz@nus.edu.sg](mailto:bizwirtz@nus.edu.sg) no later than October 31, 2005. Full details of the AMS conference and call for papers for all tracks can be found at: <http://www.affiniscape.com/associations/213/files/2006%20ams%20call.pdf>

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### ***9th International Research Seminar in Service Management, La Londe les Maures [near Toulon], France, May 30 – June 2, 2006***

#### **Call for papers, due January 15, 2006**

Like its predecessors, this conference has the explicit goal of overcoming traditional boundaries between operations management, human resources management, and marketing. Hosted by Institut d'Administration des Entreprises (IAE) d'Aix en Provence, the conference will be held on the Mediterranean coast in the South of France. The four tracks and their coordinators are: Service Marketing (Prof. Dwayne Gremler); Human Resources Challenges (Prof. David Bowen); Service Operations (Prof. Pierre Eiglier); and Economy and Strategy (Prof. Bo Edvardsson). Full details of the call for papers and how to submit manuscripts will be found at: [www.iae-aix.com/lalonde2006](http://www.iae-aix.com/lalonde2006)

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### ***AMA Summer Educators Conference, Chicago, August 4-7, 2006***

#### **Call for special session proposals, due December 1, 2005**

SERVSIG is issuing a call for proposals for a special session to be held at the AMA Summer Educators' Conference, which will be held in Chicago IL, August 4-7, 2006. Proposed topics should have broad appeal to the members of SERVSIG and may include paper presentations, panel discussions, or expert speakers. In addition, we hope to offer a second special session, especially for doctoral students working in the area of services marketing. We encourage students to propose a special session, or send an abstract of their work which might be included in such a session.

Proposals should describe a services marketing topic, justify its interest to the SERVSIG membership, identify and qualify the individuals involved. Proposals should include a cover page with contact information and be no longer than 5 double spaced pages.

Please send a copy of your proposal or abstract to Michael Bowers at [mbowers@rollins.edu](mailto:mbowers@rollins.edu) or Eileen Bridges at [ebridges@bsa3.kent.edu](mailto:ebridges@bsa3.kent.edu)  
Deadline for submissions is December 1<sup>st</sup> 2005.

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