

CALL FOR PAPERS

for the
AMA SERVSIG Special Session
at the
2023 AMA Summer Educators' Conference,
August 4-6, 2023 in San Francisco, CA

AMA SERVSIG regularly organizes special sessions at the AMA Summer and Winter conferences. For the 2023 AMA Summer Educators' Conference, which will take place August 4-6, 2023 in San Francisco, CA, we move to an open Call for Paper format. We are looking for 3-4 **high-quality, already more advanced projects on relevant topics in Service Marketing**. Based on the submissions, we will curate a session that is both thematically coherent and of high quality. Therefore, at this stage, we are really **open to all sorts of topics, theories, and methods**.

We are looking very forward to your submissions!

Jan H. Schumann (AMA SERVSIG Liaison Officer) & Johanna Zimmermann



Key Facts

Deadline: January 6, 2023

Submission requirements:

- Abstract of about **800 words**, excl. references; please add a list of (key) references
- Contact details of all authors (incl. affiliation, address, email, phone)
- Submission via email to: Johanna.zimmermann@uni-passau.de

Decision on acceptance: January 16, 2023

Before final submission to AMA: Joint polishing of the Special Session proposal

Final submission of Special Session proposal to AMA: February 1, 2023