



The 2024 Frontiers in Service Conference is being hosted by Florida State University and will take place June 27-30, 2024, at the beautiful Omni Resort in Amelia Island, Florida.

**Early Bird Registration Ends April 30<sup>th</sup>**

**The submission window is extended until the end of early bird registration – preference will be given to presentations that would fit two special sessions on retailing or hospitality.**

Conference highlights include:

- Industry plenaries with executives from Walt Disney and Mayo Clinic,
- Academic plenaries on (i) Feeling AI, (ii) Transformative Service Research, and (iii) the Future of the Service Discipline (with some of our field's top scholars),
- Frontiers/SERVSIG Doctoral Consortium hosted by Mirella Kleijnen, Jens Hogreve, and Stacey Robinson (with an opening reception on June 26<sup>th</sup>),
- Interactive workshops on hot topics such as field experiments, text analysis, meta-analysis, panel data techniques, strategic literature reviews, and managing the review process,
- Special sessions on (i) sensor technology, (ii) hospitality, and (iii) PhD student development,
- Amazing venue with all hotel rooms facing the Atlantic Ocean (\$269/night),
- Fun social events including morning yoga, running on the beach, shark tooth hunting,
- Saturday night beach party!



We look forward to seeing you in Amelia Island in June! For more information please see: [frontiersinservice.fsu.edu](https://frontiersinservice.fsu.edu) or reach out to Mike Brady ([mbrady@fsu.edu](mailto:mbrady@fsu.edu)), Maura Scott ([mlscott@fsu.edu](mailto:mlscott@fsu.edu)), Martin Mende ([mmende@fsu.edu](mailto:mmende@fsu.edu)), or Harrison B. Pugh ([hpugh@fsu.edu](mailto:hpugh@fsu.edu)).