

## **SAVE THE DATE: November 10<sup>th</sup>, 2025**

at 3 pm CET (Central European Time, e.g., Brussels) – Other time zones: See below



It is our pleasure to announce the next **online seminar**, by **Ming-Hui Huang** (Distinguished University Chair Professor, National Taiwan University) and Editor-in-Chief of the Journal of Service Research with a Keynote Talk on “**Reflections and Advice from the Outgoing Editor-in-Chief of the Journal of Service Research**”

### **Why attend?**

The keynote will begin with a reflection on Prof. dr. Huang’s own research journey. The main part of the talk will then address a set of career-focused questions she encountered most often during her tenure as EIC. These questions are designed to help younger scholars think about their long-term path in academic (service) research, going well beyond submission mechanics. The discussion will center on:

- Building a publication trajectory in (service) research
- Establishing a distinct research identity
- Whether traditional service topics (e.g., satisfaction, loyalty) are still publishable
- What exactly constitutes a “service contribution”

Finally, there will also be time for Q&A to interact directly with Prof. dr. Huang.

### **Who is this for?**

- PhD students and early-career researchers seeking guidance on navigating their academic trajectory.
- Established scholars aiming to sharpen positioning and rethink contribution.

The online event (free of charge) will take about 90 minutes.

Prof. dr. Ming-Hui Huang will present at the following time (shown across time zones):

- Berkeley (US): 6:00 AM PST (UTC-8)
- Boston (US): 9:00 AM EST (UTC-5)
- Brussels (Belgium): 3:00 PM CET (UTC+1)
- Bulawayo (Zimbabwe): 4:00 PM CAT (UTC+2)
- Beirut (Lebanon): 4:00 PM EET (UTC+2)
- Baghdad (Iraq): 5:00 PM AST (UTC+3)
- Bengaluru (India): 7:30 PM IST (UTC+5:30)
- Bangkok (Thailand): 9:00 PM ICT (UTC+7)
- Beijing (China): 10:00 PM CST (UTC+8)
- Brisbane (Australia): 12:00 AM (Nov 11) AEST (UTC+10)

**ZOOM link for the seminar is available via:** <https://sites.google.com/view/service-marketing-seminar>  
OR here: <https://escp-eu.zoom.us/j/91938542352>

For this online seminar series, the EMAC Service Marketing SIG joins forces with IRSSM and AMA SERVSIG.

