

8th International Conference on Services Management **Abstract Preparation Guidelines**

Abstracts should be written for one of the following five tracks, numbered 1 to 5. Please see the Conference Tracks PDF for more information on track selection.

1. Creating Value, Innovation in Delivering and Managing Services
2. Business Development
3. Ethics and Corporate Social Responsibility
4. Services Marketing and Services Branding
5. Teaching and Learning and Methodology

Please submit abstracts of 400-500 words with the following headings:

- Objective – 2-3 lines
- Methodology/Approach- 3 to 4 lines
- Major findings -3 lines
- Conclusions- 3 lines
- Implications -2 lines

Your abstract should also include:

- Title of the paper
- Author information
 - Name
 - Affiliation
 - Current positions in organizations such as Assistant Professor, Doctoral Student, etc.
 - Complete address
 - Phone number
 - Email address
- Implication for submission as a poster or stand-up presentation

For abstract submission, please go to <http://ocs.sfu.ca/icsm/index.php/icsm/icsm8/schedConf/cfp>, where you will have the following options:

1. Track Number for Abstract Submission (1-5)
2. Stand-Up Presentation
3. Poster Presentation
4. Post Graduate Student Paper or Work-In-Progress