8th International Conference on Services Management
Abstract Submission Guidelines - Conference Tracks

Conference Tracks

We invite you to write your paper on one of the below tracks (numbered 1 through 5):

1. Creating Value, Innovation in Delivering and Managing Services
   - Creating value in service management
   - Creating value in service experience
   - Co-creation and enhancement of service experience
   - Innovation and technology in service management
   - Innovation and development in service management
   - Innovation in service experience
   - Operations & delivery
   - Revenue management, economics & strategic pricing of services
   - Marketing, brand building & delivery of services
   - Human resource management & labor economic issues; education & training service workers
   - Use of technology, social media & communication innovations in services
   - Governance, stakeholder & community issues
   - Corporate social responsibilities of service organizations; family-ownership
   - Entrepreneurship in services, leadership issues & ethics of services organization
   - Growth, franchising & expansion challenges of service organizations
   - Service quality, customer satisfaction, life satisfaction & quality

2. Business Development
   - Internationalization
   - Entrepreneurship and Innovation
   - Leadership
   - Co-creation of services
   - Tourism Policy, Planning and Development
   - Factors influencing demand for tourism
   - International Human Resource Management (selection and recruitment, training, motivation, commitment, employee satisfaction)
   - Market entry modes and market selection strategies
   - International networks, partnerships and strategic alliances
   - Internationalization strategies of service firms
   - The role of organizational learning/knowledge transfer in the internationalization process
   - International Financial Management (e.g reporting, performance measurement)
   - Globalization and its impact on service sectors and/or firms
   - The role of headquarters and subsidiaries in the process of internationalization

3. Ethics and Corporate Social Responsibility
• Sustainable Tourism Development  
• Economic, Cultural and Social aspects of Tourism  
• Responsible Business  
• Consumers and tourists attitudes towards climate change  
• Climate Change and Tourism Destinations  
• Social Entrepreneurship  
• Risk assessment and Crisis management strategies of organizations/destinations  
• Financial Management and Corporate Social Responsibility  
• Stakeholder management and Corporate Social Responsibility  
• Marketing and Corporate Social Responsibility  
• Ethics and Marketing  
• Ethics and Human Resource Management  
• Ecology and environmental management  
• Food and Tourism

4. Services Marketing and Services Branding

• Benchmarking strategies for services brands  
• Brand development, Internal branding, Corporate branding  
• Brand equity, Global brand equity  
• Brand image, Symbolic consumption of brands, Brand attachment  
• Brand loyalty  
• Brand personality, destination personality  
• Building brand campaigns in the services industry  
• Challenges for marketing service brands  
• Co-branding in the service industry  
• Customer satisfaction with service brands  
• Emotions and service brands  
• Managing global and national service brands  
• Online brands  
• Place branding  
• Pricing strategies for service brands  
• Public service brands  
• Quality of life, Tourist consumption experience and Tourist motivation  
• Safety and security of tourists  
• Tourist Purchase Decisions  
• Use of technology, social media, Electronic Word-of-Mouth in the service industry

5. Teaching and Learning and Methodology

• Curriculum Development  
• Feedback to the students  
• Assessment  
• Student Centred Learning  
• Use of IT in teaching and learning  
• Career Planning and Development  
• Different Research Strategies and Approaches  
• Data Collection techniques and their application
- Research Access
- Sampling
- Qualitative data analysis
- Quantitative data analysis