

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