

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

Papers are invited on the below listed themes, numbered 1 to 5, as well as the theme of the conference: Creating Value, Innovation in Delivering Services. 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

The papers may be in the form of empirical research, theoretical models based on extensive research, case studies, documentation of best practices among other aspects. Papers are invited both from practitioners and academics.

Paper must be submitted in the MS Word format as an email attachment. Contact information will be provided shortly. For more information in the meantime, please contact Dr. Muzzo Uysal at samil@vt.edu

The extended abstract / paper should not be more than 3,500 words. Please follow APA referencing style for the paper. All papers will go through a blind review process and feedback will be shared with contributors. Best Paper Awards will competitively be selected by the paper review committee. Best awards will be given for the theme of the conference as well as for each of the five tracks.

The conference proceedings will include extended abstracts only and will be distributed at the conference, in CD-ROMs or Flash Drives.