



## The 8<sup>th</sup> International Research Symposium in Service Management

### “Service Imperatives in the New Economy”

#### Call for Papers

August 1-5, 2017, Seoul, South Korea

Program: 1 Aug (Research Workshop), 2-5 Aug (Keynotes & Presentations), 5 Aug (Tour).

Service plays a significant role in the economy as it lies at the very hub of the business activity of a country and every business in the marketplace. The global advancement of service knowledge and practice is therefore imperative in motivating the next generation of service researchers, teachers and practitioners. The international research symposium in service management (IRSSM) will bring together researchers, teachers, practitioners and students from various service sectors and provide them with a unique forum to share the latest theories and practices prevalent in dynamic service economies. It also illuminates the latest thinking in service, combined with aspects of technology, social sciences, and business.

The 8<sup>th</sup> in the series of IRSSM invites conceptual or empirical research presentations, and/or country context case studies, thus enabling both academics and practitioners to understand the socio-cultural, economic and technological influences on services. Delegates are invited to present completed research projects or work in progress. Symposium attendees will include both academicians and practitioners. Submissions and presentations must therefore address both the theoretical and practical implications of the findings. Parallel tracks of refereed presentations will enable authors to obtain constructive feedback about their study. In additions to a high quality research experience, we hope to provide a memorable social program that will give delegates the opportunity to explore the beauty of Seoul – “The city of morning calm”.

## CALL FOR PAPERS

The symposium organizing committee invites one page abstract submission (maximum 350 words). All abstracts should be formatted to facilitate a double blind review process. Authors' names and details, including names of all co-authors plus affiliations and addresses for general correspondence (including email address) of each author, topic code, and a brief biography (maximum 100 words) of the presenter should appear on a separate cover page that will be removed prior to the double blind review process. Papers may focus on any sector, but should draw from the service management or services marketing literature. No author should have more than three submissions, as either a single or a co-author. Preference will be given to those submissions that show evidence of a clear contribution to the present body of theoretical knowledge in services.

**Topics of interest** for the symposium include but are not limited to studies on:

1. Service management	12. Communication services
2. Service innovation	13. Professional services
3. Service localization and globalization	14. Sports and event services
4. Service marketing and branding	15. Service operations and outsourcing
5. Service design	16. E-services and business
6. Relationship marketing	17. Health care services
7. Human resources in services	18. Service dominant logic
8. Accounting and financial services	19. Public sector services
9. Transport & retailing services	20. "I" Shaped Thinking
10. Tourism and hospitality services	21. Health and Wellness Services
11. Supply chain services	22. Other topics in services

- ✓ All abstracts should be submitted at the symposium website at [www.irssm8atyonsei.com](http://www.irssm8atyonsei.com).
- ✓ All abstracts and full papers should follow the designated format which can be downloaded at the symposium website.
- ✓ For any inquiry on submissions, send an email to symposium administrators at [irssm8@gmail.com](mailto:irssm8@gmail.com).

## IMPORTANT DATES

Abstract submission deadline:	13 April, 2017
Notification of abstract acceptance:	1 May, 2017
Extended abstract of full paper submission deadline:	1 May, 2017
Notification of extended abstract of full paper acceptance:	15 May, 2017
Submission of final revised paper:	30 May 2017
Registration of Authors (Early Bird):	1 May – 20 May, 2017
Registration of Authors (Regular):	21 May – 15 June 2017
Pre-symposium research workshop:	1 August, 2017
Symposium:	2 August – 5 August, 2017

## PUBLICATION OPPORTUNITIES

All accepted abstracts will be published in the IRSSM Proceedings, which will be distributed to all registered delegates at the time of registration.

Selected papers will be considered for publication in journals such as *Journal of Service Management* (JOSM) and other impact journals. Full paper submissions for the Journal should follow JOSM format style. Please see the following link to JOSM website:

[http://www.emeraldinsight.com/products/journals/author\\_guidelines.htm?id=josm&PHPSESSID=1blj7f02q3e3rggbhee2cqq2t3](http://www.emeraldinsight.com/products/journals/author_guidelines.htm?id=josm&PHPSESSID=1blj7f02q3e3rggbhee2cqq2t3). Only full paper submissions will be considered for the best paper award, young service researcher awards, and for the Journal special issue.

Competitive papers presented at the symposium will be identified by the scientific committee for further development for possible publication in the journals such as: the *Journal of Service Management* (JOSM), *Managing Service Quality* (MSQ), *International Journal of Services, Economics and Management* (IJSEM). Those papers identified will receive a developmental review from the scientific committee. Developmental reviews provide guidance for improvement from senior researchers. Following a revision to the satisfaction of the developmental reviewer, and based on the strength of the research, papers will be considered for further double-blind review for special issue or special section in some of the journals listed above.

## BEST PAPER AWARD

The symposium best paper and three highly commended paper awards will be presented by the *Journal of Service Management* (JOSM) and will be selected from full paper submissions only.

## YOUNG SERVICE RESEARCHER AWARD

The symposium will also present awards for young service researchers selected by the committee. This is a prestigious research award to motivate and support emerging researchers.

## KEYNOTE SPEAKERS

We are delighted to announce that we will have keynote speakers and panel leaders from industry and academia for this event.

**Professor Bo Edvardsson** will serve as the Keynote Speaker at the IRSSM-8. Professor Edvardsson is Founder of CTF-Service Research Centre and Vice Rector of Karlstad University, Sweden. He received the RESER Award "Commendation for lifetime achievement to scholarship" by The European Association for Service Research in 2008, the AMA Career Contributions to the Services Discipline Award in 2004. In 2013 and 2009, Bo Edvardsson was awarded Honorary Doctorate, Swedish School of Economics and Business Administration, Hanken. In 2008, Bo was awarded for public service with a Medal from the City of Karlstad. He also serves on the Editorial Advisory Board of the following journals: *Journal of Service Management*, *International Journal of Service Theory and Practice*, *International Journal of Internet Marketing & Advertising*, *International Journal of*



Research in Marketing and Journal of Service Research.

Bo is a member of organizational committees of the International Symposium on Service Excellence in Management (QUIS). Bo is the former editor of Journal of Service Management. He is often invited to give keynote presentations research conferences and participate in leadership development programs. His research includes new service development and innovation, customer experience, complaint management, service eco-systems and transition from product to service in manufacturing. His journal papers have received several awards and most recently in 2016 best article winner in Journal of Service Research special issue on Transformative Service Research. Bo Edvardsson Google Scholar citations September 1st 2016 shows that Bo has 10.872 citations.

## CONFERENCE FEES

The conference fee includes: registration package, IRSSM proceedings, paper publication in Elsevier's *Procedia of Social and Behavioral Sciences* (ScienceDirect online), admissions to all scientific sessions, lunches and refreshments during conferences as well as a Gala Dinner. The research workshop fee\* is only for those who want to attend the workshop only. Conference registration fee includes research workshop fee. Symposium tour (Seoul) fee\*\* will be charged separately and is to be announced. To qualify for the student rate, written proof/documentation of student status or a valid student card is required. More information regarding registration and payment can be found on the conference website.

	In Korean Won	Equivalent in USD
Early Registration (before 20 May, 2017)	300,000	300
Early Registration for Students	200,000	200
Regular Registration (21 May-15 June, 2017)	350,000	350
Regular Registration for Students	250,000	250
Research Workshop*	50,000	50
Symposium Tour**	TBA	TBA

## CONFERENCE VENUE

School of Business at Yonsei University in Seoul, South Korea is honored to host IRSSM-8. Since its founding in 1885 (130 years of history), Yonsei University has played a key role in the establishment and advancement of the higher education in Korea. Yonsei is one of Korea's three "SKY" universities, considered the most prestigious in the country. Yonsei ranked at 81-90th best universities in the world by the 2014 Times Higher Education World Reputation Rankings. Composed of 23 colleges and 21 graduate schools, Yonsei is the number one comprehensive university in Korea. With 26,000 undergraduate students and 12,000 graduate students, Yonsei offers three closely integrated campuses (Shinchon, Songdo & Wonju).



Yonsei School of Business (YSB) celebrated its 100th anniversary in 2015. YSB is accredited by AACSB (Association to Advance Collegiate Schools of Business) and EQUIS (EFMD Quality Improvement System where EFMD refers to European Foundation for Management Development). YSB celebrated its completion of a new building, which was funded mostly by its alumni, in 2015.