



Call for Papers

Journal of Services Research

OVERVIEW

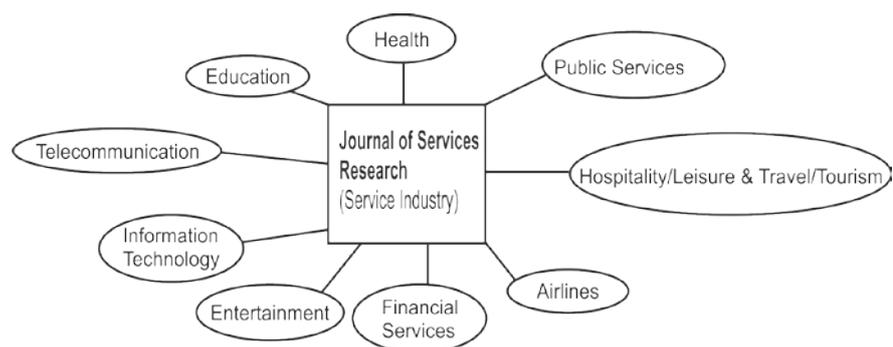
The service sector is a dominant contributor to GDP in most developed and developing nations. A large segment of the population is involved in this sector for their livelihood. It is a requisite that focused academic attention is directed at it. This is an imperative if the sector has to grow in a planned manner in the future. The on-line economy or new age businesses, most of which are service companies, had started with great fanfare but the life cycle of the 'dotcom' companies, hordes of which have gone bust, have proven at least one thing amongst others – that, the business modelling of these companies were not thought out in their entirety and that the assumptions and benchmarks that were used in strategy formulation were faulty at best. This is obviously going to be there when a sunrise sector opens up but the kind of chaos that it has led-to the world over, especially in the stock markets, indicates that the thinkers, researchers and analysts were not able to see through the consequences and were not able to provide guidelines and propose relevant business models. This is avoidable (if at all partially) only when there is a corpus of research and analytical work to base decisions upon or to at least lend some objectivity to decision making.

The Journal of Services Research is an effort in this direction to help build and document such a corpus by promoting researchers from India and abroad to focus on issues related to services management and provide well researched and tested benchmarks for industry, and also to provide new directions for further research.

IIMT as an institution focuses on the emerging sectors of service businesses and we feel that it is relevant for us to take an initiative in harnessing academic and industry effort in order to further the boundaries of knowledge in our chosen area of endeavour. We look forward to inputs from relevant quarters-suggesting, criticising and contributing to the increased awareness and understanding of this sector.

Scope

The journal publishes research in the areas outlined below. The research could have a focus on marketing, finance, production, HR, strategy or policy in any of the outlined induction group.



MANUSCRIPT SUBMISSION

Manuscripts are invited on all aspects of management and related social sciences in the area of service industry. You could access the guidelines for authors at www.iimtbu.ac.in

EDITORIAL TEAM

Assistant Editor	: Parul Wasan, IIMT
Marketing Manager	: Rama Krushna Charan Patro, IIMT
Editorial Co-ordinator and Production Manager	: Manjit Singh, IIMT
Website Developer	: Ashish Kumar Tiwari, IIMT



EDITORIAL ADVISORY BOARD

Arun Upneja, Dean, School of Hospitality Administration, Boston University State College, Pennsylvania (State College, Pennsylvania Area) Hospitality, Boston University School of Hospitality Administration, USA.

Charla Griffy Brown, Professor, Information Systems & Technology Management, Director of the Center for Teaching and Learning Excellence, Editor-in-chief Technology in Society, Graziadio School of Business Management, Pepperdine University, Los Angeles, California, USA.

Chihiro Watanabe, Professor, Department of Industrial Management, Tokyo Seitoku University, Japan.

David Cranage, Associate Professor, School of Hospitality Management, The Pennsylvania State University, PA, USA.

Dennis Reynolds, Ivar Haglund Distinguished, Professor of Hospitality Business Management Washington State University, College of Business and Economics, USA.

Fevzi Okumus, Editor, International Journal of Contemporary Hospitality Management, Chair of Hospitality Services Department, Rosen College of Hospitality Management, The University of Central Florida, Florida, USA.

H.G. Parsa, Editor-in-Chief, Journal of Foodservice Business Research, Rosen College of Hospitality Management, University of Central Florida, USA

Kamlesh Misra, Provost, Auro University, Surat.

Klaus Macharzina, Professor, Universitat Hohenheim, Stuttgart Germany.

Mahmood A. Khan, Professor, Hospitality and Tourism Management, Pamplin College of Business Virginia Tech - National Capital Region, USA.

Mark Saunders, Professor in Business Research Methods, School of Management, University of Surrey, Guildford, UK.

Mary Mathews, Associate Professor, Department of Management, Indian Institute of Science, Bangalore, India.

Peter O'Connor, Academic Director, Institute de Management Hotelier International & Professor, Information Systems Essec Business School Paris - Singapore.

R. Srinivasan, Professor, Department of Management Studies, Indian Institute of Science, Bangalore, India.

Rhodri Thomas, Professor, ITT Chair of Tourism and Events Policy, UK Centre for Events Management, Leeds Metropolitan University, Leeds, UK.

Richard C. Leventhal, Editor, Journal of Consumer Marketing, Upham Street Arvada Colorado, USA.

Richard Teare, Editor, World Wide Hospitality and Tourism Themes, Journal, President, Revans University-The University of Action Learning, Principal & Chief Executive, IMCA Chief Learning Officer, IMCA Socrates, Buckingham, UK.

Sandeep Sancheti, President, Manipal University Jaipur, Dehmi Kalan, Off Jaipur-Ajmer Expressway, Jaipur, Rajasthan, India.

Sanjay K. Jain, Head and Professor of Marketing and International Business, Department of Commerce, Delhi School of Economics, University of Delhi, India.

Sanjaya S. Gaur, Professor of Business and Law, Business School, Auckland University of Technology, New Zealand.

Shyam S. Lodha, Professor of Marketing and International Business Chair, Department of Marketing School of Business Southern Connecticut State University, USA.

Sushil, Professor, Editor-Global Journal of Flexible Systems Management, Department of Management Studies, Indian Institute of Technology, New Delhi, India.

Tom Redman, Professor, Human Resource Management, Mill Hill Lane, Durham, UK.

Venkatesh Umashankar, Professor of Marketing, International Mgmt. Institute, New Delhi, India.

Vinayshil Gautam, Professor, Indian Institute of Technology, New Delhi, India.

Wesley Johnston, Professor of Marketing & Director, Center for Business and Industrial Marketing, J. Mack Robinson College of Business Georgia State University, Atlanta, USA.

GUIDELINES FOR AUTHORS

Journal of Services Research invites original, research based papers and cases in the area of services management. This journal publishes papers of interest to academicians and to practitioners of business. The papers range widely over different areas of services. It is a condition for publication that the material sent is original work which has not been previously published or submitted for publication elsewhere. The guidelines for contributors is listed below :

1. Manuscripts should normally be of upto 5,000 - 6,000 words (A-4 size pages, typed double space and 11-point font). Microsoft Word for windows and WordPerfect are the preferred softwares for submission. Manuscripts must be submitted through e-mail the cover page bearing only the title of the paper and authors' names, designations, official addresses and phone/fax numbers.
2. Abstract. Submit an abstract of about 150-200 words.
3. Tables and Figures. The tables and figures should be submitted in MS-Word/Excel format Separately. Their location in the text should be indicated as follows:
Table –1 about here



4. End notes. All notes should be indicated by serial numbers in the text and literature cited should be detailed under Notes at the end of the paper bearing corresponding numbers, before the references.
5. References. Place the references at the end of the manuscript following the endnotes. Arrange the reference list in alphabetical order of author's surnames, and chronologically for each author where more than one work by that author is cited. The author's surname is placed first, followed by initials, then the year of publication is given followed by details of the publication. The name of the publication (usually a book or journal) appears in italics. Following examples will illustrate the style used in the journal.

To reference	Use the general format	For example
Books and Chapter in books	Book (first edition)	Surname, Initials. and Surname, Initials. (date) <i>Title</i> , Place of publication, Publisher Saunders, M.N.K and Cooper, S.A. (1993) <i>Understanding Business Statistics</i> , London, DP Publications Ltd.
	Book (other than first edition)	Surname, Initials. and Surname, Initials. (date) <i>Title</i> (?edn), Place of publication, Publisher Morris, C. (1999) <i>Quantitative Approaches to Business Studies</i> (5 th edn), London, Financial Times Pitman Publishing.
	Book (no obvious author)	Corporate name or Publication name. (date) <i>Title</i> , Place of publication, Publisher Mintel Marketing Intelligence (1998) <i>Designerwear: Mintel Marketing Intelligence Report</i> , London, Mintel International Group Ltd.
	Chapter in a book	Surname, Initials. and Surname, Initials. (date) <i>Title</i> , Place of Publication, Publisher, Chapter ? Robson, C. (1993) <i>Real World Research</i> , Oxford Blackwell, Chapter 3.
	Chapter in an edited book	Surname, Initials. (date) 'Chapter title', in Surname, Initials. and Surname, Initials. (eds). <i>Title</i> , Place of Publication, Publisher, page numbers. Craig, P.B. (1991) 'Designing and using mail questionnaires' in Smith, N.C. and Dainty, P. (eds), <i>The Management Research Handbook</i> , London, Routledge, pp. 181-9.
Journal articles	Journal article	Surname, Initials. and Surname, Initials. (date) 'Title of article', <i>Journal name</i> , volume number, part number, pages. Storey, J., Cresssey, P., Morris, T. and Wilkinson, A. (1997) 'Changing employment practices in UK banking: case studies', <i>Personnel Review</i> , 28:1, pp. 24-42.
	Journal article (no obvious author)	Corporate name or Publication name (date) 'Title of article', <i>Journal name</i> , volume number, part number, pages. Local Government Chronicle (1993) 'Westminster poised for return to AMA fold', <i>Local Government Chronicle</i> , 5 November, pp. 5.
Government publications	Parliamentary papers including acts and bills	Country of origin (date) <i>Title</i> , Place of publication, Publisher. Great Britain (1994) <i>Criminal Justice and Public Order Act 1994</i> , London, HMSO
	Others (with authors)	As for books As for books
	Others (no obvious authors)	Department name or Committee name (date) <i>Title</i> , Place of publication, Publisher. Department of Trade and Industry (1992) <i>The Single Market: Europe Open for Professions. UK Implementation</i> , London, HMSO.
Newspapers, including CD-ROM databases:	Newspaper articles	Surname, Initials. and Surname, Initials. (date) 'Title of article', <i>Newspaper name</i> , day, month, pages. Roberts, D. (1998) 'BA sells property wing for £301m', <i>The Daily Telegraph</i> , London, 10 October, pp. 31.
	Newspaper article (no obvious author)	Newspaper name (date) 'Title of article', <i>Newspaper name</i> , day, month, pages. Guardian (1992) 'Fraud trial at Britannia Theme Park', <i>The Guardian</i> , Manchester, 5 February, pp.4.
	Newspaper article (from CD-ROM database)	Newspaper name or Surname, Initials. (date) 'Title of article', <i>Newspaper name</i> , (CD-ROM) day, month, pages. Financial Times (1998) 'Recruitment: lessons in leadership: moral issues are increasingly pertinent to the military and top corporate ranks', <i>Financial Times</i> , (CD-ROM), London, 11 March, pp. 32.
Other CD-ROM publications	Title of CD-ROM or Surname, Initials. (date) (CD-ROM), Place of publication, Publisher. Encarta 98 Encyclopedia (1997) (CD-ROM) Redmond, WA, Microsoft Corporation.	
Unpublished conference papers	Surname, Initials. and Surname, Initials. (date) 'Title of paper', <i>paper presented at the Conference name</i> , days, month, location of conference. Saunders, M.N.K. and Thornhill, A. (1998) 'The development and application of a diagnostic tool to help manage survivors of change over time', <i>paper presented at the Fifth Annual International Conference on Advances in Management</i> , 8-11 July, Lincoln.	
Letters, personal emails and electronic conferences/bulletin boards	Letter	Surname, Initials. and Surname, Initials. (date) <i>Unpublished letter: subject matter</i> . MacClelland, S. (1998) <i>Unpublished letter: Reviewer's feedback</i> .
	Personal email	Surname, Initials. (date) <i>Subject matter</i> (email to the author) (online). MacClelland, S. (1998) <i>Reviewer's feedback</i> (email to the author) (online)
	Electronic conference/Bulletin Boards	Surname, Initials. (date) <i>Subject matter, Name of electronic conference/bulletin board</i> (online) Jones, K. (1999), 101 reasons why we need the pound, <i>Britain and European Monetary Union</i> (online).
Internet items excluding emails	Journal published on the Internet	Surname, Initials. and Surname, Initials. (date) 'Title of article', <i>Journal name</i> , volume number part number (online) (cited day month year). Available from <URL:http://www.remainder of full Internet address>. Jenkins, M. and Bailey, L. (1995) 'The role of learning centre staff in supporting student learning', <i>Journal of Learning and Teaching</i> , 1:1, Spring (online) (cited 29 March 1996). Available from <URL:http://www.chelt.ac.uk/cwis/pubs/jolt/issue1.1/page2.htm>.
	Internet site	Site title (date) 'Title of page within site where applicable' (online) (cited day month year). Available from <URL:http://www.remainder of full Internet address>. The Economic Times (2006) 'Hotels take a realty check on management' (online) (cited 30 September 2006). Available from <URL:http://economictimes.indiatimes.com/articleshow/1944141.cms>.

6. Follow British spellings throughout (programme, not program).
7. Universal "s" in "ise" "isation" words.
8. Use of numerals: One to twelve in words, thirteen and above in figures, unless the reference is to percentages (5 percent), distance (5 km) or age (10 years old). Use 1900s and 19th century.
9. No stops after abbreviations (UK, MBA). Use stops after initials (V.P.Singh).
10. Use single quotes throughout. however in case of use of double quotes for example, "In the words of Szell, the 'the economic question' is today" the quotation can be encased within single quote in the double quotes. Quotations in excess of 45 words should be separated from the text with a line space above and below and indented on the left. Quotes should be cited accurately from the original source, should not be edited, and should give the page numbers of the original publication.
11. Italicization and use of diacriticals is left to the contributors, but must be consistent. When not using diacriticals, English spelling should be followed.
12. Capitalization should be kept to the minimum and should be consistent.
13. An author will receive a complimentary copy of the issue in which his/her paper appears and soft copy of the reprints.
14. Book reviews must provide the following details, and in this order: Name of author/title of book reviewed/place of publication/publisher/year of publication/number of pages, in Roman and Arabic figures to include preliminary pages/and price, with binding specifications such as paperback or hardback. For example :
Brian K. Julian, Sales and Service for the Wine Professional. London and New York: Cassell, 1999. ix+214pp. £16.99 paper.
15. If papers are accepted for publications, contributors are requested to fill the copyright form and send to us by fax or through email along with signature. Otherwise paper will not be considered for the publication.
16. Manuscripts which do not conform to these guidelines will not be considered for publication.



- 17. Manuscripts not considered for publication will not be sent back. Those submitting papers should also certify that the paper has not been published or submitted for publication elsewhere.
- 18. Manuscripts and all editorial correspondence should be addressed to: Editor, Journal of Services Research, Institute for International Management & Technology, 336, Udyog Vihar Phase IV, Gurgaon 122 001.

Contact Details

Journal of Services Research, 336, Udyog Vihar, Phase-IV, Gurgaon, Haryana (India)
Telephone: 91-(124) 4787111, Fax: 91-(124) 2397288, Email: jsr@iimtobu.ac.in, Website: www.jsr-iimt.in

Publication Details

ISSN No: 0972-4702 • 2 issues per annum • First issue is published in April and Second issue is published in October

SUBSCRIPTION FORM

- Please send me a FREE sample copy (When available)
- Please send me the Instructions to Authors
- Please invoice me (Institutional purchasers only)
- CD Backdated

YES! Please enter my subscription (please select) for the year.....

◆ **Individual / Institutional (India)**

Institutional Rate (India)		Individual Rate (India)	
1 Year	<input type="checkbox"/> ₹ 2500	<input type="checkbox"/> ₹ 2000	
2 Years	<input type="checkbox"/> ₹ 4500	<input type="checkbox"/> ₹ 3500	
3 Years	<input type="checkbox"/> ₹ 6000	<input type="checkbox"/> ₹ 5000	
	<input type="checkbox"/> Life Member: ₹ 18000	<input type="checkbox"/> Life Member: ₹ 15000	
<input type="checkbox"/> Backdated issue on CD @ ₹ 750 per issue			

◆ **Individual / Institutional**

	Asian Countries		Other Countries	
	Institutional	Individual	Institutional	Individual
1 Year	<input type="checkbox"/> \$200	<input type="checkbox"/> \$150	<input type="checkbox"/> \$250	<input type="checkbox"/> \$200
2 Years	<input type="checkbox"/> \$300	<input type="checkbox"/> \$250	<input type="checkbox"/> \$400	<input type="checkbox"/> \$300
3 Years	<input type="checkbox"/> \$400	<input type="checkbox"/> \$350	<input type="checkbox"/> \$600	<input type="checkbox"/> \$400
Lifetime	<input type="checkbox"/> \$1500	<input type="checkbox"/> \$1000	<input type="checkbox"/> \$2000	<input type="checkbox"/> \$1500

- Backdated issue on CD @ \$100 per issue

◆ **Online Subscription (1 Year)**

India ₹ 3000 Asian Countries \$250 Other Countries \$300

◆ **Online Subscription + Hard Copy (both) (1 Year)**

India ₹ 4000 Asian Countries \$300 Other Countries \$350

Total Amount Payable

I enclose check/demand draft no. _____ dt. _____ amount _____ payable to **Institute for International Management and Technology** and be payable at New Delhi, India.

Signature _____

Please enter full address details (BLOCK CAPITALS)

Title _____ Initials _____ Surname _____

Address _____

Country/State _____ Pin/Zip _____

Telephone _____ Fax _____ M _____

Email _____

The information you provide may be kept on a database. If you do not wish to receive further information from us, please tick here

Send your subscription:

The Marketing Manager

Journal of Services Research
Institute for International Management and Technology
336, Udyog Vihar, Phase-IV, Gurgaon – 122 001, HR
Ph. 0124 - 478 7111 Fax. 0124-239 7288
Email: jsr@iimtobu.ac.in Website: www.jsr-iimt.in

Account details for online transaction:

Axis Bank Ltd., Sector-14, Gurgaon-122001, HR.
SB A/c No: 056010100454193
MICR Code (Branch): 110211008
IFSC Code: UTIB0000056
PAN No: AAATU2598P