

# Call for Papers

## Journal of Services Research

Editor: **Vinnie Jauhari**

Adjunct Professor, Institute for International Management and Technology and Region Lead-India, Open Innovation Office, Hewlett-Packard Company.

### ◆ 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.iimtohu.ac.in](http://www.iimtohu.ac.in)

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**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:  
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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 <sup>th</sup> 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., Cressley, P., Morris, T. and Wilkinson, A. (1997) 'Changing employment practices in UK banking: case studies', <i>Personnel Review</i> , 28:1, 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, p.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) 'BAe sells property wing for £301m', <i>The Daily Telegraph</i> , London, 10 October, p. 31.
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Other CD-ROM publications	Title of publication, 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.	
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