

SUBMISSION GUIDELINES
INTERNATIONAL CONFERENCE ON SERVICES MANAGEMENT
MARCH 11-12, 2005

Instruction to Authors

- Only Msword files will be accepted for paper submission
- The papers should be sent as e-mail attachments
- All received papers will be acknowledged.
- Papers will go through a blind review process.
- Each paper should have an abstract of about 200 words and should include information on objections, relevance of the study, Methodology, findings, conclusions and recommendations (where applicable).
- Each paper should be within 8000 words, Time New Roman style characters, 12 point font size and 1.5 spacing between lines.
- Each paper should have a cover page stating the title, authors name and institute affiliation.
- The name of the author with whom correspondence need to be initiated in case of joint paper needs to mentioned.
- The cover page must also include the authors E-mail, Phone No. and Fax number.
- The brief VC in about 5-6 liens also needs to be there about the author
- The authors must certify that the paper is not copyrighted and has not been published elsewhere.
- Papers and presentation must be in English.
- The referencing style in the main text and end of text is attached below.
- Please send your submissions to **sconf2005@iimtoibu.ac.in**

Paper sent through fax or regular mail will neither be processed nor acknowledge.

Submission Guidelines:

REFERENCING STYLE-1-A

Using the Harvard System in for referencing at the end of text

To reference	Use the general format	For example
Books and Chapter in books	Book (first edition)	Surname, M.N.K and Cooper, S.A. (1993) <i>Understanding Business Statistics</i> , London, DP Publications Ltd.
	Book (other than first edition)	Morris, C. (1999) <i>Quantitative Approaches to Business Studies</i> (5 th edn), London, Financial Times Pitman Publishing.
	Book (no obvious author)	Mintel Marketing Intelligence (1998) <i>Designwear: Mintel Marketing Intelligence Report</i> , London, Mintel International Group Ltd.
	Chapter in a book	Robson, C. (1993) <i>Real World Research</i> , Oxford Blackwell, Chapter 3.
	Chapter in an edited book	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	Storey, J., Cressey, 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)	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	Great Britain (1994) <i>Criminal Justice and Public Order Act 1994</i> , London, HMSO
	Others (with authors)	As for books
	Others (no obvious authors)	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	Roberts, D. (1998) 'BAe sells property wing for £301m', <i>The Daily Telegraph</i> , London, 10 October, p. 31.
	Newspaper article (no obvious author)	Guardian (1992) 'Fraud trial at Britannia Theme Park', <i>The Guardian</i> , Manchester, 5 February, p.4.
	Newspaper article (from CD-ROM database)	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, p. 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	MacClelland, S. (1998) <i>Unpublished letter: Reviewer's feedback</i> .
	Personal email	MacClelland, S. (1998) <i>Reviewer's feedback</i> (email to the author) (online).
	Electronic conference/Bulletin Boards	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	<URL: http://www.remainder of full Internet electronic conference/bulletin board >

REFERENCING STYLE-1-B

Using the Harvard System to reference in the text

To refer to	Use the general format	For example
A single author	(Surname, date)	(Saunders, 1993)
Dual authors	(Surname and Surname, date)	(Saunders and Cooper, 1993)
More than two authors	(Surname <i>et al.</i> , date)	(Stack <i>et al.</i> , 1996)
Work by different authors generally	(Surname, date; Surname, date) in alphabetical order	(Baker, 1996; Lewis, 1998; Thomhill, 1997)
Different authors with the same surname	(Surname, Initial., date)	(Smith, I., 1998)
Different publications by the same author	(Surname, date, date) in ascending date author	(Lewis, 1991, 1998)
Different publications by the same author from the same year	(Surname, date), make sure the letter is consistent throughout	(Forster, 1991a)
An author referred to by another author where the original has not been read (<i>Secondary reference</i>)	(Surname, date, cited by Surname, date)	(Granovetter, 1974; cited by Saunders, 1993)
A corporate author	(Corporate name, date)	(Hanson Trust Plc, 1990)
A newspaper article with no obvious author	(Publication name, date)	(Guardian, 1999)
Another type of publication with no obvious author	(Publication name, date)	(Labour Market Trends, 1999)
An internet site	(Site, title, date)	(Advertising Association, 1999)
A publication for which the year of publication cannot be identified	(Surname or Corporate name, nd) where 'nd' means no date (Surname or Corporate name, c. date) where 'c.' means circa	(Woollons, nd) (Hattersley, c. 1977)
A direct quotation	Surname or Corporate name, date: page) where 'page' is the page in the original publication on which the quotation appears	'... the Harvard method of referencing provides a simple way of coping with the main text and also bibliographies' (Bell, 1993: 28)