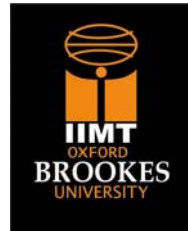


INTERNATIONAL CONFERENCE ON SERVICES MANAGEMENT

March 11- 12, 2005

Radisson Hotel, New Delhi



Organised and Hosted by
**Institute for International Management
and Technology (Oxford Brookes University)**
Gurgaon, India



Academic Partner
**Institute for International Management
and Technology-Raichak, Bengal**

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Introduction

Services Industry is an area which will be one of the key drivers for economic growth. In this scenario, it is important that aspects such as productivity, management of processes, growth drivers, critical factors for success are identified and policy implications generated both at the industry and firm level. Healthcare, education, telecommunications, hospitality and tourism, consulting, post sales services, software are some of the areas which are witnessing lot of action. It is therefore important that issues in these areas are identified. International scenario points out at the importance of the linkage between industry and academics. It is important that there is a common platform wherein both the industry and academia are present at the same forum. This event brings together the academic and the corporate community together at a single platform. The conference aims to cover the following sectors:

Hospitality

Session Code: Sconf-1

- The emerging issues in the hospitality sector
- Disinvestment and turnaround management
- Marketing for small firms-innovations and fresh Insights
- Use of information technology
- Implementation of customer relationship management systems
- Emerging HR paradigm
- Managing the production process
- Environmental concerns- some benchmarks
- Critical factors for success
- Financing the hospitality industry
- Exploring growth options- franchising, mergers and acquisitions, contracting

Health Care Management

Session Code: Sconf-2

- Issues in healthcare management
- Role of private sector
- Models of healthcare management for reaching the deprived masses
- Role of medical insurance
- Financing the healthcare sector
- Role of NGOs.

Tourism

Session Code: Sconf-3

- Emerging areas of concern
- Benchmarks in tourism
- Lessons for India
- Sustainable tourism
- Nature tourism
- Role of marketing
- Infrastructure for tourism
- Regulatory mechanism
- Setting the right culture
- Policy issues

Retailing and Real Estate Management

Session Code: Sconf-4

- Emergence of malls
- Financing and viability of big malls
- Destination management
- Issues in design and user benefits
- Private sector initiative in real estate development
- Critical factors for success
- Role of financial institutions in these developments

Public Services

Session Code: Sconf-5

- Issues in managing airlines
- Benchmarks and customer services
- Managing the metro projects
- Lessons for developing economies
- Financing
- Managing at the city level
- Managing the road and rail transport
- Building user charges

Telecommunications

Session Code: Sconf-6

- The emerging markets in developing countries
- Lessons from developed countries
- Emerging issues in managing telecom markets
- Future of mobile commerce
- Issues in managing information enabled services
- Future of telecom technologies for mobile telephony
- Customer issues
- Critical factors for success

Information Technology and ITES

Session Code: Sconf-7

- Emerging leadership
- Critical factors for success
- Outsourcing and the future for developing countries
- Policy issues
- Marketing
- Retaining talent
- Emerging BPO segment
- Sustainability of BPOs
- Future of embedded systems
- Clusters in Software industry
- Policy implications

Education

Session Code: Sconf-8

- Role of private sector, issues in managing the government universities
- Role of endowment
- Developing corporate university linkages some case studies
- Job orientation in public universities
- Leadership and future scenarios
- Development of areas critical for a country's strength
- Developing multilingual capacities
- Regulatory mechanism for university education

Financial and Insurance Management

Session Code: Sconf-9

- Role of private sector
- Emergence of new products
- Critical factors for success
- New products in insurance sector
- Developing leadership competencies
- Role of technology
- Innovation and value drivers in finance industry

Doctoral Consortium

Students currently pursuing the doctoral work can attend the doctoral consortium, wherein they could discuss their research, get a perspective, get a grounding in conducting research and publishing papers. They would get assistance from specialists in these areas. It would be a half day workshop.

Please send a ten page write up on your research objective, methodology and major findings. Also mention the areas wherein support is required. After receiving the responses, we would announce the agenda for the Doctoral Consortium. Sessions on writing Research Papers would also be provided.

Panel Discussions

Panel discussions would be organized in the area of best practices in marketing, HR, finance, telecom and the Industry leaders would participate. These would be chaired by eminent people from academics and industry.

Speakers

Eminent persons from academics and industry.

Conference Registration

	Indian		Overseas	
	*Early Bird	Normal	*Early Bird	Normal
Academic Members	Rs 3000	Rs 3500	\$150	\$200
Non Academic Members	Rs 5000	Rs 6500	\$200	\$250
Students	Rs 1500	Rs 2000	\$40	\$50

* For early bird registration, please register before December 31, 2004

The fees would include conference proceedings, lunch on both the days. It will also include dinner on March 11, 2004 at Radisson.

Registration

A registration form is sent along with this announcement brochure. The form can also be downloaded from the conference web site. The completed form, along with the registration fee should be sent to the **Conference Co-ordinator**. Payment can also be made through any of the following modes: local cheque/bank draft and pay order favouring **Institute for International Management and Technology** and payable at New Delhi.

Registration confirmation

Confirmation of registration will be sent upon receipt of the completed registration form and payment.

Cancellation and substitution policy

No cancellation or refund will be possible after a firm registration has been made. However, substitutions may be made. Please indicate, by 15 February 2005, the name and other necessary details, of the delegate who will replace the original registrant.

Call for Papers

Papers are invited on the listed themes. 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 practioners and academics. Paper must be submitted in the MS Word format as an email attachment. Author guidelines are available on conference website www.jsr-iimt.net/sconf2005.

Send your abstract and Paper submissions at the following address as an e-mail attachment. Please indicate the session and session code for which you are sending the submission.

E-mail: sconf2005@iimtobu.ac.in

Important Dates

Abstract Submission Deadlines : October 31, 2004

Paper Submission Deadlines : December, 30, 2004

All selected papers will be printed in the proceedings. Selected papers from this would be published as an edited book.

Conference Secretariat

Conference Chair

Prof. Vinnie Jauhari

Conference Co-ordinator

Ashok Sahu

For any information, please reach us at Conference Secretariat

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