

<b>THE 2nd INTERNATIONAL CONFERENCE ON SERVICES MANAGEMENT</b>			
<b>JUNE 1-2, 2007</b>			
<b>DETAILED PROGRAMME</b>			
<b>FRIDAY (June 1, 2007) TECHNICAL SESSIONS</b>			
<b>Activity</b>	<b>Time</b>		
<b>Registration</b>	8:30 to 9:30 AM		
<b>Inauguration</b>	9:30 AM to 10:15 AM	<b>Chief Guest: Dr. Ramesh Kapur</b>	
<b>Plenary Session 1</b>	<b>Surya Mahal 1 &amp; 2</b>	<b>Plenary Chair: Dr. Arun Upneja</b>	
<b>Speaker 1</b>	10:15 AM to 10:45 AM	<b>Prof. Vinayshil Gautam</b> <i>First Head, Department of Management Studies, IIT, Delhi</i>	
		<b>Topic: Innovations in the Management of Engineering Business: The Case of the Telecom Sector</b>	
<b>Speaker 2</b>	10:45 AM to 11:15 AM	<b>Mr. Tim Gore</b> <i>Director Education, British Council, Delhi</i>	
		<b>Topic: Role of Research and Collaborations in Fostering Excellence in Higher Education : An Insight from India.</b>	
<b>11:15 to 11:30</b>		<b>TEA BREAK</b>	
<b>Time: 11:30 TO 1:00</b> <b>Technical Session 1</b> <b>Room: Surya Mahal-1</b> <b>Track : Entrepreneurship in Emerging Areas in Services Industry</b> <b>Session Chair: Prof. Vinayshil Gautam</b> <b>Session Co-Chair: Prof. Kamal Manaktola</b>		<b>Time: 11:30 TO 1:00</b> <b>Technical Session 1</b> <b>Room: Surya Mahal-2</b> <b>Track :Public Private Partnerships in Services Sector</b> <b>Session Chair: Prof. David Cranage</b> <b>Session Co-Chair: Prof. Sudhanshu Bhushan</b>	
<b>Speakers</b>	<b>Paper</b>	<b>Speakers</b>	<b>Paper</b>
Joel Ernult Arvind Astha	How to Measure Global Performance in a Service Enterprise? A Case Study of Caisse D'Epargne.	Mike Peters Joerg Frehse Klaus Weiermair	Success Factors of Public Private Partnerships: Cases in Alpine Tourism Development
M.Ramanjaneyulu	Economic Analysis of Telecommunication Services of India Under Pre and Post Liberalisation	Nadine B Sulkowski	Critical Issues in Researching Implementation and Performance Measurement Strategies of Public-Private Partnership in Tourism Management
Lakshman S. Thakur Vijay K. Jain	Technology Adoption in India: Important Variables	Amit Sharma Jeannie Sneed Himani Kaul Shivangi Gupta Vinnie Jauhari	Production Efficiency Analysis of Small Hotels in Tanzania An Insight into Service Processes in Public and Private Hospitals in India
<b>1:00 pm-2:00 pm</b>		<b>LUNCH BREAK</b>	
<b>Time: 2:00 TO 3:30</b> <b>Technical Session 2</b> <b>Room: Surya Mahal-1</b> <b>Track: Innovation Across Various Service Sectors</b> <b>Session Chair: Prof.Hubert B. Van Hoof</b> <b>Session Co-Chair: Prof. Kamal Manaktola</b>		<b>Time: 2:00 TO 3:30</b> <b>Technical Session 2</b> <b>Room: Surya Mahal-2</b> <b>Track: Public Private Partnerships in the Service Sector</b> <b>Session Chair: Prof.Klaus Weiermair</b> <b>Session Co-Chair: Prof. Sudhanshu Bhushan</b>	
<b>Speakers</b>	<b>Paper</b>	<b>Speakers</b>	<b>Paper</b>
Vivienne J. Wildes	Motivation to Work in Service: How Internal Service Quality Overcomes Occupational Stigma to Attract and Retain Service Workers.	Anita Goyal	Innovation Strategy Along Product Life Cycle for Private Medical Practitioners
Bharath Josiam Johnny Sue Reynolds Sumeetra Thozhur Christy Crutsinger Tom Baum Frances. G. Devine	Attitudes to Work of Generation Y Students in Hospitality Management: A Comparative Analysis of Students In USA & UK	Ashish Pareekh	Motives of Doctors Entrepreneurs : A Case Study of India
Md.Shahriar Akter Md. Upal Umme Hani	Service Quality Perception and Satisfaction: A Study Over Sub-urban Public Hospitals in Bangladesh	Lallu Joseph	Surveillance of Communicable Diseases in a Developing Country: NADHI Model
<b>3:30 to 3:45</b>		<b>TEA BREAK</b>	
<b>Time: 3:45 to 5:15</b> <b>Technical Session 3</b> <b>Room: Surya Mahal-1</b> <b>Track: Innovation Across Various Service Sectors</b> <b>Session Chair: Prof. Mahmood A. Khan</b> <b>Session Co-Chair: Prof. Kamal Manaktola</b>		<b>Time: 3:45 to 5:15</b> <b>Technical Session 3</b> <b>Room: Surya Mahal-2</b> <b>Track: Emergence of Clusters in the Services Sector</b> <b>Session Chair: Prof. Lakshman S. Thakur</b> <b>Session Co-Chair: Prof. Sudhanshu Bhushan</b>	
<b>Speakers</b>	<b>Paper</b>	<b>Speakers</b>	<b>Paper</b>
Ulrike Handermann Ronald Gleich	The Management of Service Innovation: In Search of a Framework for Success	Naresh R. Pandit Gary A. S. Cook J.V. Beaverstock Pervez N. Ghauri	Locating in the City of London Financial Services Cluster: A Comparison Between MNEs and Non MNEs
Sonia Bharwani	Successful Hospitality Innovations – A Case Study of The Oberoi Resorts	A. Sahay M. S. Chhikara	Mapping of Entrepreneurial Profile: The Case Cyber Cafés
T. S. Shaikh G. S. Bawa	Organization Renewal Through Performance Review Meetings – A Case Study of Innovative Leadership Initiatives –Airports Authority of India	S.R.Keshava	Information Technology and Economic Growth of Karnataka: Growth, Contribution and Policy Implication
Ahmad Hisham Zainal Abidin Asif Zamri Zainol Abd. Rahim Romle	PDAs as Your Devices in Mobile Internet Banking: Promising Technology to Improve Service Liberation	Jimmy Joseph Trupti Mishra	Information Technology and Economic Growth of Karnataka: Growth, Contribution and Policy Implication
<b>Conference Dinner - 7:30 PM (Pool Side, Radisson Hotel)</b>			

<b>THE 2nd INTERNATIONAL CONFERENCE ON SERVICES MANAGEMENT</b>			
<b>JUNE 1-2, 2007</b>			
<b>SATURDAY (June 2, 2007) TECHNICAL SESSIONS</b>			
<b>Plenary Session 2</b>	<b>Surya Mahal 1 &amp; 2</b>	<b>Plenary Chair: Dr. David Cranage</b>	
<b>Speaker 1</b>	09:30 AM to 10:00 AM	<b>Dr Ameer Yajnik</b> <i>Central Government Standing Counsel for Gujarat High Court, Senior Standing Counsel for the Official Liquidator, High Court of Gujarat, Ministry of Company Affairs, Union of India</i>	
		<b>Topic: Globalization, Ethics and Entrepreneurship: Revisiting the Rule of Law in India</b>	
<b>Speaker 2</b>	10:00 AM to 10:30 AM	<b>Dr. R.T. Krishnan</b> <i>Professor in the Corporate Strategy &amp; Policy Area at the Indian Institute of Management, Bangalore (IIMB), India</i>	
		<b>Topic: Building Customer Loyalty in Service Businesses: The Role of Transactional &amp; Relationship-based Approaches.</b>	
<b>Speaker 3</b>	10:30 AM to 11:00 AM	<b>Dr. V. Jauhari</b> <i>University Relations Manager-India, HP, India Editor, Journal of Services Research</i>	
		<b>Topic: Innovation Ecosystems and Entrepreneurship in Software Industry: Insights from India, China, Israel and Japan</b>	
	11:00 AM to 11:15 AM	Presentation (Pennsylvania State University)	
<b>11:15 to 11:30</b>		<b>TEA BREAK</b>	
<b>Time: 11:30 to 1:00</b> <b>Technical Session 1</b> Room: Surya Mahal-1 Track: Innovation Across Various Service Sectors Session Chair: Prof. Jean Woodall Session Co-Chair: Dr. Durga Mohan		<b>Time: 11:30 to 1:00</b> <b>Technical Session 1</b> Room : Surya Mahal-2 Track: Innovation Across Various Service Sectors Session Chair: Dr. Arun Upneja Session Co-Chair: Prof. Kamal Manaktola	
<b>Speakers</b>	<b>Paper</b>	<b>Speakers</b>	<b>Paper</b>
H.S. Srivatsa R. Srinivasan	New Age Youth Banking Behavior an Explorative Study in the Indian Banking Sector	Mahmood A. Khan Maryam Khan	Exploratory Assessment of the Emergence of New & Innovative Service Categories
Nina Schniering Ronald Gleich	An Integrated Framework for Branding in Industrial Markets	Kirti Dutta Gunae Choi U. Venkatesh H.G. Parsa	A Comparative Study of Consumers' Green Practice Orientation in India and the United States
Harish Sujan Meryl P. Gardner David Cranage	Optimism and Recovery from Product Failure: Doing Too Much or Too Little	Jessie Harman	Successful Social Entrepreneurship : The Case of Eagle Hawk Recycle Shop
		Lallu Joseph	The Concept of Continuous Quality Improvement (CQI) in Healthcare
<b>1:00 pm to 1:45pm</b>		<b>LUNCH BREAK</b>	
<b>Time: 1:45 to 3:15</b> <b>Technical Session 2</b> Room: Surya Mahal-1 Track: Ethics and Entrepreneurship Session Chair: Dr. Levent Altinay Session Co-Chair: Dr. T.N. Sindhawani		<b>Time: 1:45 to 3:15</b> <b>Technical Session 2</b> Room: Surya Mahal-2 Track: Emergence of Clusters in Services Sector Session Chair: Dr Bharat Josiam Session Co-Chair: Prof. Kamal Manaktola	
<b>Speakers</b>	<b>Paper</b>	<b>Speakers</b>	<b>Paper</b>
Vivienne J. Wildes	Corporate Social Responsibility for Global Services Management	Tzzy Jane Lay Seng-Su Tsang	Entrepreneurship and Industrial Cluster-Taipei's Wedding Photo Studio Cluster
S. Bhushan Vinnie Jauhari	Leadership as a Process of Self Realization: Ethical Dimensions to Leadership, Leadership is Leading People to Themselves	Rumki Bandyopadhyay	Role of Financial Institutions in Promoting Entrepreneurship in Assam
Sudeep Chatterjee	How the Corporate Firms Move Towards the Sustainable Development Paradigm	Jurgita Sekliuckiene Habil V. Vengrauskas	Leveraging Organisational Resources: The Case of Retail Chains in Lithuanian
Urvashi Makkar Elisante ole Gabriel S.K. Tripathi	Value Chain for Higher Education Sector-Case Studies of India & Tanzania		
<b>3:15 to 3:30</b>		<b>TEA BREAK</b>	
<b>Time: 3:30 to 5:30</b> <b>Technical Session 3</b> Room: Surya Mahal-1 Track: Entrepreneurship Across Business Segments and Customer Experiences Session Chair: Prof. U. Venkatesh Session Co-Chair: Prof. Suresh Misra		<b>Time: 3:30 to 5:30</b> <b>Technical Session 3</b> Room: Surya Mahal-2 Track: Value Drivers for Entrepreneurship Session Chair: Prof. Vivienne J. Wildes Session Co-Chair: Prof. Kamal Manaktola	
<b>Speaker</b>	<b>Paper</b>	<b>Speaker</b>	<b>Paper</b>
Basavaraj S. Benni	Status of Public Services in Karnataka - A Comparative District Level Analysis	Joëlle Debely Magali Dubosson Emmanuel Fragnière	The Pricing of Knowledge-based Services : Insights from the Environmental Sciences
M. Edwin Gnanadhas A. Venkateswaran R. Rathiha	Entrepreneurial Development Programmes Conducted by Public Sector Banks in Tamilnadu –Success or Failure	Mahmood A. Khan Maryam Khan	Concept Development In Hospitality Franchising: An Entrepreneurial & Innovative Exercise
Arif Khan K Bhimaraya A. Metri	Understanding Customers' Service Experience: Review and Research Propositions	Soma Sur	Technology-Based Remote Service Encounters: Understanding Customer Satisfaction and Sustainability
Pawan Taneja	Changing Customer Expectations - A Study of Restaurants in Punjab		