

**3rd International Conference on Services Management
May 9 - 10, 2008, Penn Stater Conference Hotel, University Park, PA**

Conference Program and Presentation Schedule (Day 1 - Friday, May 9, 2008)

8:00 to 8:45 AM	Opening Ceremony		
Room 108	Dr. Hubert Van Hoof , Director of the School of Hospitality Management, Penn State University		
	Dr. Kamlesh Misra , Director of the Institute for International Management, Oxford Brookes India		
	Dr. Vinnie Jauhari , Regional Lead, Open Innovation, Hewlett Packard India		
	Prof Mark Saunders , Assistant Dean, Head of Research and Doctoral Programs, Oxford Brookes University, UK		
	Dr. Anne Crouter , Dean of the College of Health and Human Development, Penn State University		
8:45 to 9:30 AM	Breakfast Break and Registration		
Break Area			
9:30 to 10:30 AM	1st Presentation Session – 3 Concurrent Sessions		
Rooms 104, 105 & 106	Session A – Track #1 – Strategies Session Chair – Dr Yuksel Ekinci, Senior Lecturer in Hospitality Management, School of Management, University of Surrey, Guildford, UK	Session B – Track #3 – Marketing Session Chair – Dr. David A. Cranage, Associate Professor, School of Hospitality Management, Penn State University, University Park, PA	Session C – Track #3 – Marketing Session Chair – Dr. Vinnie Jauhari, Regional Lead, Open Innovation, Hewlett Packard India
10:30 to 11:00 AM	Refreshment Break		
Break Area			
11:00 AM to 12 Noon	2nd Presentation Session–3 Concurrent Sessions		
Rooms 104, 105 & 106	Session A – Track #1 – Strategies Session Chair – Dr. Daniel J. Mount, Associate Professor, School of Hospitality Management, Penn State University, University Park, PA	Session B – Track #3 – Marketing Session Chair – Dr. Fevzi Okumus, Associate Professor, Rosen College of Hospitality Management, University of Central Florida, Orlando FL	Session C – Track #3 – Marketing Session Chair – Dr. Breffni M. Noone, Assistant Professor, School of Hospitality Management, Pennsylvania State University, University Park, PA
12 Noon to 1:30 PM	Lunch in Gardens Restaurant		
1:30 to 2:30 PM	3rd Presentation Session – 3 Concurrent Sessions		
Rooms 104, 105 & 106	Session A – Track #5 – Technology Session Chair – Dr. R. Craig Coulter, Founder & Chief Scientist, HyperActive Technologies, Inc.	Session B – Track #3 – Marketing Session Chair – Dr. Umashankar Venkatesh, Professor and Dean, Institute for International Management and Technology, Gurgaon, India	Session C – Track #3 – Marketing Session Chair – Dr. H.G. Parsa, Professor, Rosen College of Hospitality Management, University of Central Florida, Orlando FL
2:30 to 4:00 PM	Poster Presentations & Refreshment Break		
Break Area			
4:00 to 5:00 PM	4th Presentation Session – 3 Concurrent Sessions		
Rooms 104, 105 & 106	Session A – Track # 2 Human Resources Session Chair - Professor Mark Saunders, Assistant Dean, Head of Research and Doctoral Programs, Oxford Brookes University, UK	Session B – Track #3 – Marketing Session Chair – Dr. David Bowen, Head of Doctoral Program, Department Hospitality, Leisure and Tourism Management Business School, Oxford Brookes University, UK	Session C – Track #3 – Marketing Session Chair – Dr. Levent Altinay, Reader in Strategic Management in the Service Industry, Department of HLTM, Business School, Oxford Brookes University, Gipsy Lane Campus, Headington, Oxford, UK
5:00 to 6:30 PM	Open Time		
6:30 to 7:00 PM	Reception – Cash Bar		
7:00 to 9:30 PM	Dinner		
	Key Note Speaker – Proctor & Gamble Professional		
	Best Paper Awards with P&G and Dr. Hubert Van Hoof; Dr. Umashanker Venkatesh, Dean of the Institute for International Management, Oxford Brookes, India; Prof Mark Saunders, Assistant Dean, Head of Research and Doctoral Programs, Oxford Brookes University, UK		

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Conference Program and Presentation Schedule (Day 2 - Saturday, May 10, 2008)**

8:00 to 8:45 AM	Key Note Presentations – Introductions by Dr. Vinnie Jauhari	
Room 108	Dr. R. Craig Coulter, Founder & Chief Scientist, HyperActive Technologies, Inc.	
	Professor Mark Saunders , Assistant Dean, Head of Research and Doctoral Programs, Oxford Brookes University, UK	
8:45 to 9:30 AM	Breakfast Break	
Break Area		
9:30 to 10:30 AM	5th Presentation Session – 2 Concurrent Sessions	
Rooms 105 & 106	Session A – Track #4 Finance Session Chair – Dr. Hubert Van Hoof, Director of the School of Hospitality Management, Penn State University	Session B – Track #3 – Marketing Session Chair – Dr. Marianna Sigala, Professor, Department of Business Administration, Business School, University of the Aegean, Chios, Greece
10:30 to 11:00 AM	Refreshment Break	
Break Area		
11:00 AM to 12 Noon	6th Presentation Session – 2 Concurrent Sessions	
Rooms 105 & 106	Session A – Track #6 – Education Session Chair – Dr. Daneel van Lill, Director, School of Tourism and Hospitality, Faculty of Management, University of Johannesburg, Johannesburg, South Africa	Session B – Track #3 – Marketing – Session Chair – Dr. Kamlesh Misra, Director Institute for International Management and Technology, Gurgaon, India
12 Noon to 1:30 PM	Lunch in Gardens Restaurant	
1:30 to 2:30 PM	7th Presentation Session – Panel Presentation & 1 Concurrent Sessions	
Rooms 108	Panel Presentation – Journal Editors	Session A Session Chair – Dr. Amit Sharma, Assistant Professor of Hospitality Finance, School of Hospitality Management, Penn State University, University Park, PA
2:30 to 3:00 PM	Refreshment Break	
Break Area		
3:00 to 4:00 PM	Closing Ceremony	
Rooms 108	4th International Conference on Services Management, Oxford Brookes, 2009	
	Dr. Hubert Van Hoof , Director of the School of Hospitality Management, Penn State University	
	Dr. Kamlesh Misra , Director of the Institute for International Management, Oxford Brookes India	
	Dr David Bowen , Head of Doctoral Program, Oxford Brookes University, UK	