



The 3rd International Conference on Services Management

May 9-10, 2008, Date Saver
Penn State Conference Hotel,
University Park, PA

School of
Hospitality Management

JSR Journal of
Services Research



CALL FOR PAPERS THEME: SERVICE QUALITY

**Conference Chairs: Dr. David Cranage & Dr. Arun Upneja
Dr. Vinnie Jauhari, Dr. Umashankar Venkatesh
& Dr. Levent Altinay**

Organized and Hosted by

**Penn State School of Hospitality Management, Institute for International
Management and Technology, and Business School, Oxford Brookes University**

**The 2008 conference web address is www.jsr-iimt.in/sconf2008,
and sconf2008@psu.edu is the email address from Penn State**

About the Conference

Service quality has become one of the “critical success factors” in the growth and profitability of companies in the services industry. Globally there is a growing desire for new knowledge and skills necessary for sustainability of businesses in the services sector. There is a need to re-examine the concept of service quality in all aspects of the services business, including operations, organizational behavior, marketing, technology, education, finance, and accounting. Internationally, this requires strategies addressing cultural and socio-economic complexities. Therefore, service quality needs to be studied not only in the various functional areas in the services sector, but also linked to the local context. This conference attempts to explore recent research that explains the dynamics of service quality and develops strategies to deliver quality service in this industry. The emergence of business potential in new and

dynamic economies in areas such as China, India, South America, Eastern Europe and the Middle East has led to the need for research studies of the influence of these economies and cultures on the concept of service quality. This conference is a forum for sharing the latest findings and also to afford the opportunity for new initiatives and partnerships for continued study of service quality in the services industry.

Paper submissions are invited for various tracks

All paper submissions will be considered for both stand-up presentations or poster presentations.

Track I: Operational Strategies for Delivering Service Quality

This track explores the factors affecting service quality and the operational strategies that can be developed to effectively improve the quality of service. The papers could be empirical or theoretical contributions. Papers reflecting best practices and submission of case studies on excellence are welcome. Studies based on impact of economic and cultural difference are invited.

Track II: The Relationship of Human Resources Practices to Service Quality

The track explores the nature and effect of these practices on the delivery of service quality. Studies using theories from Social Psychology, Cognitive Psychology and Sociology to explain the relationship of these practices with improvement of delivery, are most welcome. Models of management innovations in both new and mature industry sectors are invited. “Best Practices” across various service sectors are also invited.

Track III: Marketing Research in Service Quality

This track explores marketing studies of areas such as customer satisfaction, loyalty, service recovery, attribution, product development, promotion, pricing, value, and service experience and their relationship to customer perception of service quality. Strategies that can be developed for pre, present and post experience to improve service quality perceptions are also invited.

Track IV: Accounting and Financial Policies and Issues and Their Effect on Service Quality

This track explores how accounting and financial policies and issues can and do have an affect on service quality delivery. Areas of interest may include but are not limited to costing, valuation and investment analysis. International differences in these areas and their impact are also invited.

Track V: Emergence of New Technologies and Information Systems in the Services Sector That Affect the Delivery of Service Quality

This track explores the ever growing development of new technologies and new applications to existing technologies and their potential effects on service quality delivery. Studies that look at technologies that speed up and/or simplify, make more efficient, accurate or satisfying are invited.

Track VI: Education Practices for Learning Service Quality

This track explores new and innovative education practices and theories for both academic and industry educators. This track is designed to serve the needs of all levels of service quality education through the presentation of issues pertinent to the field. The main objective of this track is to facilitate scholarly interchange among service management researchers, educators, industry practitioners and educators from related disciplines.

Track VII: Graduate Student Papers on Topics of Service Quality

A special forum for graduate students to present their completed or work in progress research on all topics related to service quality will be established. Graduate students and their advisors (and committee members) are invited to submit their work and all are invited to attend the presentation for questions, comments and suggestions.

Panel Discussions

Panel discussions will be organized in the areas of best practices, emerging theories, and the impact of international, cultural and economic differences in marketing, HR, finance, information systems, education, operations and technology. The panels will be chaired by leaders from both academics and industry, and therefore, industry practitioners are encouraged to participate. Submissions for panel discussions should include an abstract and justification of the topic for the panel, a list of panel participants with concise vitas (4 pages) as well as each panel participant's topic abstract. All abstracts should be kept to 3 to 5 pages.

Speakers

Eminent leaders from academics and industry.

Conference Registration

	*Early Bird	Standard
Academic Members	\$195	\$250
Non-Academic Members	\$250	\$300
Students	\$ 95	\$150

* For early bird registration, please register before February 1st, 2008.

* For paper to be included in the proceedings, please register before February 1st, 2008

* Registration closes April 1st, 2008.

The registration fee will include AV equipment, conference proceedings, nutrition breaks, lunch on both the days, and the awards dinner.

Registration

A registration form can also be downloaded from the conference web site. The completed form, along with the registration fee should be sent to the Conference Coordinator at sconf2008@psu.edu. Payment can also be made through any of the following modes: Credit card and local check/bank draft and pay/money order payable to The Pennsylvania State University. Online registration will also be available on conference website.

Registration Confirmation

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

Accommodation

Delegates are advised to book their accommodation directly. The list of hotels has been given on our conference website and the bottom of this invitation.

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 April 1st, 2008, 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 practitioners and academics. Paper must be submitted in MS Word format as an email attachment. The paper should not be more than 30 pages. The abstract should be approximately 200-250 words. Author guidelines are available on conference website www.jsr-iimt.in/sconf2008

Send your abstract and paper submissions at the following address as an e-mail attachment. Please indicate the track for which you are sending the submission.
E-mail: dac2@psu.edu or sconf2008@psu.edu

Important Dates

Submission of Abstract	August 31, 2007
Communication of Acceptance of Abstracts	September 15, 2007
Submission of Complete Paper	November 1, 2007
Reviewer's Comments on Papers	November 30, 2007
Revised Paper Submission	December 21, 2007
Final Acceptance of the Paper	January 11, 2008

All selected papers will be printed in the proceedings.

Conference Secretary

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 201 Mateer Building, University Park, PA 16802
 814-865-1854, ldh16@psu.edu

Conference Chair

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Dr. Arun Upneja
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Conference Co-Chair

Dr. Vinnie Jauhari - University Relations Manager-India, HP India

Dr. Levent Altinay - Senior Lecturer in Hospitality, Leisure, and Tourism Management,
 Oxford Brookes University

Conference Management Team

Dr. Ann Crouter - Dean of the College of Health and Human Development, Penn State University

Dr. Hubert Van Hoof - Director of the School of Hospitality Management, Penn State University

Professor. Kamlesh Misra - Director of the Institute for International Management and Technology

Professor. Venkatesh Umashankar - Dean of the Institute for International Management and Technology

Dr. Jean Woodall - Associate Dean of the Business School, Oxford Brookes University

Conference Coordinator

Christopher Doufour - Senior Conference Planner
225 The Penn Stater Conference Center Hotel, University Park, PA 16802
814-863-5100, cpd1@psu.edu

**For any information, please contact the Conference Coordinator,
Conference Secretary or Conference Chairs (Penn State)**

About the Penn State School of Hospitality Management

The Penn State School of Hospitality Management is one of the leading schools of its kind in the United States and has been ranked among the country's best since its inception in 1937. Located in State College, Pennsylvania, the School is home to 740 undergraduate students, 20 MS and PhD students, and 29 full-time faculty members. The School offers two year on-line Associate Degree programs focusing on hospitality management and management dietetics. It houses the Hospitality Leadership Institute, which provides executive and management development programs to industry, the Center for Food Innovation, which is involved in new food product development, as well as a satellite program at the Penn State Berks-Lehigh campus.

About IIMT

The Institute for International Management and Technology (IIMT) is one of the fastest growing institutions of higher learning in India. Presently it operates from its two campuses, the first located at Gurgaon falling under the national capital region and the second at the Ffort-Radisson Resort complex at Raichak, near Kolkata, West Bengal. The long-term objective of IIMT is to provide internationally recognised undergraduate and postgraduate programmes of study in the professional areas of business management and hospitality & tourism management.

Schools at IIMT

IIMT-Oxford Brookes Univeristy has the following schools in the area of Management and Hospitality.

- School of Management and Entrepreneurship
- School of Hospitality and Tourism Management

About Oxford Brookes University

Oxford Brookes University is a premier learning and teaching institution with an outstanding research record. Oxford Brookes University is the only UK modern university to have achieved 24 subjects rated as excellent for teaching. We have a longstanding reputation for employability, and are host to two national centers of excellence in teaching and learning. The University can trace its history back as far as 1865 with the foundation of the Oxford School of Art, which over the centuries merged and grew to become today's university. It was in 1992 that the then Oxford Polytechnic became Oxford Brookes University, naming itself after John Henry Brookes, first Principal of the Schools of Technology, Art and Commerce.

All paper submissions will be considered for publication in special issues of the Journal of Services Research, the Journal of Foodservice Business Research, and the Journal of Quality Assurance in Hospitality and Tourism.

Journal of Services Research

The 'Journal of Services Research' was conceived and developed to document the management issues related with the Services Industry. The journal demonstrates the commitment of IIMT-Oxford Brookes University to academics and research. The journal features in the international database - EBSCO. It provides online access to over 2500 journals (full text) and therefore JSR is internationally read and circulated. An international editorial board with representation from big business and hospitality school makes it a truly international product. Some of the Universities being represented on the Editorials Board of JSR are: Manchester Metropolitan University, UK, United Nations University, Oxford Brookes University, Tokyo Institute of Technology Tokyo, University at Solano, New Mexico, Ohio State University, University of Colorado, IMHI, Paris, Southern Connecticut State University, Georgia.

Journal of Foodservice Business Research

The Journal of Foodservice Business Research presents the latest information from international foodservice innovators and experts! The Journal of Foodservice Business Research keeps you at the forefront of the field with cutting-edge information from respected researchers. With concise and informative reviews of the current literature, this journal will guide you through the often-confusing maze of available information to the best, most reliable sources. The Journal features articles from international experts in various disciplines, including management, marketing, finance, law, food technology, nutrition, psychology, information systems, anthropology, human resources, and more.

Journal of Quality Assurance in Hospitality and Tourism

The Journal of Quality Assurance in Hospitality & Tourism serves as a medium to share and disseminate new research findings, theoretical development and superior practices in hospitality and tourism service quality. The journal aims to publish

cutting-edge empirically and theoretically sound research articles which advance and foster hospitality and tourism research and practices. Academicians and practitioners explore current and important development information on quality planning, development, management, marketing, evaluation, and adjustments within the field. As a result, this journal will help readers to keep update to the latest theory development and research findings, improve business practices, stay informed of successful hospitality strategies, maintain profit requirements, and increase their market share in this complex and growing field.

Hotels

? *On Campus Hotels*

Penn Stater Conference Center Hotel

Toll-Free: (800) 233-7505*

Phone: 814-863-5000

Fax: 814-863-5002

Website: <http://www.pshs.psu.edu/pennstater/pshome.asp>

E-Mail: pshs@psu.edu

* Toll-Free number may be used in the U.S. and Canada

The Nittany Lion Inn

Toll-Free: (800) 233-7505*

Phone: (814) 865-8500

Fax: (814) 865-8501

Website:

<http://www.pshs.psu.edu/nittanylioninn/nlhome.asp>

E-Mail: pshs@psu.edu

* Toll-Free number may be used in the U.S. and Canada

? *Off Campus Hotels*

Hampton Inn & Suites @ Williamsburg Square

1955 Waddle Road
State College, PA 16803

Phone: 814-231-1899

Fax: 814-231-1890

Website:

<http://www.visitpennstate.org/listings/webcounter.cfm?listingID=400&weburl=http%3A%2F%2Fwww%2Eph>

otowebusa%2Ecom%2Fhampton%2Fstatecollege%2F
E-Mail: wmsbgsq@shanerhotels.com

Holiday Inn Express at Williamsburg Square

1925 Waddle Road
State College, PA 16803

Phone: 814-867-1800

Fax: 814-867-9830

Website:

<http://www.visitpennstate.org/listings/webcounter.cfm?listingID=276&weburl=www%2Ephotowebusa%2Ecom%2Fhiexpress%2Fstatecollege%2F>

E-Mail: wmsbgsq@shanercorp.com

SpringHill Suites by Marriott at Williamsburg Square

1935 Waddle Rd.
State College, PA 16803

Phone: 814-867-1807

Fax: 814-867-1879

Website: <http://www.visitpennstate.org/listings/webcounter.cfm?listingID=608&weburl=www%2Ephotowebusa%2Ecom%2Fspringhill%2Fstatecollege%2F>

E-Mail: wmsbgsq@shanerhotels.com