

The 4th International Conference
on Services Management

Managing Services across Continents

8-9 May 2009

Oxford Brookes University

www.brookes.ac.uk/business

OXFORD
BROOKES
UNIVERSITY



The 4th International Conference on Services Management

Managing Services across Continents

8 - 9 May 2009, Oxford Brookes University

Hosted by the Oxford Brookes University Business School, the 4th International Conference on Services Management will address cultural and socio-economic complexities of the internationalisation of service organisations and their social responsibilities to different stakeholder groups. The conference will provide you with an opportunity to identify the challenges service organisations face globally and to discuss the options that they may consider as part of their strategies.

This conference is a forum for sharing knowledge about the practices of the organisations in dynamic economies of different continents including Europe, the Middle East, America, Australia and Asia. The conference will incorporate both conceptual and empirical research papers that link knowledge to different country contexts and thus enables both academics and practitioners to understand the influence of socio-cultural issues on services internationalisation, branding and social responsibility practices. Papers incorporating comparisons of sectors or types of service firms are particularly welcome. Case studies may be drawn from different sectors, for example, knowledge-based business services, healthcare and educational services, hotels, airlines, tour operators, fast food, banking and financial services, as well as retailing and may focus on different geographical regions.

We hope you will participate in stimulating and thought-provoking sessions, enjoy the lively social events and develop research networks during the conference. We look forward to seeing you in Oxford, the historic centre of education and culture, in May 2009.

Conference Themes

Papers from the following areas and other relevant subject areas are welcome:

Internationalisation of Service Firms Track Chair: Dr Levent Altinay

This theme explores the cross-cultural issues affecting the internationalisation of service firms.

Corporate Social Responsibility and Business Ethics Track Chair: Dr David Bowen

This theme explores the corporate social responsibility and business ethics practices of both public and private organisations in different countries.

Services Branding Track Chair: Dr Yuksel Ekinci

This theme explores the marketing and management strategies adopted by service brands both in public and private sector.

Postgraduate student papers on Internationalisation, Corporate Social Responsibility and Services Branding

Track Chair: Prof Mark Saunders

This track is designed to enable postgraduate researchers to present their work whilst it is at a developmental stage. The track will include a timetabled open forum 'question and answer' workshop session.

Please visit the conference website for further details: www.kc-jones.co.uk/service

Keynote Speakers

We are delighted to announce that Professor Gary Akehurst, editor of the *Service Industries Journal*, Dr Vinnie Jauhari, editor of *Journal of Services Research* and Dr Fevzi Okumus, editor of the *International Journal of Contemporary Hospitality Management* have agreed to be our keynote speakers for this event.

Opportunities for publication in prestigious journals

The selected full papers will be featured in the following journals:

The Service Industries Journal

International Journal of Contemporary Hospitality Management

Journal of Hospitality Marketing and Management

Journal of Retailing and Consumer Services

International Journal of Bank Marketing

Journal of Services Research

About the Organisers

Oxford Brookes University Business School (UK)

Oxford Brookes University Business School is now a premier UK learning and teaching institution with a strong research record. The School has built an international reputation through its study programmes, research and consultancy. The Business School's research integrates social science and management disciplinary bases to generate and disseminate knowledge that contributes to academic debate, addresses the needs of policy makers and practitioners and enhances students' learning experience.

The School's particular research strengths lie within the areas of accountability and governance; international economics, internationalisation, entrepreneurship and small businesses; outsourcing, organisational learning, leadership styles, organisational trust and justice and general well-being; marketing strategy and consumer behaviour.

Penn State School of Hospitality Management (USA)

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 online associate degree programmes focusing on hospitality management and management dietetics. It houses the Hospitality Leadership Institute, which provides executive and management development programmes to industry, the Center for Food Innovation, which is involved in new food product development, as well as a satellite programme at the Penn State Berks-Lehigh Campus.

Institute for International Management and Technology (India)

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 and tourism management.



For more information on the conference, please visit the website
www.kc-jones.co.uk/service

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Oxford Brookes promotes an inclusive and supportive environment, enabling all members of the University (staff and students)
 to reach their potential and celebrate their diversity.

We embrace the spirit of all equalities legislation and are committed to tackling all forms of unfair discrimination and to the
 development of policies and practices to ensure these objectives. We seek to make our courses as inclusive as possible and welcome
 applications from all sections of the community and from people at all stages of their life.

For further information on the University's commitment to equal opportunities and diversity, please refer to the Equal Opportunities Policy
 for Students, the University's Race Equality Policy and the Students' Charter – available from www.brookes.ac.uk
 or on request from the University's Equal Opportunities and Diversity Manager +44 (0) 1865 485929.