International Summit on Service Excellence

January 20, 2006 at Radisson Hotel, New Delhi

ORGANISERS

Institute for International Management and Technology

(Oxford Brookes University)

Bengal and Gurgaon

AND

New England Business Administration Association (NEBAA)

Southern Connecticut State University, USA

Summit Chair : Vinnie Jauhari, IIMT-Gurgaon, India

Co-Chairs : Sudhanshu Bhushan, IIMT-Gurgaon, India

Pramod Paliwal, IIMT-Bengal, India

Shyam S. Lodha, Southern Connecticut State University, USA

ONLINE MEDIA PARTNER

About the Service Excellence Summit

The annual share of services in world trade has continued to hover around 21 percent in recent years whereas its annual share in foreign direct investment flows has risen to more than 60 percent. This is a reminder that service sector worldwide has become the main driver of economic growth and development, thus the competitive advantage in the 'New Economy' is being driven by knowledge–based service functions rather than by the invention and adoption of new technology. Therefore Service Excellence becomes the focus of New Economics for competitive advantage in today's marketplace. Quality service gives you the competitive advantage you need to survive in a tough business climate. In today's customer-oriented business environment, "people skills" are critical for personal and organizational success. How you handle your customers can directly affect your individual goals as well as your team's and company's performance. This Summit gives you the skills you need to communicate professionalism, gain respect, enhance customer relationships and secure an overall competitive advantage.

India's growth has seen an increased demand for high quality services. On the other hand, service has traditionally been a key element in business and requires constant evaluation in order for firms to remain competitive within the market place. Excellence in service is imperative if you wish to consistently increase your company's bottom line.

In some ways service is a simple concept – it is providing what people actually want and supplying it in a way that makes them enjoy the experience. Then, why is it so difficult to achieve this?

By attending the International Summit on Service Excellence you will be equipped with the skills and knowledge to establish a culture of service excellence in your workplace. This summit is an exciting event where you will hear from and interact with academicians and industry experts. The expert speakers will share real life cases, lessons learned and methodologies that will enable you to understand the concepts and implications of up-to-date customer service techniques.

Don't miss this opportunity to network with other service professionals and add value to your organisation through developing and implementing effective service strategies.

Some of themes on which this summit will focus are:

- Customer management processes.
- Excellence in services delivery processes.
- HR practices and their contribution for excellence in service business.
- Technology and its contribution towards service excellence

The attempt of IIMT in this summit on 'SERVICE EXCELLENCE' would be to encapsulate the thinking in these areas by various academicians and practitioners. The platform would provide insight and synergise current thinking in creating and managing service excellence for competitive advantage.

Speakers

Key Note Speaker

Dr. Jagdish N. Sheth
Charles H. Kellstadt
Professor of Marketing
Goizueta Business School,
Emory University, USA

Dr. Naresh K. Trehan
Managing Director
Escorts Heart Institute and
Research Center

Mr. Harshavardhan Neotia
Managing Director
Ambuja Cement Eastern
Limited

Captain G.R. Gopinath
Managing Director
AirDeccan, Deccan
Aviation Pvt. Ltd.

Dr. Mahmood A. Khan
Professor and Director
Hospitality and Tourism
Management, Virginia
Tech's Northern Virginia
Center, USA

HH Shri Arvind Singhji
Mewar
CMD - HRH Group of
Hotels

Dr. Shyam S. Lodha
Professor of Marketing and
International Business and
Chairman of the Marketing
Department, Southern
Connecticut State University,
New Haven, Connecticut, USA,
Editor, Business Journal, USA

Dr. Pramod Paliwal
Head, IIMT-Bengal, Kolkata

Dr. Vinnie Jauhari
Editor (Journal of
Services Research)
Head (School of Management and
Entrepreneurship, IIMT-Gurgaon)

Detailed profile of speakers is available on www.jsr-iimt.net/summit2006

Summit Registration

Academic	Rs 1,500
Corporate	Rs 3,000
Foreign Participants	$ 100

Includes participation and lunch on the day of the conference.

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 **Summit Marketing 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. For online registration go to www.jsr-iimt.net/summit2006 or www.tciconferences.com.

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 December 2005, the name and other necessary details, of the delegate who will replace the original registrant.

Summit Chair

Vinnie Jauhari
IIMT-Gurgaon

Summit Co-Chairs

1. Sudhanshu Bhushan
   IIMT-Gurgaon
2. Pramod Paliwal
   IIMT-Bengal
3. Shyam S. Lodha
   Southern Connecticut State
   Univesity, USA

Summit Advisors

1. Kamlesh Misra, Director, IIMT-Gurgaon
2. Umashankar Venkatesh, Dean, IIMT-Gurgaon
3. Kamal Manaktola, Head, SHTM, IIMT-Gurgaon

Summit Managing Team

1. Kirti Dutta - Summit Manager
2. Mridula Dwivedi
3. T.P. Shibu
4. Swati Dabas
5. Kirti Madan
6. Supriya Panda
7. Bernd Singendonk
8. Navdeep Grewal Kular
9. Sharmila Nisudan

Summit Marketing Co-ordinator

Ashok Sahu, IIMT-Gurgaon

For any information, please reach us at:

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ABOUT IIMT

Institute for International Management and Technology 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 Ffort Radisson Complex in Raichak, near Kolkata, West Bengal. The long-term objective of IIMT is to provide internationally recognized undergraduate and postgraduate programmes of study in the professional areas of hospitality and tourism management and business management. IIMT's mission is to use education and life long learning as a means of economic, social and cultural emancipation. We will strive for empowerment through education such that self-actualization is not a mere dream and ensure that no part of the society remains untouched from the forces of positive change.

About Organisers

ABOUT NEBAA

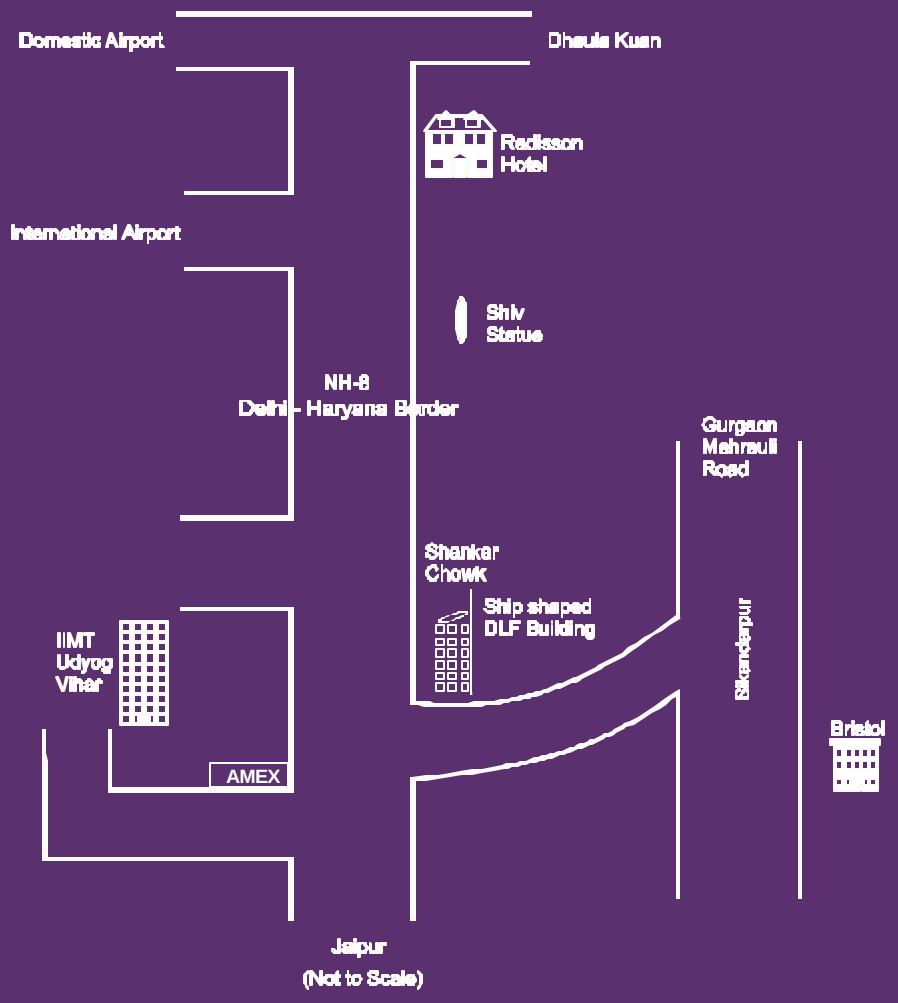
The New England Business Administration Association is an organization representing North-East America. It was created in 1986 under the auspices of Business School. Southern Connecticut State University, New Haven, Connecticut, USA. The association has successfully organized sixteen international conferences in USA and abroad including India. It also publishes 'Business Journal', which is an internationally recognized and refereed publication.

Programme

9:30-10:00	Registration
10:00-10:15	Introduction to the Summit
10:15-11:30	Key Note – Prof. Jagdish N. Sheth, Emory University, USA
11:30-11:45	Tea
11:45-12:15	Mr. Harshavardhan Neotia, Ambuja Cement Eastern Limited
12:15-12:45	Captain Gopinath, Managing Director, Air Deccan
12:45-1:15	HH Shri Arvind Singhji Mewar, CMD-HRH Group of Hotels
1:15-2:15	Lunch
2:15-2:45	Dr. Vinnie Jauhari, Head-SOME, IIMT-Gurgaon
2:45-3:15	Prof. Mahmood Khan, Virginia Tech, USA
3:15-3:30	Break
3:30-4:00	Dr. Naresh Trehan, Managing Director, Escorts Heart Institute and Research Center
4:00-4:30	Hewlett Packard (to be confirmed)
4:30-5:00	Prof. S. Shyam Lodha, Southern Connecticut State University, USA
5:00-5:30	Dr. Pramod Paliwal, Head, IIMT- Bengal, Kolkata

Summit Venue:
Radisson Hotel Delhi
National Highway-8
New Delhi, India.
Phone: +91-11-26779191
+91-11-26779090
E-mail: reservation@radissondel.com

Location Map



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REGISTRATION FORM

INTERNATIONAL SUMMIT ON SERVICE EXCELLENCE
JANUARY 20, 2006
Conference Chair: Dr. Vinnie Jauhari
Co-Chairs: Dr. Pramod Paliwal, Dr. Shyam Lodha

Organised by:
Institute for International Management and Technology
(Oxford Brookes University) Bengal and Gurgaon
New England Business Administration Association (NEBAA)
School of Business
Southern Connecticut State University, USA

Name (Mr./Ms./Dr.): .....

Organisation/Institute: .....

Designation: .....

Address: .....

.....

Phone: ..... **Fax:** ..... **E-mail:** .....

Registration Fee :

Academic	☐	Rs 1500
Corporate Members	☐	Rs 3000
Foreign Participant	☐	$100

Enclosed: BankDraft ☐ Pay Order ☐ Local Cheque (Delhi and NCR only) ☐

No: ..... Date ..... Bank & Branch: .....

Drawn in favour of **Institute for International Management and Technology** payable at **New Delhi.**

Date: ..... Place: ..... Signature .....

Please send the completed form to:

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E-mail: summit2006@iimtobu.ac.in
Web Site: www.jsr-iimt.net/summit2006

Registration Online

Online Reservation can be done with TCI (Travel Corporation of India) through the following web address: www.tciconferences.com

Registration Details

- Please register in advance.
- Registration fee is non-refundable. Changes in nominations are acceptable only up to 15 December 2005.
- Registration fee does not include accommodation.
- Registration will be confirmed only if the form is duly completed and payment is received in full.