QUIS14 Call for papers

The 14th International Research Symposium on Service Excellence in Management

Theme: Collaborative Innovations in the Network Environment

June 18–21, 2015. Shanghai, China

CO-ORGANIZED BY

Prof. Xiande Zhao, Center for Innovations in Supply Chain and Services, China Europe International Business School (CEIBS), Shanghai, China
Prof. Xiu Cheng Fan, Center for Service Marketing and Management, Fudan University, Shanghai, China

IN CONJUNCTION WITH

Prof. Bo Edvardsson, CTF, Service Research Center, Karlstad University, Sweden
Prof. Mary Jo Bitner, Center for Services Leadership, Arizona State University, USA
Prof. Rohit Verma, School of Hotel Administration, Cornell University, USA

QUIS Overview

The first QUIS symposium took place in Sweden 1988. QUIS is held every second year and attracts around 200-250 leading researchers and executives from all over the world.

The QUIS symposium brings together the best interdisciplinary academic research and management practices in a forum to advance the study of service management, service dominant logic, service leadership, service quality, customer relationship management, technology and innovations in services. The pursuit of service excellence is a never-ending quest by organizations seeking to achieve outstanding performance in their field. Benchmarking one's own approaches against other organizations' best practices and gaining insights from their experiences are powerful means for enhancing results.

The objectives of QUIS' unique high-level sharing and networking events are to:

- Promote the continuing improvement of service quality and excellence in all economic sectors around the world.
- Gather thought leaders from the global business and academic communities for an open exchange of insight and experiences.
- Share and advance the state of the art in theory and practice through presentation and discussion of scholarly research and successful business strategies.
- Provide a forum for intensive global dialogues between researchers and executives and to offer guidance for future academic study and business practice within service research.

For the first time in history, we are holding QUIS14 symposium in Asia, one of the fastest growing economic regions of the world. Several emerging markets in Asia become the economic driving forces to the whole world which bring many challenging issues and interesting research topics for both academia and practitioner to study and discuss. Shanghai is one of the most exciting cities in China and has enjoyed tremendous growth in both its modern service and manufacturing industries. Innovations and servitization are two major drivers of business transformation and economic growth. Economic reform and internet based new technologies are the key enablers of innovations and growth. We are very delighted to invite you to join this exciting conference to discuss how to develop new and improve existing businesses through collaborative innovations under the network environment.

In addition to the regular sessions, QUIS14 will add in Ph.D Consortium, a one day program designed for 100 to 150 young scholar and Ph.D students on June 18, 2015. Center for Service Marketing and Management (CSMM), Fudan University will host this Ph.D Consortium on Fudan Campus. The rest of the program will be held on the campus of China Europe International Business School (CEIBS). We hope that this Ph.D. consortium will be a platform to 1) attract fresh blood to the research of service marketing and management and 2) encourage the research collaboration among young scholars and Ph.D students across the disciplines. We hope that you will be able to join this exciting program.









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Abstract Submission

Researchers and practitioners are invited to submit an abstract describing their rigorous work for consideration for presentation at QUIS14 in Shanghai, China, June 19-21, 2015. Each abstract (maximum 500 words) should clearly identify the primary speaker's contact information.

All submissions will be reviewed by the conference co-chairs and acceptance will be based on its contributions to theory, research and/or implications for practice for service management. By submitting an abstract, at least one of the authors agrees to attend QUIS14 if the work is accepted.

Important Dates and Deadlines

Abstract submission: November 9, 2014
Notification of acceptance: December 21, 2014
Submission of final papers or extended abstract: March 29, 2015
(Authors of accepted abstracts will have the option of submitting an extended abstract (1000 words) or a complete paper (maximum 10 pages)
Early bird registration: April 15, 2015

For inquiries, please contact Miss Vernina Wang - Email: wvernina@ceibs.edu
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Topics

The symposium takes a broad interdisciplinary and international view of service excellence in management. The topics are representative but not exclusive. A Best Paper Award will be presented during the conference and a special issue with selected papers from QUIS14 will be published in Journal of Service Management and Cornell Hospitality Quarterly.

- Platform based strategies and innovations
- Customer experience
- Customer satisfaction and loyalty
- Healthcare service
- Hospitality service
- Human resource management service
- New service development
- Not-for-profit and government service
- Service business model
- Service ecosystem
- Service for the bottom of the pyramid
- Service innovation
- Service leadership and culture
- Service dominant logic
- Service marketing & customer management
- Service operations management
- Service outsourcing
- Service pricing and revenue management
- Service productivity enhancement
- Service quality & performance management
- Service recovery & complaint management
- Service science, management & engineering
- Service strategy
- Service supply chains
- Services in manufacturing companies
- Social media & interactive service channels
- Technology & e-service
- Theoretical perspectives on service
- Transformative service
- Other topics related to service

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