17th INTERNATIONAL RESEARCH CONFERENCE IN SERVICE MANAGEMENT

LA LONDE SERVICE CONFERENCE

A TRIBUTE TO PIERRE EIGLIER

Porquerolles Island, France June 7-10, 2022

The first **International Research Conference in Service Management** was held in 1990, with the aim of overcoming traditional boundaries between disciplines. The year 2022 marks the 17th edition of this conference. By enabling thorough and fruitful exchange between a diverse group of participants, this conference has proven itself successful throughout the years.

This edition of the conference will celebrate the memory of one of its founders, Pierre Eiglier, who passed away in February 2020. Because he loved this place, the conference will take place on the magnificent and car-free Porquerolles Island.

The conference has a unique positioning. There are **only two competitive sessions** occurring at the same time and participants spend **more time discussing the paper than presenting it**. Each author has ***45 minutes (****full paper submission****) or 15* ***minutes*** *(extended abstract submission)* to present the paper and to lead a discussion with the audience. At each session, both academics and professionals participate in debates, dialogs, and formal presentations. Many participants have established new networks or rejuvenated old ones to exchange ideas and knowledge. Friendliness and informality are part of the tradition of the event, greatly enhanced by the beautiful setting in a Mediterranean seashore environment. In addition to the rich intellectual exchange, the conference provides a visit to the fondation carmignac or to a vineyard in Porquerolles Island.

Track Chairs:

Marketing	*BART* ***LARIVIERE***, KU Leuven & Ghent University, Belgium
HRM	*MAHESH* ***SUBRAMONY,*** Northern Illinois University, USA
Logistics, Operations & Strategy	*MARTIN* ***SPRING,*** Lancaster University, UK

Conference Coordinators:

Kiane **GOUDARZI***, Sylvie **LLOSA**** Elodie **MALLOR**** Lionel **NICOD****& Chiara **ORSINGHER*****

** IAE Lyon, France, ** Aix Marseille University, ***University of Bologna, Italy*

Deadline for manuscripts submission JANUARY 31st, 2022

We are looking for interdisciplinary empirical and theoretical papers addressing issues relevant to the service business. All submission will be reviewed by the Track chairs and Seminar Coordinators.

During the conference, a Best Paper will be announced. The Best Paper and two selected papers will be invited for consideration for publication in the Journal of Service Management (JOSM).

Submissions are encouraged on the following suggested, but not exclusive, topics:

TRACK	**TOPICS**
Marketing *Bart Larivière*	- Assessing and/or improving the customer experience - AI applications and robotics in service and the service encounter - Customer participation in service innovation - Customer relationship management in service - Social influences in the service experience - Fostering customer engagement - Service across the globe - Service and its potential to enhance consumer lives - Collaborative service and the sharing economy
Logistics, operations and strategy *Martin Spring*	- Service Design, Role of the customer and Service delivery system - Service capacity - Service Innovation and NSD - Integrating new technologies into service delivery systems - Service networks and Network management - Service network, alliances, outsourcing - Services and the public sector - B-to-B services and Service management in manufacturing - Services and economic trend
Organizational Behavior & Human Resource Management *Mahesh Subramony*	- Service-focused Human Resource Management (HRM) systems - Service climate and culture - Service strategy and competitive advantage - Cross-cultural issues in service - Service leadership - Service-profit chain - Evolving roles of service employees - Disadvantaged and contingent service workers

We call for original papers that might follow into two categories :

1. "Full paper": extended submission format - 20 min. presentation + 25 min. discussion
Manuscripts are to be no longer than 20 pages, including Tables, Figures and References. Contributions must be uploaded before **January 31st, 2022** to the conference platform. Please refer to https://iae-aix.univ-amu.fr/en/londe-conference-2022 for all formatting guidelines. When a paper is accepted, authors are free to choose whether to publish on the conference website the entire manuscript or only an extended abstract.

2. "Extended abstract": normal submission format - 7 min. presentation + 8 min. discussion
Manuscripts are to be no longer than 5 pages, Tables, Figures and References excluded.
Contributions must be uploaded before **January 31st, 2022** to the conference platform.

Please refer to our website https://iae-aix.univ-amu.fr/en/londe-conference-2022 for all details on the manuscript submission, location of the conference, transportation, booking and payment. If you have any questions please send a message to lalonde@iae-aix.com