Maastricht University



Frontiers in Service 2023: June 15-18
Abstract submission deadline: 25 November 2022

It is our pleasure to invite the service research community to **Maastricht** for an inspiring Frontiers in Service conference that features classic service research topics along with emerging themes and service innovations.

Themed "**From Romans to Robots: Service Research in E-motion**", the Frontiers in Service Conference 2023 will provide the opportunity to meet with peers and exchange knowledge about a wide variety of service topics, including service marketing, service management, service operations, service strategy, service design, service engineering, service science, service technology, and AI and robotics as related to service.

So please mark **June 15-18, 2023** in your calendars and **submit your conference contribution by November 25, 2022**, and join us for what will be a dynamic and innovative conference with academics and professionals. The conference is sponsored by INFORMS, the American Marketing Association SERVSIG, EMAC Service Marketing SIG, Maastricht University, and the Center for Excellence in Service at the University of Maryland.

Please feel free to share this call for papers with colleagues or any others that might be interested in attending Frontiers in Service 2023 in Maastricht, the Netherlands.

On behalf of the conference committee,

Prof. Dr. Dominik Mahr and Prof. Dr. Lisa Brüggen

For more information, please visit https://www.frontiersinservice2023.com

Maastricht University

The Maastricht University School of Business and Economics (SBE), triple crown accredited, welcomes you to this vibrant discussion. The Department of Marketing & Supply Chain Management has a strong history in services marketing and a broad portfolio of academics conducting innovative, top-level research. In 2002, Maastricht University was the first university outside the United States to host the Frontiers in Service conference.
Maastricht is situated in the heart of Europe, easily accessible by plane and train. The Frontiers in Service conference will provide opportunities for conference participants to explore and enjoy this ancient city and its surroundings, with dinners and social events in picturesque locations.

Submission Overview

Frontiers in Service 2023 invites submission in the following formats:

1. **Paper abstract:** the paper abstract should outline the content and relevance of the contribution and should not exceed **450 words**.
2. **Special session summary:** Interested presenters should prepare a proposal of not more than 450 words for a special session. Special Sessions are designed to generate a focused discussion of a relevant and novel topic. The format can be a traditional session, but other innovative and interactive formats are especially welcomed. The proposal submission should specify the topic and format of the Special Session and should designate a Special Session chair.

Please submit your paper abstracts and special session summaries until November 25, 2022 at www.frontiersinservice2023.com/submission**.**

Authors will be informed by email before January 16, 2023. At least one of the authors should register for the Frontiers in Service conference 2023.

Themes

Frontiers in Service 2023 welcomes abstracts and proposals for special sessions that cover, but are not limited to the following conference themes:

- Analytics AI, Big Data, Digitalization (and Service)
- AI, analytics and Big Data
- B2B Services
- Digital Services
- Customer Experience Management
- Customer Value Creation
- Customer Engagement
- Financial Services
- Healthcare Service
- Immersive Technologies (e.g. Augmented Reality, Virtual Reality)
- Organizational Climate
- Organizational Frontline
- Platform-based/innovative Service Models
- Public Sector Service
- Service Robots
- Service Design
- Service Dominant Logic (SDL)
- Service Engineering
- Service Human Resources / Factors
- Service Innovation
- Service Operations
- Service Productivity
- Service Strategy
- Servicescapes
- Sharing Economy
- Smart Services
- Smart Service Systems
- Social Networks and Service
- Transformative Service Research
- Other:_____