

13th SERVSIG
Bordeaux, France 6-8 June 2024

KEDGE BUSINESS SCHOOL
Call for Papers

KEDGE Business school is delighted to host the 13th edition of the AMA SERVSIG Conference in 2024 with the theme of Service for Humanity. Understanding how services can benefit humanity is an important topic, and can refer both to the human impact of services and to how services influence society.

We look forward to welcoming you in Bordeaux, one of the world's leading tourist destinations as well as a leading city for innovation and research. Bordeaux has the largest UNESCO protected city centre in the world, to world-class attractions and breathtaking scenery and vineyards nearby- we are happy to welcome you!

Submission Date:
You are invited to submit your abstract for consideration by **December 3 2023**
Detailed submission guidelines will be published in September.

Tracks

1. Social impact of services
2. Transformative Service Research
3. Circular Services & Sustainability
4. Digital services
5. Service Ecosystems & Institutions
6. Customer Experience & Journeys
7. Customer/Actor Engagement
8. Service Strategy, Operations & Productivity
9. Luxury Services
10. B2B in Services
11. CCT In Services
12. Service Design &Innovation
13. Technological Service Transition
14. Service Failure and Recovery
15. Service Employment & Employees
16. Wine and Tourism Services

SERVSIG 2024 welcomes submissions in the form of papers and ideas for special sessions. Our theme this year is **Service for Humanity.**

Submission Dates:

Online submissions will open **September 30 2023**.
You are invited to submit your abstract for consideration by: **December 3 2023**

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Your abstract should be submitted using the SERVSIG 2024 online system, opening in September. All submissions will be reviewed via a double-blind process.

Authors will be informed of decisions by email before February 28, 2024. Abstracts will be published for accepted papers within the SERVSIG 2024 conference materials.

Venue

The 13th Servsig Conference will take place at **Kedge Business School** in **Bordeaux.** Kedge is one of the leading business schools in France, and triple accredited. Three of the key research areas at Kedge are marketing, sustainable, and wine – all three will be featured in the conference, centering around services for humanity, while also including wine tastings and a gala at a wine château for a local Bordeaux experience.

SERVSIG 2024 invites the submission of materials in the following formats:

Papers:

Interested authors should submit an extended abstract about their research not exceeding 500 words (please do not include references at this stage). The abstract should outline the relevance of the phenomenon being studied, potential contributions to the field, the research question(s), theoretical foundations, conceptual framework, methodology, findings, discussion, and conclusion.

Special Sessions:

Interested presenters should prepare a proposal for a special session, not to exceed 500 words. Special sessions are designed to generate a focused discussion of a relevant and novel topic. We encourage colleagues to propose innovative and interactive formats and submissions should specify the topic and format of the special session and designate a special session chair and other participants. Please note that we will **not** accept special sessions comprised of 3 or 4 papers in a traditional format. Proposals should detail the proposed format and any room set up requirements. Whilst we encourage special sessions on a range of service topics, sessions which focus on our conference theme of **service for humanity,** are especially welcome.

Please feel free to share this call for papers for the 13th edition of SERVSIG with colleagues. Follow us on Facebook at **Servsig 2024**

On behalf of the organizing committee,

Jonas Holmqvist and Frédéric Ponsignon, *conference co-chairs*