



**UNIVERSITY OF
CAMBRIDGE**

Cambridge Service Alliance

CALL FOR PAPERS / CALL FOR INTEREST

THE FUTURE OF SERVICES IN A CONNECTED WORLD

Service Operations Management Forum: Fifth International Workshop

**19-20 September 2012
University of Cambridge,
Cambridge, UK**

The Cambridge Service Alliance is delighted to host the **5th International EurOMA Service Operations Management Forum (SOMF)** during Cambridge Service Week. The Forum will bring together leading scholars from Operations Management and other disciplines to explore *The Future of Services in a Connected World*.

The SOMF workshop will build on previous Service Operations Management Fora by providing a focus for discussion. It is clear that there is growing interest in service operations. Three forces drive this – (i) traditional service operations management, in both the private and public sectors; (ii) a growing interest in the servitization of manufacturing and (iii) developments in related disciplines – including service marketing. An associated development is the emergence of big data and the internet. Technology innovations, coupled the increasing availability of data are opening up new service innovation opportunities. The question we want to ask at the Service Operations Forum is: where are these developments heading and what are the implications for the service research community?

We invite academics, practitioners and doctoral students to submit working or research papers focusing on *The Future of Services in a Connected World*. We also welcome proposals for special sessions.

The 5th SOMF workshop will be organised by Andy Neely and Duncan Macfarlane, on behalf of [EurOMA](#) and the [Cambridge Service Alliance](#). The venue will be the Møller Centre at Churchill College, one of the 31 Cambridge Colleges.

The deadline for submission of abstracts (note that abstracts rather than full papers are requested) is **31 July 2012** but you are encouraged to register your interest and submit expressions of interest at the earliest opportunity by contacting [Ella Davey](#). For registrations received by 31 July 2012, the workshop fee is £195+VAT. A separate charge of £55+VAT will be made for the optional workshop dinner to be held in Queens College.