



## **CALL FOR INTEREST / CALL FOR PAPERS**

### **Service Operations Management Forum: Second International Workshop**

**5-6 October 2009**

**IESE Business School, Barcelona, Spain**

---

This workshop, organized by IESE Business School and sponsored by EurOMA, the European Operations Management Association, will build on the conclusions drawn from the first workshop organized in Exeter in 2008. The SOM Forum was established within EurOMA in 2008 and aims at:

- developing a community of scholars to address the research challenges of Service Operations Management and to meet the needs of practitioners;
- facilitating interdisciplinary research which addresses the aspirations of both academic and practitioner communities;
- providing support structures for the study and education of SOM;
- identifying and promoting dissemination channels for SOM research.

The specific objectives of this second workshop are:

- To move towards a current agenda for Service Operations Management research;
- To establish relationships (and form groups) for collaborative research on this agenda.

Building on last year's format, which was more exploratory in nature, the 2009 workshop will focus on some specific research areas. For this purpose, the core of the workshop will consist of a set of structured parallel working sessions, each of them led by an academic expert with the participation of a limited number of high level practitioners in the industry. These working sessions will provide ample time for discussion and presentation of research paths, methods and results.

## Structure

To leverage the productivity of the workshop we have envisioned the following structure:

- (1) For each relevant topic, either proposed by the conference or session organizers, an extended working session will be scheduled. Participants will be asked to send in advance their inputs, in the form of a recently published paper, a working document, a poster, etc. Participants' contributions will be classified and clustered around some major topics thus defining the content and number of working sessions.
- (2) Participants will be assigned to two working session (one on each day of the workshop) according to their research interest, where they will be able to share their research concerns, review recently published material, discuss their findings with colleagues from other institutions and develop, if suitable, shared research agendas on some of the topics.
- (3) Each working session will be led by an academic organizer who will have the responsibility of (a) collecting and organizing relevant background material together with the papers, posters, etc., provided by the participants to the session, and (b) managing a structured discussion about the selected topic. Discussions may include a short informal presentation by each of participants on the work they have done or are currently doing, followed by a more extended but less structured debate.
- (4) Each working session will also be attended by an industry practitioner with the objective of conveying to the research group the point of view and the relevant issues from the people in the front line, and grounding the theory presented by the academics in the group.
- (5) A *rapporteur* will be present in each of the working sessions so that their conclusions can be conveyed to the general meeting at the end of every day and be the basis for a final workshop summary report.

## Topics

There is no comprehensive but simple framework to organize research on service operations management (or maybe, the complexity comes from a situation where we have too many frameworks). Expression of interest from session organizers and contributors should provide a description of the research topics they are interested in and feel they could provide relevant value to the discussions.

As an initial framework to help classify research interests, we suggest the following one, which we believe to be broad enough to accommodate most of what is being researched in the field. The two dimensions of the framework are the service business area (mainly related to different industry characteristics) and the service research area (distilled from the working sessions of the 2008 workshop). But, in any case, do not allow this framework to limit you on your submission. If you feel that your research does not fit into any cell in the existing framework, or that the cells are too broad, please provide us with a description of the suggested classification.

		Service Business Areas			
		I. Information processing services (e.g. Financial Services)	II. Materials processing services (e.g. Retail)	III. People processing services (e.g. Health)	IV. Product-Service Systems (e.g. after sales support services in manufacturing)
Service Research Areas	I. Service Concept				
	II. Service Delivery Systems				
	III. Service Quality and Customer Satisfaction				
	IV. New Service Development				

### Workshop program

Subject to minor adjustments depending on the response to this call for interest, the program for the two days will be as follows:

Monday, 5 October 2009	Tuesday, 6 October 2009
Reception, welcome and introduction	Keynote presentation (2)
Keynote presentation (1)	Parallel working sessions (2)
Parallel working sessions (1)	
Lunch	Lunch
Parallel working sessions (1) – cont'd.	Summary and conclusions on the working sessions (2)
Summary and conclusions on the working sessions (1)	Service research in Europe: funding availabilities, existing groups, etc.
Optional dinner	Closing

The workshop will start with registration on Monday at 08:00 and plans to finish on Tuesday by 5 p.m.

## Registration

We are currently looking for **expressions of interest** in the following forms:

➤ **Session organizer**

The role of the session organizer is to provide background research knowledge and to lead one of the working sessions during the workshop. He/she will select relevant [recent] publications in the selected research topic, motivate researchers in the area to attend the workshop, and conduct the discussion around the selected service research topic. He/she will work closely with the workshop organizers in selecting the papers, the attending practitioners, etc. If you are interested in becoming a session organizer, please send a summary description of the proposed session contents to [sforum2009@iese.edu](mailto:sforum2009@iese.edu)

➤ **Contributors/Participants**

Participants are researchers interested in the Service Operations Management area who would like to contribute their recent work and open it for discussion with other colleagues, some of them leading academics in the field, explore the future research paths around the topic and share their views. All participants are expected to submit some inputs prior to the workshop, e.g., a recently published paper, some work-in-progress, a poster, etc. If you are interested on participating in the workshop as a contributor, please send a description of your service research focus, enclosing a paper, working document, poster, etc. to [sforum2009@iese.edu](mailto:sforum2009@iese.edu)

Due to facilities constraints, we are aiming at a limited but very interested group of around 80 researchers for this workshop. You are encouraged to register for the workshop at your earliest convenience by using the online registration form available at [http://www.iese.edu/euroma\\_service\\_forum2009](http://www.iese.edu/euroma_service_forum2009). Both session organizers and contributors will be requested to register for the workshop.

### Key dates:

Submission of expressions of interest:	10 August 2009
Notification of acceptance:	24 August 2009
Final submission of contributing materials:	15 September 2009
Workshop registration and payment:	15 September 2009

### Registration fee

The cost per participant to the overall event is 85 €. This includes full service lunches on both days, coffee breaks and copies of the workshop materials. Accommodation, obviously, is not included in the fee (see accommodation option at the end of this document).

An optional dinner on Monday evening in an attractive Barcelona location will be offered at an additional cost of 40 €.

## IESE Business School



IESE Business School is the graduate school of management of the University of Navarra.

It offers the MBA, Global Executive MBA, Executive MBA and PhD in Management degrees, as well as a wide range of executive education programs for global senior executives and Continuing Education programs for alumni.

IESE maintains two first-rate campuses in Barcelona and Madrid, and facilities in Munich, New York and Sao Paulo.

The workshop will take place on IESE's new North Campus in Barcelona. Further information on IESE (including location maps) is available on the web at [www.iese.edu](http://www.iese.edu)

### Accommodation

A block of rooms have been reserved at some hotels conveniently located near IESE. The rooms can be booked at convenient conference rates also for the weekend prior to the workshop. Participants are encouraged to book directly with the hotels referring to the IESE EUROMA Workshop as early as possible since Barcelona hotels have high occupation rates during October, which is one of the best periods in the year to visit the city.

#### **SANSI Pedralbes** (4 min walking)

40 Rooms reserved

135€ (without breakfast)

142€ (including breakfast)

<http://www.sansihotels.com/hotels.php?id=1>

#### **AC Victoria Suites** (3min by car, 14 min walking)

35 rooms reserved

154€+ 7% IVA

(breakfast included)

<http://www.victoriabcn.com/>

#### **ABBA Garden** (5min by car, 20min walking)

40 rooms reserved

Double single use: 112,00 € IVA Inc.

Double: 124,00 € IVA Inc.

(breakfast included)

<http://www.abbagardenhotel.com/>