



**The 2013 Annual Meeting of the
Service Management and Science Forum**

**A Joint Meeting of the Art & Science of Service, the Service Operations
Management Forum of EurOMA, and the POMS College of Service Operations**



**August 4-6, 2013
Harrah's, Las Vegas, NV**

Theme: Customer Centricity

Meeting Announcement:

The Service Management and Science Forum is a truly transdisciplinary meeting involving academics and practitioners from all disciplines and organizations that focus on the service delivery process and the service systems that support it. Some of the academic disciplines that participate in this meeting include operations, marketing, information technology, design, and human resource management.

Advances in technology, especially information technology, have dramatically shifted the power in the marketplace from the providers to the customers. The causes for this shift in power are many, including (a) increasing customer knowledge and awareness, (b) growing emphasis on

social networks like Facebook, Twitter and YouTube that allow customers to voice their satisfaction and, more importantly, dissatisfaction literally to the world, and (c) increasing ease of access that customers have to new suppliers of goods and services from the four corners of the globe.

As a result, companies and organizations are recognizing the importance of providing their customers with outstanding service by taking a customer-centric perspective. Such an effort requires an integrative approach that transcends the traditional functional areas. In addition, senior management must acknowledge that adopting a customer-centric philosophy for an organization doesn't occur overnight, but rather requires commitment for a significant period of time before the benefits start to accrue. With the theme for the 2013 forum, service researchers and practitioners are invited to share innovations in customer-centricity and their implications for service value-creation.

For the 2013 Forum, we seek submissions that include, but are not limited to, the following topics as they relate to customer-centricity:

Self-service technologies and other technology-enabled service innovations

Customers and co-production: setting the service process task boundary

Managing stakeholder relationships: customers, service providers, and the service supply chain

Unlocking value co-creation in service design and delivery processes

Applications of customer-centric service design in different industries and across countries

Invited Speakers:

- Patrick Jordan, COO Newton-Wellesley Hospital, Newton, MA
- Doug Woodard, Vice President, Customer Service Operations, Card Capital One
- Mary Jo Bitner, Professor of Marketing and PetSmart Chair, Arizona State University
- Chris LaFratta, Director of Remote Services, Elekta Medical Equipment

Tour of Zappos Headquarters and Call Center:

Zappos, one of the world leaders in customer service, has its headquarters and call center operations in nearby Henderson, Nevada. You can make individual arrangements to tour these facilities through the following link:

<http://www.zapposinsights.com/tours/zappos-tour-experience>

Doctoral Student Consortium (Sunday, August 4, 2013, beginning at 12:00 noon):

The Doctoral Student Consortium will offer participants insights for successfully launching and managing their academic careers. The sessions will be designed to be interactive. Participants will have the opportunity to engage with and hear advice about achieving excellence in research and teaching from faculty who are at various stages of their academic careers.

There is no additional charge for doctoral students attending this consortium.

Information for Contributors:

Individuals from academia, business and government are invited to submit refereed research papers, non-refereed research abstracts, and proposals for workshops, panels, and symposia. All submissions should have a clear customer-centric focus and are encouraged to be transdisciplinary in nature; that is, they should involve more than a single traditional discipline.

Special Call for Papers:

Selected papers presented at the Forum will be invited to be submitted to a special issue of the journal ***Managing Service Quality***. For further information, please contact:

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Submission Deadlines:

The submission deadline for refereed research papers is **March 30, 2013**. The submission deadline for non-refereed research abstracts and proposals is **April 30, 2013**.

For more information on this year's forum, contact:

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