



ASAP SMF
Service Management Forum

CALL FOR PAPERS / CALL FOR INTEREST Service Operations Management Forum: Fourth International Workshop 19-20 September 2011 University of Florence, Florence, ITALY

The SOM Forum was established by the EurOMA Board to provide a mechanism for the exploration and dissemination of leading research in service operations management.

The fourth workshop will build on this aim, and the findings of the previous workshops, to address the topic of Operations Management in Services, Service Processes, Service Industries.

Some parallel streams will focus this topic: Servitization of manufacturing, Supply Chain Management in Services, Lean Operations Management in Service and Service Quality.

We invite academics, practitioners and doctoral students to submit working or research papers to one of these streams. We also welcome proposals for special sessions.

The workshop is co-organised by: University of Florence, University of Bergamo, University of Brescia, Polytechnic of Milan, Scuola Superiore Sant'Anna di Pisa, Insubria University, and the collaboration and support of the ASAP Service Management Forum (<http://www.asapsmf.org>).

The workshop will be held in the "Ospedale degli Innocenti", a notable example of early Italian Renaissance architecture, in the city centre of Florence (world heritage since 1982).

The deadline for outline submissions (abstracts rather than full papers are requested) is 15 August 2011 but you are encouraged to register interest and submit work for the workshop via the website (below) at the earliest opportunity.

The full workshop fee (excluding accommodation) is EUR 200.

Further information is available at <http://www.som2011.org>.