

Conference Announcement and Call for papers

POMS College of Service Operations Conference

July 12 & 13, 2007

London Business School, London, England

The POMS college of Service Operations will be holding its third annual conference on July 12 & 13 at London Business School. The theme is

New challenges for Service Operations

Interest in applying principles of operations management to services has grown dramatically over the last few years. The increasing relevance of service operations management stems from several factors including the importance of service offerings in traditionally manufacturing-centric firms, globalization of services, and the growth of experiential services. Furthermore, techniques for studying service firms have emerged, such as Service Science, Management and Engineering (SSME), and revenue and yield management. Never have there been so many opportunities for the Operations Management community to contribute to research in service management!

The conference will supplement academic presentations with opportunities to learn from leading service practitioners. Submissions are invited on a broad range of themes including:

- Design and development of new Services
- Global Service Operations
- Services Science Management & Engineering (SSME)
- Application of analytic tools
- Operations/behavior interlace in services
- Servitisation of manufacturing
- Service supply chain
- Performance measurement
- Service Scripts
- Service quality and recovery
- eService
- Service Profit Chain
- Co-production of service
- Product Services
- Mass customization
- Revenue and Yield Management

The submissions should be based on a rigorous research methodology but could use a variety of research approaches (e.g. theoretical, analytical, case study-based, behavioral; survey-based; archival; etc.)

Best Paper Award: There will be a best paper award including a cash prize of \$1000. This will be awarded to the best full length paper submitted to the conference. There will also be a best student paper award of \$500. (Student papers are also eligible for the best overall paper award).

Submission of Abstracts: Abstracts not exceeding 400 words should be submitted to: cvoss@london.edu or rv54@cornell.edu. Acceptance of abstracts will be notified by e-mail by May 25th 2007.

If you need a hard copy of the acceptance letter for visa purposes, please contact Ursula Penney upenney@london.edu. For additional information, please contact the conference chair - Chris Voss at cvoss@london.edu.

Abstract Submission Deadline: May 15

Submission of Full Length Papers: Submission of full length papers is not mandatory for participation and presentation of papers in the conference. However, participants may submit full length papers to be published in the electronic proceedings of the conference. Full length papers can be submitted after the acceptance of abstracts, and only full length papers are eligible for the best paper award.

Full Paper Submission Deadline: June 15

Conference location and accommodation

The conference will take place at London Business School, which is located next to Regent's Park in central London. The school has links with a number of local hotels; in addition it is our experience that overseas participants may find booking an inclusive flight/hotel package through their travel agents easier and good value, especially in the context of an extended trip.

International Conference Committee

Craig Froehle, University of Cincinnati
Larry Menor — Ivey School of Business
Pedro Oliveira - Universidade Católica Portuguesa
Aleda Roth — Clemson University
Nikos Tsikriktsis — London Business School
Anita Tucker — Wharton School, University of Pennsylvania
Rohit Verma — Cornell University
Chris Voss — London Business School

POMS College of Service Operations: www.poms.org/pomscolleges/som.