

15th INTERNATIONAL RESEARCH CONFERENCE IN SERVICE MANAGEMENT: LA LONDE SERVICE CONFERENCE

La Londe les Maures, France, June 10-13, 2018

The first **International Research Conference in Service Management** was held in 1990, with the aim of overcoming traditional boundaries between disciplines. The year 2018 marks the 15th edition of this conference. By enabling thorough and fruitful exchange between a diverse group of participants, this conference has proven itself successful throughout the years.

The conference has a unique positioning: There are **only two competitive sessions** occurring at the same time, and each author has **45 minutes** to present the paper and to lead a discussion with the audience. Participants spend more time discussing the paper than presenting it. Leading universities from throughout the world have sent participants who, through their participation, have established new networks or rejuvenated old ones to exchange ideas and knowledge. At each session, both academics and professionals participate in debates, dialogs, and formal presentations. Friendliness and informality are part of the tradition of the event, greatly enhanced by the beautiful setting in a Mediterranean seashore environment. In addition to the rich intellectual exchange, the conference provides a visit to the magnificent and the car-free Porquerolles Island.

Track Chairs:

Marketing:	<i>Jochen WIRTZ</i> , National University of Singapore, SINGAPORE
Marketing/HRM interface:	Mike BRADY , Florida State University, USA
Strategy & Economics:	<i>Pierre EIGLIER</i> , IAE Aix-en-Provence, FRANCE
Operations:	<i>Joy FIELD</i> , Boston College, USA

Conference Coordinators:

Kiane **GOUDARZI***, Sylvie **LLOSA**** Lionel Nicod** & Chiara **ORSINGHER*****

* IAE Lyon, France, ** Aix Marseille University, ***University of Bologna, Italy

Deadline for manuscripts submission
Notification to authors

JANUARY 31st, 2018
MARCH 15th, 2018

We are looking for interdisciplinary empirical and theoretical papers addressing issues relevant to the service business. All submission will be blind reviewed by the Track chairs and Seminar Coordinators.

During the conference, a Best Paper will be announced. The Best Paper and two selected papers will be invited for consideration for publication in the Journal of Service Management (JOSM).

Submissions are encouraged on the following suggested, but not exclusive, topics:

ECONOMY AND STRATEGY - Pierre EGLIER	MARKETING - Jochen WIRTZ
<ul style="list-style-type: none"> - Service network, alliances, outsourcing - Globalization of services - Productivity improvement - Relationship challenge - Competitive and strategic analysis - Services and the public sector - B-to-B services - Services and economic trend - New Service Development - Pricing - Managing service in mature industries - Service management in manufacturing 	<ul style="list-style-type: none"> - Customer engagement and the customer service experience - Service co-creation - Customer-to-customer influence in service experience - Customer relationship management - Customer involvement in service innovation - Customer adoption and use of self-service technologies - Customer adoption and interaction with robotics - Service recovery and complaint management - Assessment and/or improvement of service quality/customer satisfaction - Measurement and methodological issues in service research
SERVICE OPERATIONS – Joy FIELD	MARKETING–H.R.INTERFACE – Mike BRADY
<ul style="list-style-type: none"> - Service design - Participation roles and responsibilities in service operations - Customer and employee behavior in service operations - Sustainability and social impact services - Service innovation and NSD - Integrating new technologies into service delivery systems - Service supply networks - Servitization - Evaluating service operations performance - Knowledge-based services - Managing e-services 	<ul style="list-style-type: none"> - HR practices on employees' service performance - Selection/training/evaluation or rewarding of customer contact personnel - Motivation, compensation, empowerment of customer service employees - Cross-cultural issues in service - Creation and management of a service climate and culture - Leadership and customer service performance - Organizational citizenship behaviors on customer satisfaction and loyalty - Value cocreation with customers through HR practices

We call for original papers, written in English or in French. However, papers are to be presented in English. Only papers written in English will participate in the Best Paper selection.

Manuscripts are to be no longer than **20** pages, including Tables, Figures and References, typed 1.5 line spacing in Times New Roman size 12. Please refer to www.lalondeconference.org for all formatting guidelines.

Authors are free to choose whether to publish on the conference website the entire manuscript or only an extended abstract. Each author has **45 minutes** to present the paper and to lead a discussion with the audience.

Authors who want to submit an abstract of their research project (in 3 to 5 pages) can participate to the forum session featuring emerging research ideas and work in progress. In this forum session, 10 minutes will be allocated to each paper and discussions will occur during and after the session.

Contributions must be sent before JANUARY 31st, 2018 by e-mail to lalonde@iae-aix.com, indicating to which Track and member of the Scientific Committee the paper should be assigned. For all information on the manuscript submission, location of the conference, transportation, booking and payment, booking and payment form please visit www.lalondeconference.org.