

1st Biannual International Conference
“STRATEGIC DEVELOPMENTS IN SERVICES MARKETING”

27 – 29 September 2007

Chios Island, Greece

Jointly organized by:

The UNIVERSITY OF THE AEGEAN

&

The UNIVERSITY OF GLASGOW

Greece



Scotland, U.K.



in collaboration with:

Greek Marketing Academy



CALL FOR PAPERS

CONFERENCE AIM AND OBJECTIVES

Major changes over the last thirty years have underlined the increasing importance of the service sector, for both developed and developing economies throughout the world. As a result, service industries have become increasingly competitive, motivating practitioners to seek differentiation and competitive advantage through the application of contemporary marketing practices. The marketing and management academic community around the world, responding to such a need, has recently escalated its research efforts making thus services the central focus of its interest.

The First Biannual International Conference in Services Marketing aims to provide the opportunity to discuss and update current issues on Services Marketing. The presentation of double blind refereed research papers will generate constructive exchange of approaches and international practices, leading to a critical contribution to the knowledge and originality of Service Providers. Apart from educators and researchers, the Conference welcomes the participation of practitioners in the Services Marketing sector, who wish to present their papers prepared according to academic standards. A number of academic keynote speakers will be invited so as to provide leadership and cohesion pertaining to the research topic contributions of stakeholders in the Services industries sectors.

PUBLICATION OPPORTUNITIES

All accepted papers will be included in an edited conference proceedings CD-ROM.

In addition, the Scientific Committee of the 1st Biannual International Conference in Services Marketing has agreed to publish selected articles submitted to the Conference in the following prestigious refereed journals:

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| - International Journal of Bank Marketing | - Managing Service Quality |
| - Journal of Financial Services Marketing | - International Journal of Culture, Tourism & Hospitality Research |
| - Journal of Modeling in Management | - Advances in Doctoral Research in Management |
| - The Service Industries Journal | |

THE UNIVERSITY OF THE AEGEAN

The University of the Aegean was founded in 1984 and has almost 10.000 undergraduate and 1.500 postgraduate students. The University Schools and Departments are located in five different islands of the Aegean Sea in Greece, thus making the University of the Aegean a pioneer University-Network. The University Schools are:

1. Chios Island: Business School
2. Lesvos Island: School of Social Sciences, School of the Environment
3. Samos Island: School of Sciences
4. Rhodes Island: School of Humanities
5. Syros Island: Department of Product & Systems Design Engineering

The Business School in Chios consists of the following three Departments:

- Department of Business Administration
- Department of Shipping, Trade and Transport
- Department of Financial and Management Engineering

The School has developed a strong orientation towards research and postgraduate level studies. Presently, the Business School offers four post-graduate courses, namely:

- Business Administration (MBA)
- Tourism Planning, Management and Policy
- Shipping, Trade and Transport
- Economics and Management for Engineers

THE UNIVERSITY OF GLASGOW

The University of Glasgow, a traditional University, is one of the UK's leading research and teaching universities with an international reputation, with almost 16.000 undergraduate and some 3.800 postgraduate students, making it thus one of the country's largest Universities. The School of Business and Management ranked number one in Scotland and fourteenth in the UK by the Times Good University Guide, while according to the Economist Intelligence Unit, MBA teaching staff of Glasgow University is the best in the world (2005).

THE GREEK MARKETING ACADEMY

The Greek Marketing Academy was founded in 1998, in order to fill the gap in the development and application of the marketing discipline in the economy and society in Greece. The Academy's aim is to diffuse the marketing concept, philosophy, principles and applications in every field of contemporary Greek economy and society. Its founding members have been well-known professors teaching at universities in Greece and abroad. The Academy today enjoys a large number of members not only from the academic, but also from the business community.

CONFERENCE TRACKS

The program of the Conference introduces an innovative approach, the Content Matrix in structuring the tracks: Paper's submission should be in accordance to following matrix (11 research topics X 11 service industries):

Research Topics	Service Sectors
• <i>Research Modeling</i>	• <i>Financial Services</i>
• <i>Consumer Behaviour</i>	• <i>Tourism, Travel & Hospitality</i>
• <i>Service Quality – Customer Satisfaction</i>	• <i>Health</i>
• <i>Product Policy – Branding</i>	• <i>Transport and Shipping</i>
• <i>e-Marketing – Distribution Channels</i>	• <i>Retailing</i>
• <i>CRM and enabling Technologies</i>	• <i>Sport</i>
• <i>International Services Marketing</i>	• <i>Education</i>
• <i>Pricing</i>	• <i>Professional Services</i>
• <i>Promotion</i>	• <i>Telecommunications</i>
• <i>Internal Marketing</i>	• <i>Arts</i>
• <i>Ethics</i>	• <i>Culture - Heritage</i>

Depending on the nature and the number of submissions, the Committee will finalize tracks by mid June 2007. Paper submission by both scholars and practitioners in any cell of the matrix is welcome. Academics and practitioners are invited to submit papers relating to any aspect of the above-mentioned combination of research topic and service sector.

A doctoral colloquium will run during the day preceding the main Conference, providing outstanding doctoral students with the opportunity of discussing specific issues relating to their Dissertation, not only with other doctoral students but also with leading academics. A panel of academics will be available to provide guidance and stimulate discussion.

A Debate Chamber Session will also take place at the end of the Conference to contemplate and discuss problems, common issues and interests, trends, critical issues and decision-making approaches regarding the strategic developments of marketing in the services field. All Keynote Speakers and Track Chairs will participate in this session.

GUIDELINES FOR AUTHORS

The official language of the conference is English. All submitted papers must contain original research that has not been presented in other conferences or published in any journal. The selection of accepted papers accepted by the Conference will have to go through a double blind review process. All papers should be submitted in electronic form (Microsoft Word 96.00 or higher). Authors may submit more than one paper. Acceptance of a paper is conditioned by the understanding that the paper will be presented by at least one author in the Conference. All accepted papers will be included in the Conference Proceeding CD-ROM.

Submitted papers should include the purpose and objectives of research, the method used, some major results and implications. Authors should also indicate the track (research topic and service sector) in which they would like to present their paper, while they are also encouraged to focus in one or more of the service industries listed in the paragraph about the Conference tracks.

The submitted papers should not exceed **8 pages**, single spaced, Times New Roman font size 10, including tables, figures and references.

All manuscripts must be accompanied by a **short abstract** of not more than **100** words and a list of no more than **six key words**, which define the subject matter.

Detailed guidelines for the preparation of papers and submission of papers can be found at the conference website at www.ba.aegean.gr/sdsm. Deadline for the submission of papers is the **31st of March 2007**.

SCIENTIFIC COMMITTEE

Angelis, V., University of the Aegean - Greece
Avlonitis, G., Athens University of Economics & Business - Greece
Bigne, E., University of Valencia - Spain
Chortatsiani, E., University of the Aegean - Greece
Christou, E., University of the Aegean - Greece
Dimitriadis, S., Athens University of Economics & Business - Greece
Elliott, K., Minnesota State University - U.S.A.
Gomes, E., Coventry University - UK
Gounaris, S., Athens University of Economics & Business - Greece
Gulliver, K., St. Mary's University, Minneapolis - U.S.A.
Janavaras, B., Minnesota State University - U.S.A.
Johnson, S., Minnesota State University - U.S.A.
Kandampully, J., Ohio State University, U.S.A.
Kouremenos, A., University of Piraeus - Greece
Kutsikos, K., University of the Aegean - Greece
La Roche, M. Concordia University - Canada
Lagos, D., University of the Aegean - Greece
Laing, A., University of Glasgow - Scotland
Litinas, N., University of the Aegean - Greece
Lymperopoulos, C., University of the Aegean - Greece
Meidan, A., Sheffield University - U.K.
Moutinho, L., University of Glasgow - Scotland
Papavasiliou, N., Athens University of Economics & Business - Greece
Polydoropoulou, A., University of the Aegean - Greece
Sigala, M., University of the Aegean - Greece
Tsartas, P., University of the Aegean - Greece
Veloutsou, C., University of Glasgow - Scotland
Woodside, A., Boston College - U.S.A.

ORGANIZING COMMITTEE

Angelis, V., University of the Aegean
Chaniotakis, I., Marketing Department – Agricultural Bank of Greece
Doumi, M., University of the Aegean
Gaki, E., University of the Aegean
Karakerezis, A., Retail Banking – Eurobank
Koufodontis, I., University of the Aegean
Lymperopoulos, C., University of the Aegean
Salamoura, M., University of the Aegean
Zounta, G., University of the Aegean

CONFERENCE LOCATION

Chios Island is located in North-Eastern Aegean Sea and according to many historians is the homeland of Homer. The city of Chios, situated on the eastern coast of the island, birthplace of many ship-owners, built on the ruins of the ancient and medieval city, is the administrative, economic and intellectual centre of the island. The archaeological findings, the orthodox churches, the Byzantine monasteries and the medieval castle-villages and fortresses of the island, combined with picturesque landscapes and beaches create a unique spiritual and natural environment.

DEADLINES AND CONFERENCE FEES

Paper submission deadline:	31st of March, 2007
Author's notification of accepted papers:	15th of May, 2007
Deadline for registration of accepted papers:	15th of August, 2007
Early registration fee (before 15 th of July, 2007)*:	€300
Late registration fee (after 16 th of July, 2007)*:	€80
Postgraduate students**:	€150
Accompanying person***:	€80
Undergraduate students****:	Free

* Registration fee includes access to all conference sessions, a formal dinner, a sightseeing tour to the medieval village of Mesta followed by lunch, all coffee breaks, and a copy of CD-ROM conference proceedings.

** Registration fee includes participation to Doctoral Colloquium, access to all conference sessions, a formal dinner, a sightseeing tour to the medieval village of Mesta followed by lunch, all coffee breaks, and a copy of CD-ROM conference proceedings.

*** Registration fee includes a formal dinner, a sightseeing tour to the medieval village of Mesta followed by lunch, and all coffee breaks.

**** Registration fee includes access to all conference sessions (paper presentations, panel discussions) only, and a copy of CD-ROM conference proceedings.

CONTACT DETAILS

For more information about the Conference please contact:

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Conference Secretariat:

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Conference website:

<http://www.ba.aegean.gr/sdsm>