



# CALL FOR PAPERS

## QUIS16

June 10 -13, 2019  
Karlstad, Sweden

The 16th International Research Symposium  
on Advancing Service Research and Practice

HOSTED BY

CTF, Service Research Center, Karlstad University, Sweden

IN CONJUNCTION WITH

Center for Services Leadership, Arizona State University, USA  
Cornell Institute for Healthy Futures, Cornell University, USA



**SERVICE RESEARCH CENTER**  
CTF | CENTRUM FÖR TJÄNSTEFORSKNING

## ABOUT THE CONFERENCE

Since 1988, the QUIS symposium brings together the best interdisciplinary academic research and management practices in a forum to advance the study of service as a field.

Researchers and practitioners are invited to submit an abstract (max 500 words) describing their rigorous work for consideration to be accepted for presentation. By submitting an abstract, at least one of the authors agrees to attend QUIS16 if the abstract is accepted.

A Best Paper Award will be presented during the conference and selected papers from QUIS16 will be published in a special issue in Journal of Service Management, JOSM.

## IMPORTANT DATES AND DEADLINES

2018 September 1: Online abstract submission opens

2018 November 15: Abstract submission deadline

2019 January 15: Notification of acceptance

2019 March 15: Complete paper or extended abstract deadline

## CONTEXTS

**We welcome contributions from all contexts but specially from:**

Consumer services, B2C or C2C

Creative contexts (music, art, literature)

Healthcare, wellness and senior care

Industrial services, B2B

Information services

Luxury and experience services

Public, governmental and not for profit services

Retail services

Sports and recreational services

Tourism and hospitality

## EXAMPLES OF THEORETICAL AREAS OF INTEREST

Big data analytics

Collaborative economy

Complaints management and service recovery

Customer co-creation

Customer experience

Customer satisfaction and loyalty

Digitalization

Human resource management

Institutional logics

Service business models

Service design

Service ecosystem

Service for a better world including transformative service research

Service infusion in manufacturing/ Servitization

Service innovation and new service development

Service leadership and culture

Service operations management

Service strategy

Technology and service (robots, artificial intelligence, internet of things, gamification, self-service technologies)

## CONFERENCE CO-CHAIRS

Professor Bo Edvardsson, CTF, Service Research Center, Karlstad University, Sweden

Professor Mary Jo Bitner, Center for Services Leadership, Arizona State University, USA

Professor Rohit Verma, Cornell Institute for Healthy Futures, Cornell University, USA

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