

SERVICE INNOVATION IN EMERGING ECONOMIES

Workshop Organizers: Vicky Story, Ian Hodgkinson, & Thorsten Gruber

25th and 26th January 2017

Location: West Park Teaching Hub, Loughborough University, <https://maps.lboro.ac.uk/?l=west-park-teaching-hub>

Introduction

To date, much service innovation work has focused on developed economies. Going forward, emerging markets (EMs) are expected to provide as much as 75 per cent of the world's growth. Thus, both researchers and practitioners need to be concerned with building knowledge and understanding about how to successfully develop new service offerings for these markets. The Centre for Service Management, in the School of Business and Economics, led by Professor Thorsten Gruber, conducts multi- and inter-disciplinary research into a range of service organisations. In conjunction with SAMS and Loughborough University, we are hosting a 2-day workshop discussing service innovation both for EMs and those coming out of EMs.

Purpose

The event will include a series of workshops presenting, analysing and discussing the latest trends in service innovation in and for EMs. By focusing on service activities within EMs across a wide spectrum of disciplines and industries, our event aims to contribute to a deeper understanding of the issues surrounding service innovation in and from EMs through the generation of knowledge, the pooling of expertise and through a critical examination of the area to develop a coherent and impactful research agenda.

Attendees

The target audience will include researchers, practitioners and other stakeholders. We hope to attract a vibrant, inclusive and coherent group of participants from across a range of disciplines with expertise in service innovation and EMs. Given that this is a relatively new research area, our focus will be on building critical mass and facilitating the early development of an inter-disciplinary research agenda based on expertise across the management studies community. The event will offer various networking activities to support the development of research networks and hear from practitioners. We are particularly keen to attract early career researchers and PhD students alike – to support your chances of building valuable networks and offer an opportunity to present and disseminate your work to a knowledgeable audience and receive valuable feedback.

Chairpersons and Guest Speakers

Professor Vicky Story; Dr Ian Hodgkinson; and Professor Thorsten Gruber, Loughborough University – with support from Professor Zoe Radnor and Doctoral Candidate Higor Dos Rais.

Professor Bo Edvardsson, Karlstad University, Sweden; Professor Heiko Gebauer, Swiss Federal Institute of Aquatic Science and Technology (EAWAG), Switzerland; Professor Javier Francisco Reynoso, Monterrey Institute of Technology, Mexico Professor Helen Perks, Nottingham University Business School; Professor J. Cadogan, SBE.

Workshop Funding

Special thanks go to the sponsors of the event
Society for the Advancement of Management Studies;
School of Business and Economics, Loughborough University; and
Centre for Service Management at Loughborough University's School of Business and Economics

Event Outline

Format

Alongside keynote presentations from leading scholars, the two days will include debate sessions, hybrid presentation/round table sessions on key themes, networking opportunities and the final afternoon will focus on wider publishing and careers sessions, which will be particularly important for early career academics/PhD students.

Timetable

Day 1 – Wednesday 25th January

Morning:

9.00-09.45	Arrival and registration
9.45-10.00	Welcome
10.00-12.30	Keynote Presentations and Debate
12.30-13.30	Networking Lunch

Afternoon:

1.30-2.30	Practitioner Perspectives
2.35-3.45	Thematic Presentation Sessions
3.45-4.00	Tea
4.00- 4.35	Keynote Presentation
4.45-5.30	Publishing in top journals

Networking Dinner

Day 2 – Thursday 26th January

Morning:

09.00-10.45	Thematic Presentation Sessions
10.45-11.00	Coffee
11.00-12.30	Thematic Presentation Sessions + Round Table Talks
12.30-13.00	Feedback Session
13.00-14.00	Networking Lunch & PhD Prize Giving

Afternoon:

14.00-15.00	Early Careers/PhD Publishing Skills Workshops
15.00-15.15	Tea
15.15-16.30	Early Careers/PhD Publishing Skills Workshops
16.30	Refreshments, further networking and Close

How to Participate

Register for the event as a presenter or participant. You do not have to have a presentation accepted to come – the event is open to both presenters and other interested participants.

Presenters

There is an open call for contributions in 'Service Innovation in EMs'. Participants wishing to present their work should submit a 1-2 page abstract (References not included in page limit). Please indicate on your submission where you are a PhD student; or early career academic. This should be work that is in progress rather than already under review.

Presenters will be allocated to thematic tracks – to allow focused discussions to take place.

Abstract Deadline: **22nd December 2016**

To Register

Please register by emailing Ruth Cufflin at r.cufflin@lboro.ac.uk

Bursaries Available

Please note that there are 50 funded places available (including 20 priority places for PhD students and early career researchers). Once these have been allocated the cost will be £35, with a reduced rate of £20 for PhD students. We also have earmarked funding to support travel and accommodation costs for several PhD students presenting work. Recipients of our travel bursaries will be selected by the chairpersons following acceptance of abstracts for presentation. There is also a 'Best PhD paper' award that will be presented on Day 2.