

Submission of Papers

Submission to the 21st Service Workshop can take the form of:

1. Full papers, up to 25 pages
2. Work-in-Progress, initial reports, up to 5 pages
3. Abstracts only
4. Research Briefs, points to raise in discussion
5. PowerPoint presentation

Submission: Electronically, copied to all the Co-Chairs:

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Charles L. Martin, charles.martin@wichita.edu
Lloyd Harris, lloyd.harris@wbs.ac.uk

Format:

1. Journal of Marketing style.
2. Indicate institution / affiliation, addresses of all authors, and corresponding author on title page
3. Up to six keywords to assign session
4. Abstract if a Full Paper or WIP
5. Filename for your Submission: SW07-Yourlastname.doc
6. Any emails relating to your Submission: SW07-Yourlastname(1).doc, where (1) indicates the series of your email.
7. Preferred file format is Microsoft Word, but PDF and RTF are acceptable.
8. Research briefs, exhibits, or talks may be submitted in Microsoft Power Point.

Submission Date for Workshop:

1. 30 October 2007

Acceptance:

1. The Workshop is co-created. All submissions will be accepted and “tabled” for discussion.
2. If you want to disseminate your work at the Workshop, please bring copies to be “tabled” for participants to take away, marked ©Your name here, Working paper not to be used or reproduced without permission of the Corresponding Author.

Publication

1. Indicate whether you want your work to be published in the Westminster Service Research Centre 21st Service Workshop Issue [with ISSN] to further disseminate your work. Indicate whether you want it to be published as full paper or Abstract only.
2. CFP – Special Issue: Authors may be invited to submit later for a Special Issue on Service Science. These details will be announced soon.