



## Call for Papers

### 6<sup>th</sup> Rostock Conference on Service Research

September 13<sup>th</sup> and 14<sup>th</sup>, 2018

Research in individual services and service industries is of central importance in national as well as international contexts. However, there is still a need for further research, as concepts and theories developed for the analysis of (manufacturing) industrial activities do not necessarily apply to the service sector, which is characterized by immaterial commodities.

Therefore, the research focus of the Institute of Business Administration of the University of Rostock is dedicated to 'Service Management and Service Markets'. To further the scientific exchange on these topics, the institute hosts - for the sixth time - a conference in Rostock, covering recent developments in service research. The conference serves business economists, economists, business psychologists, sociologists or other service-oriented researchers. The opening keynote speech will be given by Prof. Dr. Dr. h.c. Dr. h.c. Jörg Becker (European Research Center for Information Systems ERCIS, University of Münster).

Within the framework of the conference, the annual meeting of the section Services Management within the German Academic Association for Business Research (VHB) will be held as a separate track. We would like to invite all interested parties to participate in the sixth

#### Organizing Committee

Prof. Dr. Martin Benkenstein, Prof. Dr. Christian Brock, Prof. Dr. Andreas Diettrich,  
Prof. Dr. Stefan Göbel, Prof. Dr. Susanne Homölle, Prof. Dr. Michael Leyer,  
Prof. Dr. Peter Lorson, Prof. Dr. Bernd Marcus

Rostock Conference on Service Research, presenting their research results. Formats will include oral (30 min. plus 15 min. for referent discussant and discussion) as well as poster presentations. Contributions from all areas of business administration and all disciplines researching in the field of services are welcome. The contributions could cover, but are not limited to, topics regarding the functional aspects of services (e.g. work system design, customer-employee interactions, the design of innovative services, services controlling) or research taking an institutional perspective on specific services such as financial services providers, tourism enterprises, tax advisors, auditors, or logistics companies. In line with the previous conferences on service research in Rostock, the research committee will award a Best Paper Award as well as a Best Poster Award. The conference language is German as well as English.

Please submit your contribution as an **extended abstract** (500 words max.), either in English or German, before **March 18<sup>th</sup>, 2018** via <https://www.conftool.net/dl-tagung-2018/>. The extended abstract should cover the research questions, the research method as well as the essential results. You will be notified whether your submission is accepted or rejected before April 27<sup>th</sup>, 2018. In the case of acceptance, we need a full paper until August 3<sup>th</sup>, 2018. The paper will not be published but is necessary for the preparation of the referent discussant. Further information on the conference as well as the accompanying **program for PhD students**, that will be held on Wednesday **September 12<sup>th</sup>, 2018** will be available from May 2018 onwards at

<http://www.dl-tagung.de>.