



# The 11<sup>th</sup> International Research Symposium on Service Excellence in Management (QUIS)

June 11-14, 2009 Wolfsburg, Germany

Hosted by: Chair of Services Management,  
Catholic University Eichstaett-Ingolstadt  
Volkswagen After Sales

In conjunction with: CTF - Service Research Center, Karlstad University  
Center for Services Leadership, Arizona State University  
Warwick Business School, University of Warwick

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Researchers and practitioners from all disciplines are invited to submit an abstract describing their scholarly work for consideration for presentation at QUIS 11 in Wolfsburg, Germany, June 11-14, 2009.

## Conference Committee

All submissions will be reviewed by the conference co-chairs Stephen W. Brown (Arizona State University), Bo Edvardsson (Karlstad University), Robert Johnston (University of Warwick) and Bernd Stauss (CU Eichstaett-Ingolstadt).

## Topics

Topics include but are not limited to managing excellence in:

- Theoretical Perspectives on Service
- Service Science
- Service Strategy
- Service Leadership and Culture
- Service Marketing
- Service Recovery and Complaint Management
- Service Customer Integration
- Service Customer Satisfaction, Loyalty and Profitability
- Service Operations
- Service Engineering
- Service Human Resources
- Technology in Service
- Service Quality Management
- Service Innovation
- Service Networks and Service Outsourcing
- Internationalisation of Services
- E-Services
- Services in Manufacturing Companies
- Non Profit Services

## Abstracts

Abstracts of max. 300 words may be submitted online at [www.quis11.de](http://www.quis11.de) by November 10, 2008. In submitting an abstract, at least one of the authors agrees to attend QUIS 11 if the work is accepted. Notification of acceptance will be sent out by December 20, 2008.

Abstracts should clearly describe the value added to the knowledge base by the research or theoretical work the author(s) would like considered. Acceptance for the conference will be based on contribution to theory and research in services management, marketing, engineering or any other discipline.

Authors of accepted abstracts will have the option of publishing either an extended abstract (1000 words) or a complete paper (maximum length 10 pages) and will need to submit one or the other by March 31, 2009. The proceedings will be available at the symposium. A QUIS Best Paper Award will be made and a special issue with selected papers from QUIS 11 will be published in the International Journal of Service Industry Management (IJSIM), Managing Service Quality (MSQ) and the Journal of Applied Management and Entrepreneurship (JAME). For further information, registration, and accommodations please contact Jens Zimmermann at [Jens.Zimmermann@quis11.de](mailto:Jens.Zimmermann@quis11.de) or visit the constantly updated web site at [www.quis11.de](http://www.quis11.de).