

The CRIS Research Centre and the mIMP Research Group at Manchester Business School are pleased to invite you to:

HOT TOPICS IN SERVICE RESEARCH III
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SERVICE INNOVATIONS AND NETWORKS

10am-4pm on September 19th 2011 (Free Buffet Lunch served at 12.00)
Manchester Business School, MBS West, Booth Street West,
Lecture Theatre 3.101
The University of Manchester, England

One of currently most talked about articles is Ostrom et al. (2010) "Moving Forward and Making a Difference: Research Priorities for the Science of Service" in the Journal of Service Research. Enlarging on this theme, renowned service researchers who have a strong reputation in the service field will present their views on the Hot Topics in Service Research before discussion and debate with the audience. This promises to be a lively and thought-provoking event with contributions from many aspects of contemporary service research in the US, Europe and the UK.

Professor Rajesh Chandy holds the Tony and Maureen Wheeler Chair in Entrepreneurship and is a Professor of Marketing at London Business School. He serves as Academic Director of London Business School's Institute for Innovation and Entrepreneurship. His areas of expertise include innovation, technology management, emerging markets, and marketing strategy. Fortune magazine described Rajesh's findings on innovation as "an unorthodox and bracing set of management principles." His research and publications have received several awards, including the Journal of Marketing Harold Maynard Award for contributions to marketing theory and thought. The title of Rajesh's presentation is: **Service Innovation, Micro-Entrepreneurs, and Emerging Markets.**

Professor Heiner Evanschitzky is Professor and Chair of Marketing at Aston Business School. Heiner also holds positions as Visiting Professor at University of St. Gallen (Switzerland), as well as at Curtin University of Technology (Australia). Over the years Heiner has had over 100 articles published in specialist journals and proceedings, notably in the field's leading Journal of Marketing, Journal of Retailing, and Journal of Service Research. Moreover, his research has won several Best Paper Awards at leading Marketing conference. Heiner's research interests are primarily in Service and Retail Marketing and Management where he focuses on issues around the Service Profit Chain concept. The title of Heiner's presentation is: **Myopic Marketing Management: How Neglecting Time-Lags in the Service Profit Chain Misleads Managers**

Dr. Thomas L. Baker is an Associate Professor of Marketing in the Department of Marketing at Clemson University. His research interests are primarily in the area of Services Marketing and Social Media. Dr. Baker's research has been published in leading journals including the Journal of Marketing, Journal of Retailing, and Journal of the Academy of Marketing Science. Tom was recently President of the Society for Marketing Advances and Chair of the Services Marketing Special Interest Group (SERVSIG) of the American Marketing Association. The title of Tom's presentation is: **Overcoming Service Failures in a Networked Environment**

The event will also feature a presentation by **IBM** that will explain how cities can optimize their systems for the talent-based economy. Competitive differentiation today is more likely to be based on the ability of the workforce to create and absorb skills and innovation than on traditional drivers. As a result, the skills, aptitude, knowledge, creativity and innovation of a workforce – which collectively can be viewed as the talent pool in the economy – have become increasingly important drivers of economic growth and activity. Cities, as hubs of the global economy, are the focal points for this transformation.

This event is **free** but please register your interest by emailing thorsten.gruber@mbs.ac.uk as soon as possible (places are limited).

See campus map for travel directions: <http://www.mbs.ac.uk/aboutus/mbs-campus.aspx>

A taxi from Manchester Piccadilly station will cost around £5, but there is also a bus service from across the road from the taxi rank.

All the hotels below are within walking distance or a short taxi ride from the venue.

Travelodge

Around £56 per night

Manchester Ancoats

Oldham Street

Lnk: <http://www.travelodge.co.uk/>

Manchester Blackfriars

Blackfriars Street

Link: <http://www.travelodge.co.uk/>

IBIS

Around £61 per night

IBIS Manchester Charles Street

Link: <http://www.ibishotel.com/>

IBIS Manchester City Centre Portland Street

Link: <http://www.ibishotel.com/>

Premier Inn

Around £66 per night.

The following hotels are listed in the website below:

Manchester City Centre (Portland Street)

Manchester City Centre (GMEX)

Manchester City Centre (Deansgate Locks)

Manchester City Centre (MEN Arena)

Link: <http://www.premierinn.com/>

Arora Manchester Hotel

Around £84 per night

Princess Street

Link: <http://www.arorainternational.com/>

Manchester Portland Thistle

Portland Street

Around £91 per night

Link: <http://www.novotel.com/>

Jury's Inn hotel Manchester

Great Bridgewater Street

Around £93 per night

Link: <http://www.gtahotels.com/>

Ramada Manchester Piccadilly

Portland Street

From £102 per night

Link: <http://www.ramadajarvis.co.uk/>

Malmaison Manchester

Piccadilly

From £145 per night

Link: <http://www.malmaison-manchester.com/>