

Call for Papers

7th Rostock Conference on Service Research

September 9th and 10th, 2021

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 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 a conference in Rostock, covering recent developments in service research. The conference serves business economists, economists, business psychologists, sociologists or other service-oriented researchers.

We would like to invite all interested parties to participate in the seventh 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. **Contribu-**

tions 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 last conferences on service research in Rostock, the research committee will award the best poster. The opening keynote speech will be given by Prof. Dr. Andreas Pfingsten (Finance Center Münster, Institut für Kreditwesen, Westfälische Wilhelms-Universität Münster).

Within the framework of the conference, the annual meeting of the scientific commission service management within the German Academic Association for Business Research (VHB) will be held as a separate track. The conference language is German as well as English.

Please submit your contribution as an **extended abstract** (1.000 words max.), either in English or German before **March 31st 2021** via <https://www.conftool.net/dl-tagung-2021/>. 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 during May 2021. Further information about the conference as well as a format template for the extended abstract is available on the internet at

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

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, Prof. Dr. Lena Steinhoff

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