

**Third Biennial International Conference on Services Marketing:
“Servicing the Way out of the Economic Downfall: Exploring the Present and
Future Role of Services”**

07-09 September 2011

Altın Yunus Resort and Thermal Hotel, Çeşme, İzmir, Turkey

<http://web.deu.edu.tr/3bic>

Jointly organized by

The Greek Marketing Academy



Faculty of Business
Dokuz Eylül University
Turkey



The Athens University of
Economics & Business
Department of Marketing &
Communication



CALL FOR PAPERS

☞ CONFERENCE AIM AND OBJECTIVES

Dokuz Eylül University, Faculty of Business is very pleased to host the 3rd Biennial International Conference (BIC) on Services Marketing and looks forward to welcoming you on September 2011. The theme of the conference is “Servicing the Way out of the Economic Downfall: The Present and Future Role of Services”.

The services sector is the dominant driving economic force worldwide and marketing and management practices in this field are evolving rapidly. There is, as a result, an increasing academic and business interest in the services sector. This is especially pertinent at a time of ambivalence in the aftermath of a severe economic crisis, which challenged established business models and practices, eroded customer confidence and buying power, and altered customer behavior in potentially fundamental ways. Academics and business practitioners are called upon to help companies come to terms with the new constantly changing conditions they are confronted with and align their business processes in ways that can enable them to adapt to the new economic reality. The conference will be looking into the ways through which services companies can achieve and sustain prosperity and growth in these turbulent times. The success, relevance and reliability of established models and practices will be reassessed based on their resilience and performance in these conditions, while new processes and models will be presented and their potential superiority will be evaluated.

☞ PUBLICATION OPPORTUNITIES

All accepted papers will be included in an edited conference proceedings CD-ROM and a book of abstracts will be published.

The Scientific Committee of the 3rd Biennial International Conference on Services Marketing has also agreed to publish the Conference’s top papers in prestigious refereed journals.

HISTORY OF THE CONFERENCE

The First BIC on Services Marketing was hosted by the University of Aegean, Chios island, Greece, in September 27-29, 2007 and the second was hosted by the Aristotle University of Thessaloniki and University of Macedonia, Thessaloniki, Greece, in November 4-6, 2009. These two conferences were jointly organized by the University of Glasgow in collaboration with the Greek Marketing Academy. The main theme of the first BIC on Services Marketing held in Chios was “Strategic Developments in Services Marketing”. The theme of the second conference in Thessaloniki was “Orchestrating the Service Experience: Music to the Ears of our Customers”. Both conferences provided the opportunity to exchange ideas on current issues in Services Marketing. The presentation of double blind refereed research papers generated constructive exchange of ideas on international practices, leading to a significant contribution to the knowledge and understanding of services. Conference participants, over 160 for each conference, included not only educators and researchers, but also practitioners. Since 2009, the BIC in Services Marketing is one of the official conferences of the Greek Marketing Academy, organized in Greece or abroad. This time the Greek Marketing Academy has assigned the responsibility for the organization of the 3rd Biennial International Conference on Services Marketing to the Athens University of Economics and Business and the Dokuz Eylul University.

■ THE ATHENS UNIVERSITY OF ECONOMICS & BUSINESS, DEPARTMENT OF MARKETING & COMMUNICATION

The Athens University of Economics and Business is the leading University in Greece in the areas of Economics and Business Administration, and one of the most distinguished academic institutions of its field in Europe, with 8 undergraduate programs, 28 Master's programs, a strong Doctoral program, 25 research laboratories, a world-recognized faculty and an excellent pool of students. Established 90 years ago, AUEB has always been at the forefront of education and research. Enjoying the best reputation in the country, and having developed a strong research orientation, it is privileged to have excellent faculty, which have received international academic achievement awards, are publishing in the best international journals, serve as heads of international associations, have served as top policy makers or are advisors to private or public leaders. AUEB attracts faculty who have previously worked for some of the best schools internationally, such as Wharton, Columbia, London School of Economics, Cambridge, INSEAD, London Business School, and Fuqua. AUEB also attracts the best candidates in its undergraduate and graduate programs, and thus achieves an exceptionally high caliber of students. The Department of Marketing and Communication is one of the newest and most dynamic departments of the Athens University of Economics and Business, established in 1989. From the outset, it became the most popular department, and hence most demanding in terms of entry qualifications, in the field of Economics and Business Administration. It is the top university department in the field of marketing in the country and the only one combining marketing with communication.

<http://www.mbc.aueb.gr/>

■ DOKUZ EYLUL UNIVERSITY, FACULTY OF BUSINESS

Dokuz Eylül University was founded in July 20, 1982. Seventeen previously founded institutions of Ege University and other various higher education institutes were affiliated to the University in the same year. The number of its academic units reached 41 by 1992. Presently DEU owns 11 faculties, 5 schools, 5 vocational schools, 6 graduate schools, 10 institutes, 35 research and application centers and 3.046 academic staff (2009). The current enrolment is approximately 49.000 students (2009). The Faculty of Business is one of the leading Faculties of Dokuz Eylül University. It was founded in 1992 and supported innovative research-oriented academic education on universal standards. The Faculty of Business has five departments: Department of Business Administration; Department of Economics; Department of International Relations; Department of Tourism Management; Department of International Business and Trade. In addition to the undergraduate programs, the Faculty of Business also offers graduate programs (MBA, PhD) and it has more than 30 active international agreements with prestigious foreign schools.

<http://web.deu.edu.tr/isletme/yeni/>

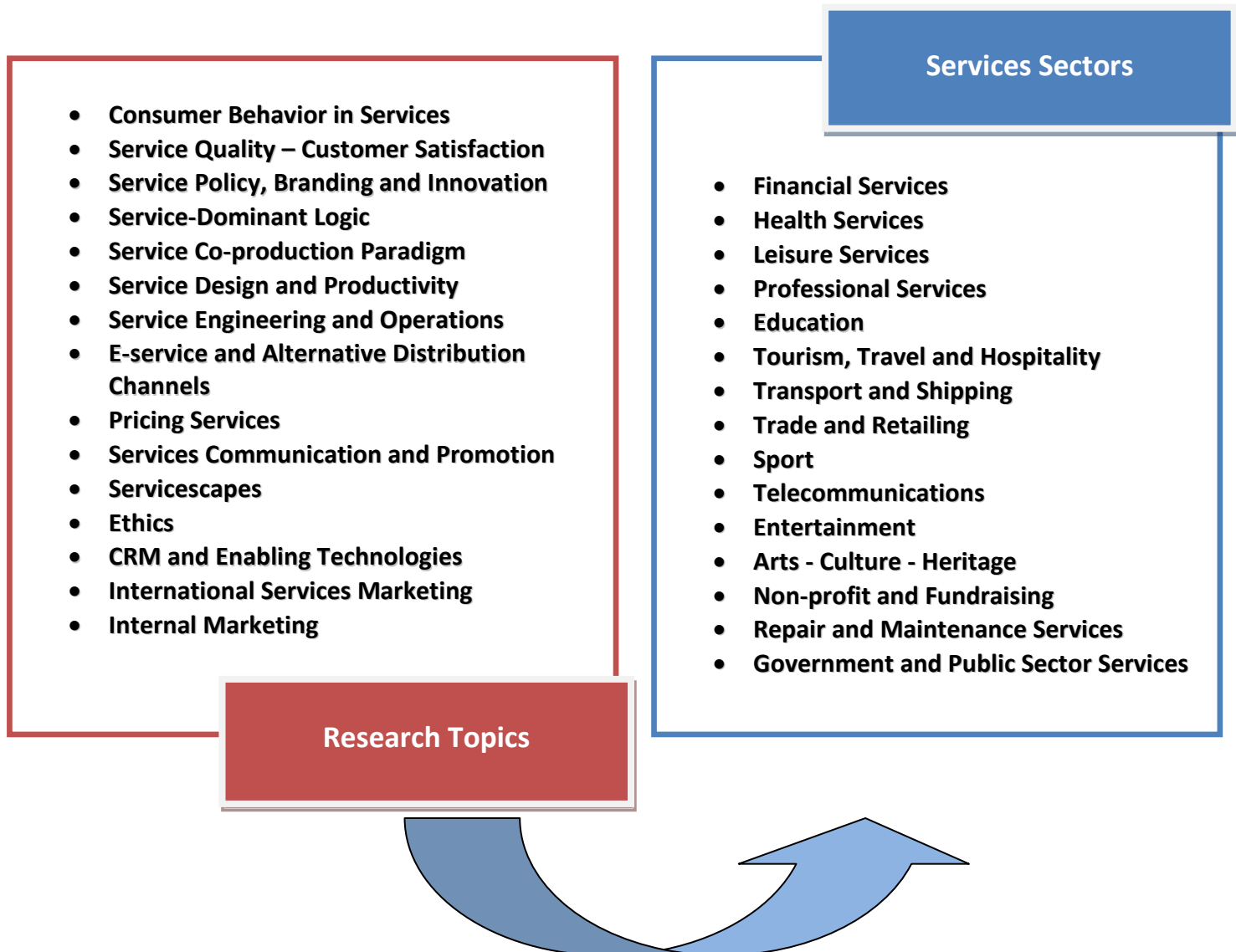
■ THE GREEK MARKETING ACADEMY

The Greek Marketing Academy was founded in 1998 in order to fill the gap in the development and application of the Marketing discipline in the economy and society in Greece. The Academy's aim is to diffuse the marketing concept, philosophy, principles, and applications in every field of contemporary Greek economy and society. The Founding Members of the Greek Marketing Academy are well-known professors, with an international reputation, teaching at universities in Greece and abroad. Today, the Academy has a large number of members from the academic as well as the business community.

<http://www.elam.gr/>

■ CONFERENCE TRACKS

The BIC in Services Marketing follow an innovative approach in structuring the tracks: the content matrix. Paper submissions should be in accordance to the following matrix (15 research topics x 15 services industries). Depending on the nature and the number of submissions, the Committee will finalize tracks by mid July 2011. Academics and practitioners are invited to submit papers relating to any aspect of the below-mentioned combination of research topic and services sector.



■ GUIDELINES FOR AUTHORS

Please ensure you read carefully the submission guidelines before submitting your paper.

The 3rd Biennial International Conference on Services Marketing invites electronic submissions of papers, which should be sent in PDF Format **no later than the 6th of May, 2011.**

Authors may submit more than one paper, **but only one can be accepted as first author.** However this author can be co-author of other submitted papers. Acceptance of a paper implies that at least one of the authors must attend the conference and present the paper.

The official language of the conference is English. All submitted papers must contain original research that has not been presented in other conferences or published in any journal. The papers will be evaluated through a double blind-review process. After the submission deadline, no revised version of papers will be accepted. Authors will be notified of acceptance / rejection by 01st of July 2011.

All papers are **limited to seven pages** (including tables and figures) excluding the cover/ title page, and references. Any paper exceeding the specified limit will not be included in the review process.

NO AUTHOR INFORMATION should be given on any page of the paper, as papers will be double BLIND reviewed. If you submit a paper that contains any information identifying you or a co-author, the paper shall be removed, and you will be invited to resubmit. It is your responsibility to resubmit.

Papers must show a clear indication of the purpose of the research, research method, major results, implications, and key references.

In preparing your paper please make sure that you follow the guidelines for referencing set out in the International Journal of Research in Marketing.

■ PAPER FORMAT

Please use the paper format below when writing your paper! Please submit your paper in PDF.

(Page 1)

Title (Centered, bold and Times New Roman 14-point font)

Abstract (Times New Roman, 12-point font, max. 250 words) should be presented in a structured manner. The subtitles of abstract would be as follows: (a)purpose, (b)design/methodology/approach, (c)findings, (d)research limitations/implications, (e)practical implications. Please submit the abstract of your paper under these subtitles.

Compliance to the line limit is required to facilitate standardization of the publication of the abstract proceedings book. The text should be justified. At the start of each new paragraph or section you should indent the first line as in the example given here.

Keywords : (Left justified, regular, italic and Times New Roman 12-point font)

(Page 2...)

Main body of the paper (maximum of 7 pages)

Headings and sub-headings

1. Major headings

Should be numbered sequentially, left justified and bolded. The first letter of each major word should be capitalized and all of the other words should be in lower case. Two single space lines should precede and one single space should follow a major heading.

1.1 Sub-headings

Should be numbered according to the main heading, left justified, regular and in italics. One space line should precede and follow a sub-heading. Only the first letter of the first word should be capitalized.

1.1.1 Sub sub-heading

You should avoid the use of sub sub-headings unless absolutely necessary. If you use sub sub-headings they should be numbered according to the main heading, left indented, regular and in italics. One space line should precede and follow a sub sub-heading. Only the first letter of the first word should be capitalized.

References

(Journal article and book references given below as examples) for full referencing guidelines visit the website of the International Journal of Research in Marketing:

http://www.elsevier.com/wps/find/journaldescription.cws_home/505550/authorinstructions#68000

Examples:

Reference to a journal publication: Van der Geer, J., Hanraads, J. A. J., & Lupton, R. A. (2000). The art of writing a scientific article. *Journal of Scientific Communications*, 163, 51–59.

Reference to a book: Strunk, W., Jr., & White, E. B. (1979). *The elements of style*. (3rd ed.). New York: Macmillan, (Chapter 4).

Reference to a chapter in an edited book: Mettam, G. R., & Adams, L. B. (1994). How to prepare an electronic version of your article. In B. S. Jones, & R. Z. Smith (Eds.), *Introduction to the electronic age* (pp. 281–304). New York: E-Publishing Inc.

SCIENTIFIC COMMITTEE

Professor George Avlonitis, President of the Greek Marketing Academy, Department of Marketing and Communication, Athens University of Economics and Business

Dr. Constantine Lympelopoulou, Member of the Executive Committee of the Greek Marketing Academy, Associate Professor of Marketing, Department of Business Administration, University of the Aegean

Dr. Andreas Andronikidis, Member of the Executive Committee of the Greek Marketing Academy, Assistant Professor of Marketing, Department of Business Administration, University of Macedonia

Dr. Spiros Gounaris, Associate Professor of Marketing, Department of Marketing and Communication, Athens University of Economics and Business

Professor Luiz Mountinho, School of Business and Management, University of Glasgow

Professor Dr. Ir. Joost M. E., Pennings, Marketing-Finance Research Lab, Depts. of Finance and Marketing & Supply Chain Management, School of Business & Economics, Maastricht University

Dr. Paulina Papastathopoulou, Assistant Professor of Marketing, Department of Marketing and Communication, Athens University of Economics and Business

Dr. Paraskevas Argouslidis, Assistant Professor of Marketing, Department of Marketing and Communication, Athens University of Economics and Business

Dr. Konstantinos Indounas, Lecturer in Marketing, Department of Marketing and Communication, Athens University of Economics and Business

Dr. Kalipso Karantinou, Lecturer in Marketing, Department of Marketing and Communication, Athens University of Economics and Business

Dr. Luisa Andreu, Assistant Professor of Marketing, University of the Valencia

Dr. Ir. Nikos Kalogeras, Assistant Professor, Marketing-Finance Research Lab, Depts. of Finance and Marketing & Supply Chain Management, School of Business & Economics, Maastricht University

Professor Mete Oktav, Professor of Marketing, Department of Business Administration, Faculty of Business, Dokuz Eylül University

Professor Sahavet Gürdal, President of the Marketing and Marketing Research Association, Turkey, Professor of Marketing, Department of Business Administration, Faculty of Economics and Administrative Sciences, Marmara University

Professor Cemal Yükselen, Member of the Executive Committee of the Marketing and Marketing Research Association, Turkey, Professor of Marketing, Vice Rector, Istanbul Arel University,

Professor Rezan Tatlıdıl, Professor of Marketing, Department of Business Administration, Faculty of Economics and Administrative Sciences, Ege University

Professor A. Güldem Cerit, Professor of Maritime Business Administration, Dean of Faculty of Maritime, Dokuz Eylül University

Professor İkbâl Aksulu, Professor of Marketing, Department of Business Administration, Faculty of Economics and Administrative Sciences, Dokuz Eylül University

Professor Semra Aytuğ, Professor of Marketing, Department of Business Administration, Faculty of Economics and Administrative Sciences, Dokuz Eylül University

Professor Mustafa Tanyeri, Professor of Marketing, Department of Business Administration, Faculty of Business, Dokuz Eylül University

Professor Gül Bayraktaroğlu, Associate Professor of Marketing, Department of Business Administration, Faculty of Business, Dokuz Eylül University

ORGANIZING COMMITTEE

Dr. Alper Arısoy, Research Assistant, Department of International Business and Trade, Faculty of Business, Dokuz Eylül University

Dr. Banu Atrek, Research Assistant, Department of Business Administration, Faculty of Business, Dokuz Eylül University

Dr. Bilge Aykol, Research Assistant, Department of Business Administration, Faculty of Business, Dokuz Eylül University

Professor Burcu İlter, Assistant Professor of Marketing, Department of Business Administration, Faculty of Business, Dokuz Eylül University

Z. Ceren Miral, Research Assistant, Department of International Business and Trade, Faculty of Business, Dokuz Eylül University

Professor Constantine Lympelopoulos, Member of the Executive Committee of the Greek Marketing Academy, Associate Professor of Marketing, Department of Business Administration, University of the Aegean

Professor Gül Bayraktaroğlu, Associate Professor of Marketing, Department of Business Administration, Faculty of Business, Dokuz Eylül University

Dr. Gürhan Aktaş, Assistant Professor of Marketing, Department of Tourism Management, Faculty of Business, Dokuz Eylül University

Professor Mete Oktav, Professor of Marketing, Department of Business Administration, Faculty of Business, Dokuz Eylül University

Professor Mustafa Tanyeri, Professor of Marketing, Department of Business Administration, Faculty of Business, Dokuz Eylül University

Professor Özge Özgen, Assistant Professor of Marketing, Department of International Business and Trade, Faculty of Business, Dokuz Eylül University

Sumeyra Duman Kurt, Research Assistant, Department of Business Administration, Faculty of Business, Dokuz Eylül University

■ CONFERENCE LOCATION AND VENUE

■ İzmir, Turkey

İzmir, historically also Smyrna, is Turkey's third most populous city and the country's second largest port city after Istanbul. It is located along the outlying waters of the Gulf of İzmir, by the Aegean Sea. It is the seat of İzmir Province, which has an area of 7350 km². The city of İzmir is composed of twelve metropolitan districts, each with its own distinct features and temperament, but all headed by the Mayor of İzmir. The total population of the province was 3,795,978 by the end of 2008.

■ Çeşme, Turkey

The Çeşme Peninsula, lapped by the waters of the Aegean Sea, lies in west of Izmir, in Turkey's Aegean region. Çeşme, meaning fountain, derives from the many sources of water found in the area. It is one of Turkey's most beautiful stretches, surrounded by clear blue seas, with landscapes of cultivated fields of aniseed, sesame and artichokes dotted with fig and gum trees. In the un-spoilt bays you can swim in absolute peace. Visitors will find excellent holiday accommodations, restaurants and sports and entertainment facilities. It is possible also to get to Greek island Chios (Sakiz) with regular daily ferries. Çeşme has an international harbor linked to Izmir with a superb highway (80kms). Çeşme is in 90 km distance from Adnan Menderes Airport, 80 km from İzmir and 150 km from Ephesus and the House of Virgin Mary.

■ Altın Yunus Resort & Thermal Hotel

The hotel is established on a 140.000 m² area in Cape Kalem in Boyalık Locality of Çeşme District, which is 80 km. to the west of beautiful Izmir- the pearl of the Aegean, and is one of the biggest facilities in Turkey. Altın Yunus, which derives its name from a mythological story, is the first tourism establishment with a capacity of 1000 beds in Turkey. Via its unique marina and which is located at the most beautiful quay in the magic of Çeşme, where the sensitive balances of the Aegean culture are lived, together with the ISO 9000-2001 quality certificate and its architecture in which it reflects modernization and nostalgia together. It has 250 meters long, blue flagged sandy beach.



<http://www.altinyunus.com.tr/>

■ TRANSPORTATION

İzmir is served by national and international flights through the Adnan Menderes International Airport and there is a modern rapid transit line running from the southwest to the northeast. The city-to-airport shuttle buses are operated by the private company Havaş which runs on two lines; the first connecting Karşıyaka (in the city's northern part) and the second connecting Alsancak (in the south, city center) with the airport.

■ SIGHTSEEING ALTERNATIVES

The sightseeing alternatives are presented below. The sightseeing program has not been clarified yet. After specification of exact program, it will be announced at the conference website.

■ Ephesus:

Ephesus (Ancient Greek Ἔφεσος, Turkish Efes) was an ancient Greek city, and later a major Roman city, on the west coast of Asia Minor, near present-day Selçuk, Izmir Province, Turkey. The ruins of Ephesus are a favorite international and local tourist attraction, partly owing to their easy access from Adnan Menderes Airport and via the port of Kuşadası. Ephesus contains the largest collection of Roman ruins in the eastern Mediterranean. Only an estimated 15% has been excavated. The ruins that are visible give some idea of the city's original splendor, and the names associated with the ruins are evocative of its former life. The theater dominates the view down Harbour Street, which leads to the silted-up harbor.



■ House of Virgin Mary

The House of the Virgin Mary is a Christian shrine located on the top of the Koressos mountain 9 km ahead of Ephesus and the shrine of Virgin Mary enjoys a marvelous atmosphere hidden in the green.

■ Şirince Village



Şirince (pronounced /ʃi'rindze/) is a former Greek village of 600 inhabitants in İzmir Province, Turkey, located about 12 km away from Ephesus. Şirince was settled when Ephesus was abandoned in the 15th century but most of what one sees today dates from the 19th century. As the village is located on the top of a mountain, anyone will enjoy the impressive wine yards' and peach trees' views on his way.

■ İzmir City Tour

İzmir is known as the pearl of Aegean region. It is Turkey's third largest city and second most important port. Also, it is an important tourism centre in this region. There are lots of wonderful places to visit such as clock tower, traditional shopping district Kemaralti, historical elevator.

DEADLINES AND CONFERENCE FEES

Paper Submission Deadline	06 th of May 2011
Author's Notification of Accepted Papers	01 st of July 2011
Deadline for Early Registration:	19 th of August 2011

Participation without Accommodation Fee ¹	150 Euro	
	Per Person in Double Room	Per Person in Single Room
Early Registration Fee ²	250 Euro	300 Euro
Late Registration Fee ²	300 Euro	350 Euro
Postgraduate Students ³	200 Euro	250 Euro
Accompanying Person ⁴	200 Euro	250 Euro
Accommodation per extra day ⁵	60 Euro	90 Euro

1. Participation without Accommodation Fee: Participation without accommodation fee access to all conference sessions, participation to Doctoral Colloquium, welcome reception, a formal dinner, a sightseeing tour to Izmir City, all coffee breaks, a copy of Conference proceedings in printed form (abstracts) and a copy in CD-ROM (full papers).

2. Early / Late Registration Fee: Registration fee includes

- ✓ all inclusive accommodation between 07-09 September 2011 (Check-in: 07th September 2011 – Check-out: 09th September 2011),
- ✓ access to all conference sessions,
- ✓ welcome reception
- ✓ a formal gala dinner,
- ✓ a sightseeing tour to Izmir City,
- ✓ all coffee breaks,
- ✓ a copy of Conference proceedings in printed form (abstracts) and a copy in CD-ROM (full papers).

3. Postgraduate Students: Registration fee includes all inclusive accommodation between 07-09 September 2011 (Check-in: 07th September 2011 – Check-out: 09th September 2011), access to all conference sessions, participation to Doctoral Colloquium, welcome reception, a formal dinner, a sightseeing tour to Izmir City, all coffee breaks, a copy of Conference proceedings in printed form (abstracts) and a copy in CD-ROM (full papers).

4. Accompanying Person: Registration fee includes all inclusive accommodation between 07-09 September 2011 (Check-in: 07th September 2011 – Check-out: 09th September 2011), welcome reception, a formal dinner, a sightseeing tour to Izmir City.

5. Accommodation per extra day (except the conference dates) includes all inclusive service of the hotel per day.

CONTACT DETAILS

For more information about the Conference please contact:

Conference Secretariat:

Dr. Ozge OZGEN

Dokuz Eylul University, Faculty of Business

Adress: Dokuz Eylül Üniversitesi, İşletme Fakültesi, Tınaztepe Kampüsü, 35160, Buca-Izmir-TURKEY

Tel: 0090 232 412 82 42 - Fax: 0090 232 453 50 62

E-mail: 3bic@deu.edu.tr