



# The **23<sup>rd</sup>** Excellence in Services International Conference

*Call for papers*



**3 and 4 September 2020**  
*University of Coimbra*  
*Faculty of Economics*  
*Coimbra, Portugal*



**IMPORTANT  
DATES**

*Abstract*  
*April 30, 2020*

*Full paper*  
*submission*  
*June 30, 2020*

## About

Founded by the University of Toulon and University of Verona in 1998 as “**Toulon-Verona Conference**”, “**Excellence in Services**” is the 23<sup>rd</sup> Conference in the series (Toulon 1998; Verona 1999; Derby 2000; Mons 2001; Lisbon 2002; Oviedo 2003; Toulon 2004; Palermo 2005, Paisley 2006; Thessaloniki 2007; Florence 2008; Verona 2009; Coimbra 2010; Alicante 2011; Rishon Lezion 2012; Ljubljana 2013; Liverpool 2014; Palermo 2015; Huelva 2016; Verona 2017; Paris 2018, Thessaloniki 2019). In 2020 delegates are welcome in **COIMBRA, one of the oldest universities in the world**, Portugal, for its 23<sup>rd</sup> edition.

As Excellence and Quality Management have been established as of paramount importance in all areas of management, the Conference looks at the role of Quality/Excellence both from theoretical and practical points of view.

The Conference will include plenary sessions with keynote speakers and specialized parallel sessions.

## Keynote speakers

The “**Excellence in Services International Conference**” will welcome **Professor Dwayne Gremler of Bowling Green State University, Ohio, USA**, and **Miguel Mendes (Eng.), Head of Continuous Improvement, BNP Paribas, Lisbon, Portugal**.

## Scope of the Conference

Academics, researchers, managers, administrators, support staff in the areas of focus of the Conference are invited to submit theoretical contributions, empirical analyses, experiences, case studies or reflections aimed at quality and excellence in services.

All submissions must be written in **English**, official language of the Conference.

## Areas of focus

- |   |  |
|---|--|
| 1. Education                            | 8. Cases and experiences in services               |
| 2. Health care                          | 9. Statistics for excellence measurement           |
| 3. Local government and public services | 10. Servitization for value creation               |
| 4. Tourism and leisure                  | 11. Information and communication technology (ICT) |
| 5. Financial and banking services       | 12. Professional services                          |
| 6. Transport and logistics              | 13. Innovation and entrepreneurship in services    |
| 7. Theory and methodology in services   |  |

## Publication opportunities and awards

All submitted papers will be published with an **ISBN** number in the Conference Proceedings Book, **freely available** on the Conference website. Each paper will also be singularly indexed in **Google Scholar**.

After the Conference, the Scientific Committee will select the **best papers**, including PhD papers with the opportunity of publication in the *cooperating journals*:

- **The TQM Journal** of the Emerald Group
- **Sinergie Italian Journal of Management**.



## Submission

Participants who wish to present their research at the Conference are welcome to send an **abstract** in **word format** (.doc or .docx) of no more than 200 words according to the format available on the **Conference website**: [www.eisic.net](http://www.eisic.net). **Abstracts** should be sent by e-mail by **April 30, 2020** at the latest to: [jma.martin@wanadoo.fr](mailto:jma.martin@wanadoo.fr).

All abstracts will be acknowledged and authors will be notified of the reviewers' comments.

**Papers** have to follow the guidelines published online. In this regard, a **template in word format** is available on the Conference website. The deadline for full paper submission is **June 30, 2020**.

Every author, or when there are multiple authors, at least one author, must present their paper during the parallel sessions of the Conference. Failure to do so will result in the paper's exclusion from the Conference Proceedings Book.

## Conference venue

The Conference will take place at **"the University of Coimbra"**, Faculdade de Ciencias e Tecnologia, Largo D. Dinis, Coimbra, Portugal.

The Gala dinner will take place on *Thursday 3 September*.

## Costs and registration

The delegate **fee** is **350 €** (**200 €** for Master/PhD Students and Coimbra University affiliates), covering access to all daytime Conference sessions, Conference proceedings, lunches, refreshments, and gala dinner.

**Special offer:** The fee is reduced to **300 €** (**150 €** for Master/PhD Students) if payment is made before June 30, 2020.

**Access is free** for session attendants without materials and catering services.

Fee payable in Euro (or equivalent in another currency) by cheque or bank transfer to:

ESOE (European Society for Organizational Excellence)

Bank

CREDIT AGRICOLE, La Garde, Var, France

Account (IBAN)

FR76 1910 6000 0843 5028 0198 931

BANK IDENTIFIER CODE/SWIFT      AGRIFRPP891

Registration form is available on Conference website: [www.eisic.net](http://www.eisic.net)

## Transportation

The venue can be reached by air from Lisbon or Porto airports, then by train to Coimbra. Further useful information will be regularly posted on the Conference website.

## Scientific Committee

<i>Jacques Martin</i>	ESOE (President of the Scientific Committee)
<i>Sandra Bertezene</i>	Le CNAM (France)
<i>Alan Brown</i>	Edith Cowan University (Australia)
<i>Federico Brunetti</i>	Verona University (Italy)
<i>Amnon Caspi</i>	Bar-Ilan University (Israel)
<i>Michele Cano</i>	University of West of Scotland (UK)
<i>Alex Douglas</i>	The TQM Journal
<i>Stanislav Karapetrovic</i>	Alberta University (Canada)
<i>Patricia Moura e Sá</i>	University of Coimbra (Portugal)
<i>Antigoni Papadimitriou</i>	Western Kentucky University & John Hopkins University (USA)
<i>Alfonso Vargas Sánchez</i>	Huelva University (Spain)

## The Conference Founders

<i>Claudio Baccarani</i>	Verona University (Italy)
<i>Michel Weill †</i>	University of Toulon (France)

## Marketing and Communication

<i>Andrea Chiarini</i>	Verona University (Italy)
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## Organizing Committee


*Patrícia Moura e Sá* (Faculty of Economics, University of Coimbra)  
*Luís Ferreira* (Mechanical Engineering Department, Faculty of Sciences and Technology, University of Coimbra)  
*Elsa Pedroso* (Faculty of Economics, University of Coimbra)  
*Isabel Maia* (PhD student, University of Coimbra)

## Organizing Universities and Partner Organizations

- University of Coimbra, Faculty of Economics, Faculty of Sciences & Technology
- ESOE
- Verona University (Italy)
- Emerald Publishing
- Fondazione CUEIM (Consorzio Universitario di Economia Industriale e Manageriale)

## Contact information

**Jacques Martin**, ESOE, 30 Impasse Fleurie, 83130 La Garde, France

 +33 608 63 49 97



jma.martin@wanadoo.fr



info@eisc.net

