

Eleventh Annual Conference Consortium

11TH ANNUAL SERVICE DOCTORAL CONSORTIUM October 27 - 31, 2004 Miami, Florida

The Services Doctoral Consortium is organized by the Services Marketing Special Interest Group (SERVSIG) of the American Marketing Association and the Center for Excellence in Service, Robert H. Smith School of Business, University of Maryland. It is designed to help doctoral students and new faculty become more productive in their academic careers as teachers and researchers of services marketing. By promoting a collegial atmosphere, the Consortium provides an invaluable opportunity to interact with the field's leading scholars and up-and-coming services marketing colleagues.

Session Description

Sessions focusing on research bring world-renowned scholars together to present their latest work on a particular topic, highlight a major stream within the services discipline, or discuss present and future trends in services marketing research. A special session on navigating through the publication process will also be included. Teaching sessions feature award-winning faculty who share their experiences and their ideas for teaching at the undergraduate, graduate and executive education levels.

Wednesday, October 27

6:00 pm – Dinner event sponsored by the Center for Services Leadership, Arizona State University

Thursday, October 28

8:00 am – 5:00 pm Continental breakfast, sessions, buffet lunch and breaks at the University of Miami

Thursday's sessions will focus on research and teaching. World-renowned service scholars will offer tips on "Managing the Research Process," present their latest work in various topical areas, and highlight emerging developments in services. Sessions on teaching will feature award-winning faculty who will share their experiences and ideas for teaching undergraduates, graduate students, and executives.

Doctoral Consortium Registration Form

Proof of student status required. Fax a copy of your student ID to 301-314-6693

Consortium Fees

Through 9/24/04	After 9/24/04
\$95.00	\$120.00

For check payment, money order, or purchase orders, download the [registration form](#).

(Note: In order to use the PDF format, your computer must have Adobe® Acrobat® Reader® software installed. A free copy can be [downloaded](#) from

Adobe's site.)

Cancellations: Cancellations received prior to 9/24/04 will receive a refund, minus \$50 cancellation fee. After 9/24/04, refunds will not be granted. However, another individual from your university may substitute. All requests for refunds and/or substitutions must be made in writing, to: Conferences and Visitor Services - Consortium, 0101 Annapolis Hall, University of Maryland, College Park, MD 20742

Conference Hotel Information

There are two official conference hotels, The **Omni Colonnade Hotel** and **The Hampton Inn Miami-Coconut Grove/Coral Gables**. The Omni Colonnade Hotel is an elegant historic landmark located in the beautiful downtown Coral Gables retail and business districts. The Floridian style Hampton Inn Miami-Coconut Grove/Coral Gables is the best hotel value in Coral Gables. It is located in Coconut Grove just minutes from Coral Gables, downtown business districts and many other attractions. Both hotels are approximately 10 minutes from the **University of Miami** and **Miami International Airport**.

For information on area airports, ground transportation, and conference hotel information, see University of Miami's [visitor information page](#).

The premier conference on services, the **Frontiers in Services Conference**, follows the Consortium, beginning the evening of October 28 and running through Sunday, October 31. There is a reduced registration fee for students and all Doctoral Consortium attendees are encouraged to attend.

For more information about the Doctoral Consortium, contact Eileen Bridges at ebridges@bsa3.kent.edu or Sylvia Long-Tolbert at sjl25@drexel.edu.

11TH ANNUAL SERVICES DOCTORAL CONSORTIUM

October 27-28, 2004

The Services Doctoral Consortium is organized by The Services Marketing Special Interest Group (SERVSIG) of the American Marketing Association. It is designed to help doctoral students and new faculty become more productive in their academic careers as teachers and researchers of services marketing. By promoting a collegial atmosphere, the Consortium provides an invaluable opportunity for interaction between the field's leading scholars and up-and-coming services marketing colleagues.

Wednesday, October 27th

6:00 pm – Dinner event sponsored by the Center for Services Leadership, Arizona State University

Thursday, October 28th

8:00 am-5:00 pm – Continental breakfast, sessions, buffet lunch and breaks at the University of Miami

Thursday's sessions will focus on research and teaching. World-renowned service scholars will offer tips on "Managing the Research Process," present their latest work in various topical areas, and highlight emerging developments in services. Sessions on teaching will feature award-winning faculty who will share their experiences and ideas for teaching undergraduates, graduate students, and executives.

The registration fee is \$95 prior to 9/24/04 and \$120 after 9/24/04. For additional information, contact: Eileen Bridges at ebridges@bsa3.kent.edu or Sylvia Long-Tolbert at sjl25@drexel.edu.

11th Annual Services Doctoral Consortium Registration Form

(Circle one) Professor Mr. Ms. Dr. LAST: _____ FIRST: _____ M.I. _____
COMPANY/UNIVERSITY: _____
TITLE: _____
MAILING ADDRESS: _____
CITY: _____ STATE: _____ POSTAL CODE: _____ COUNTRY: _____
Telephone () _____ Fax () _____
Email Address _____
Nickname preferred on name badge: _____

Registration: (Check one)

Through 9/24/04 **After 9/24/04**

Consortium Fee - \$95 Consortium Fee - \$120

Cancellations: Cancellations received prior to 9/24/04 will receive a refund, minus \$50 cancellation fee. After 9/24/04, refunds will not be granted. However, another individual from your university may substitute. All requests for refunds and/or substitutions must be made in writing, to Conferences and Visitor Services at the address below.

Payment Options: (Checks and purchase orders must be made out to the *University of Maryland*)

Check enclosed

Purchase Order enclosed (*copy of official P.O. must be attached*)

Visa MasterCard Discover

Card Number _____ Exp. Date _____

Name on card _____ Signature _____

Note: Checks written on international banks must be from U.S. clearing banks.

Mail to:

Conferences and Visitor Services – Consortium
0101 Annapolis Hall
University of Maryland
College Park, MD 20742

Fax to:

Fax completed registration form with credit card number to **301.314.6693**.