



Department of Services Management of the Poznan University of Economics

CALL FOR PAPERS

Marketing of Professional Services 2006,
6th International Conference on
Professional Services & Knowledge Management in Poznan

Poznań, 4-5th December 2006





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Invitation to Authors

Marketing of Professional Services 2006 is a bi-annual international conference covering research in and applications of a broadly defined services marketing and service economy issues.

It was first initiated in 1999 in Poznan Poland. The latest conference was held in 2004.

Marketing of Professional Services 2006 aims to attract high quality papers in all technical aspects of services management, relationship marketing and service economy.

Topics of interest for the 2006 conference include, but are not limited to, the following:

1. Marketing knowledge and its state-of-art
2. Knowledge-intensity in service organizations
3. Knowledge-rich service products
4. Service design
5. Research and development expenditure in service organizations:
micro and macroeconomic aspects
6. The measurement of intellectual capital in service organizations
7. Measurement of the immeasurable. Impact of the intangible economy on research methodologies

Submissions

Accepted papers will be published in a scientific book, the 6th of the series: Marketing of Professional Services.

CONFERENCE

terms & conditions

- The conference fee includes conference proceedings as well as transfer from the airport to the city & conference center, conference meals excl. banquet - dinner on 4th of December.
- The conference fee is 140€, plus 30€ - banquet - dinner (not obligatory).

date & place

- 4-5th of December 2006
- Poland EU, Poznan, ATANER/DELTA Business Center

deadlines

- Abstracts: 30 June 2006
- Full Papers: 3 September 2006
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