

## Konferenzbericht

### Marion Tenge / Helene Eller

5th International Research Symposium in Service Management, 8-12 June, 2014, Pärnu / Estonia

In June 2014 Helene Eller, Andrea Mewaldt, Alexander Pesch and Marion Tenge of the second cohort of doctoral students attended the 5th International Research Symposium (IRSSM) in Pärnu, Estonia. The symposium provides a forum for scholars and practitioners who have a special interest in service management research. It brings together attendees from various disciplines and illuminates the latest thinking in service management, combined with aspects of technology, social science, and business. The theme of the 5th symposium in the series was "Future Directions in Service Research".

The symposium was chaired by Jay Kandampully, professor of Service Management of Ohio State University and editor of the reknown Journal of Service Management. Approximately 60 participants from Australia, China, Sweden, Italy, Estonia, Poland, Portugal, Hungary, Finland, Lithuania, Malaysia, Germany, Switzerland and the U.S. attended the symposium. The key note speech was held by Christian Grönroos, Professor of Service and Relationship Marketing at Hanken School of Economics Finland. Grönroos was the first scholar outside North America, who has been selected as a "Legend in Marketing".

Due to the conveniently small number of symposium attendees it was easy for the doctoral students to get in touch with other researchers and to discuss ideas and share knowledge. There were also only two parallel sessions at a time, so that attendees had the opportunity to listen to a large number of paper presentations. The discussions during the sessions were very supportive and constructive.

During the conference Helene Eller and Marion Tenge both received a Young Service Researcher Award for their full paper submissions:

- Reliability of Voluntary Governance in Member-Serving Nonprofit-Organizations: Empirical Research on Alpine Clubs in Europe
- Leveraging Public Social Software Platforms for Relationship Marketing - The Case of Facebook

The Young Service Researcher Award is a prestigious research award to motivate and support emerging researchers with a stipend of USD 400 (to cover IRSSM registration fees and other minor expenses).

The 6th International Research Symposium will be held in 2015 in Malaysia. The overarching theme of the symposium is "Service Imperative in the New Economy: Service Excellence for Sustainability"

[http://www.sarawak.uitm.edu.my/irssm6/About\\_IRSSM.html](http://www.sarawak.uitm.edu.my/irssm6/About_IRSSM.html)