

CALL FOR PAPERS

THE EUROPEAN INSTITUTE OF RETAILING AND SERVICES STUDIES (EIRASS)

is organising the 17th international conference on

RECENT ADVANCES IN RETAILING AND SERVICES SCIENCE

July 2-5, 2010

**Marriott
Istanbul
Turkey**



The aim of the conference is to bring together scholars from various disciplines and countries interested in retailing and consumer services. Over the years the conference has attracted scholars from disciplines such as marketing, psychology, urban planning, transportation, management, geography etc from across the world. The conference will give delegates an opportunity to present their completed projects but also to present work in progress.

SUGGESTED TOPICS

Papers on any topic relevant to progress in retailing and consumer services (tourism, recreation, banking, aspects of transportation, etc.) are welcome. Topics of special interest include:

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|---------------------------------------|---|
| 0 consumer behaviour | 0 service quality |
| 0 e-commerce | 0 globalisation |
| 0 business strategy | 0 geographical information systems |
| 0 distribution channels | 0 service branding |
| 0 policy aspects | 0 location-based services |
| 0 logistics | 0 inventory control |
| 0 patronage | 0 franchising |
| 0 merchandising, pricing, advertising | 0 segmentation |
| 0 human resource management | 0 retail and leisure property development |

Those interested in presenting a paper are invited to send an abstract to:

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SUBMISSION DEADLINE: OCTOBER 1, 2009

We call on your professional attitude. Every year, authors of accepted papers cancel their participation. Please realize however that because space is limited and at some stage acceptance/rejection of papers becomes quite arbitrary, cancellation means that a colleague could have participated. Thus, submitting an abstract, authors indicate that, except in case of illness, at least one of the authors will attend the conference, if accepted. If you cannot guarantee this for some reason, please let us know as it allows us to work on a personalized solution, if necessary.

FORMAT

A book of abstracts will be published. The conference tries to tailor various needs. Participants are stimulated to submit extended abstracts or full papers. These will be made available in the proceedings, published in CD-format. Submitted papers qualify for an award competition. The conference will start with registration, late afternoon on the 2th, followed by a welcome. Sessions will start on the 3th until noon on the 5th. Approximately 20 minutes will be available for presentation of a paper.

SPECIAL SESSIONS

Participants interested in organising a special session are invited to send their proposal to the above address. Proposals should include: (a) a detailed description of the proposed session; (b) a list of the proposed speakers; (c) whether or not each speaker has agreed to participate if the proposal is accepted; and (d) the names and addresses of the chairperson and discussants, if any. Sessions are typically organised in blocks of 4 presentations.

NOTIFICATION

We plan to notify delegates by November 15, 2009 about the acceptance of their work for presentation at the conference. Delegates are expected to arrange their registration and conference fees before February 1, 2010 to guarantee accommodation and enjoy reduced room prices.

CONFERENCE PACKAGE: 998 Euros before February 1, 2010, 1300 Euros after this date.

This package includes participation, documents, cd-rom, book of abstracts, three nights of accommodation (arrival: July 2 - departure: July 5, 2010), tea and coffee breaks, lunches, conference dinner, all taxes and service charges. A limited number of pre and post-conference rooms is available at discount rates, subject to availability.

HOW TO GET THERE

The Marriott hotel is located at the Asian side of Istanbul. A taxi ride of 40 minutes will get you to the hotel. A limited bus service will be arranged on July 2 (first come first serve). In the afternoons, there will also be a limited service to bring delegates and spouses to the city center. Alternatively, you can take a taxi or a local bus/ferry to experience the beautiful sights.