

Call for Papers in ICCMIT 2018
“Service Management Research, ICT and Society/Government”
University of Politecnica de Madrid, Madrid, Spain
April 2-4, 2018



Organized by:

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Objectives and Motivation

Service management as a rapidly evolving subject is no more in an isolation in the modern business world. In this age of globalization and information technology, there is a dearth of understanding for a linkage between various new developments and future of service management. Thus, ICCMIT 2018 will create a golden platform for service management academics, public policy makers, and marketing practitioners interested in service management. This session will broadly cover all disciplines of marketing from fundamental research to its applications recognizing a wide area that call for research, debate, and action from both local to global levels.

The conference session entitled “*Service Management Research, ICT and Society/Government*” is expected to reveal cutting-edge research and intellectual exchange on service management problems. We would like to invite you to contribute to and participate in ICCMIT- 2018, which will be held at **University of Politecnica de Madrid, Madrid, Spain on April 2-4, 2018**. Interested authors can email their papers to pankajdeshwal@gmail.com. Details of the conference can be found at <http://www.iccmit.net/>.

Scope and Interests

This special session invites original contribution on all topics related to Service Management Research, ICT and Society/Government. Topics of the session may include, but not limited to, the following:

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| <ul style="list-style-type: none">▪ Services Marketing▪ ICT in education▪ Retail Marketing & Merchandising▪ Destination Branding & Hospitality Marketing▪ Relationship Marketing & Customer Experience Management▪ International Marketing & Branding▪ Entrepreneurship & Small Business Marketing▪ Mobile e-gaming▪ New patterns in e-commerce▪ Customer 3.0 and prosumer▪ Mobile marketing▪ GIS in tourism▪ Hyperconnected and aware citizen▪ Mobile customer loyalty platforms▪ Development of smart cities | <ul style="list-style-type: none">▪ Business Marketing & Corporate Branding▪ Sports, Media, Entertainment, & Events Marketing▪ Marketing Pedagogy & Education▪ General Management▪ Big data▪ Cyberstalking▪ Security aspects in mobile communication▪ Smartphones and tablets in education▪ Digital divide in mobile technology▪ Intelligent devices in health care▪ RFID in entertainment▪ Role of apps in micro-enterprise▪ Mobile e-banking and m-payments▪ Internet of Things▪ Privacy in mobile environment |
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