

SUGGESTED TOPICS FOR THEME “SERVICES MANAGEMENT – THE CATALYST”

<p>Services Marketing</p> <ul style="list-style-type: none"> ✓ Changing Milieu of Customer Expectations and the Response of Services Industry ✓ Marketing Control for Service Businesses ✓ Services Marketing for SMEs ✓ Brand Building in Services Sector ✓ Borderless Selling ✓ Enterprise Mobile Marketing 	<p>IT, IT Enabled Services, Telecommunications</p> <ul style="list-style-type: none"> ✓ Web-mining/ Web intelligence ✓ Web 2.0/Web 3.0 in services industry ✓ Services at: Physical Infrastructure Vs. Virtual Space ✓ Multimedia for Services ✓ Supply Chains of Services Industry ✓ Emerging Paradigms in Cellular Services 	<p>Public Services Management</p> <ul style="list-style-type: none"> ✓ Leadership in Public Services ✓ Frontline employee – the face of Public Services Management ✓ Service Guarantees, Customer Care ✓ Logistics – Losses and Opportunities ✓ Outsourcing for public services ✓ Effectiveness of stimulus programs of Government
<p>Current Trends in Services Industry</p> <ul style="list-style-type: none"> ✓ Inclusive Growth ✓ India, the Land of Opportunities ✓ Time to Turnaround the Economy ✓ Affordable Technology ✓ Environment-friendliness ✓ Innovations for Economic Recovery ✓ Engineering Services Sector 	<p>HR Practices in Services</p> <ul style="list-style-type: none"> ✓ Labour Unrest , Disputes ✓ Goal Congruence and Conflicts in Managing Services ✓ Perceptual Misunderstandings ✓ Special Training Methods for Service Sector Employees ✓ Culture Sensitivity ✓ Employability Skills for KPO 	<p>Services in Banking, Finance and Insurance</p> <ul style="list-style-type: none"> ✓ Millennial Generation Finance Planning ✓ Stock and Derivatives Market ✓ Risk Premia in Currency Markets ✓ Finance Consultancy Businesses ✓ Insurance Sales and Services ✓ Mutual Funds ✓ Real Estate Financing
<p>Service Quality</p> <ul style="list-style-type: none"> ✓ Information Quality Management ✓ Redesigning Service Processes ✓ Productivity Vs. Service Quality ✓ Trust Dimensions ✓ Service Recovery ✓ Optimal Delivery ✓ Six Sigma 	<p>Services and Ethics</p> <ul style="list-style-type: none"> ✓ Cyber Crimes and Interventions ✓ CSR and Service Branding. ✓ CSR and Services: Why do giants fail? ✓ Complaints Resolution ✓ Does Business Studies Curriculum teach us to be unethical? ✓ Right to Information Act 	<p>Management Practices in Services Industry</p> <ul style="list-style-type: none"> ✓ Leadership ✓ Education Services ✓ Sales and Marketing ✓ HRM , OB ✓ Finance ✓ Operations Management ✓ International Business ✓ Information Systems

