

1st International Conference on Services in Emerging Markets

September 23-24, 2010
Indian School of Business, Hyderabad

CALL FOR PARTICIPATION

Conference Highlights

Eminent Speakers

Gurudutt Banvar - (Vice President and Chief Technology Officer of the Global Public Sector in IBM. Guru is instrumental in starting Service Science activities in India)

FC Kohli - (Founding GM of TCS, "Services from Emerging Market")

A Parasuraman – (Professor and Holder of the James W. McLamore Chair in Marketing at the University of Miami.)

Aruna Sundararajan – (IAS, Chief Executive Officer – Community Service Centres, Infrastructure Leasing & Financial Services (IL&FS Ltd).)

At a glance.....

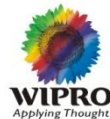
- 4 Case Studies
- 11 Research Papers
- Poster Session
- Innovation Challenge and SRII Study Group
- Plenary Talks
- Tutorial Sessions and Discussion Panels

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