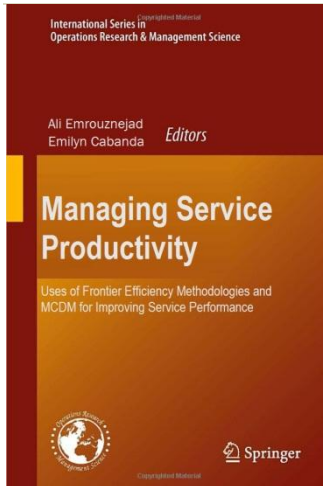


Managing Service Productivity

Call for book chapter proposals



Title: Managing Service Productivity
(Uses of Frontier Efficiency Methodologies and MCDM for Improving Service Performance)

Series: International Series in Operations Research & Management Science

Publisher: Springer

Editors:

Ali Emrouznejad,
Aston Business School, UK,
Email: a.emrouznejad@aston.ac.uk,
Web: <http://DEAzone.com>

Emilyn Cabanda,
School of Business and Leadership
Regent University, VA 23464 USA,
Email: ecabanda@regent.edu

Modern economies are emerging to meet and satisfy higher expectations for efficient and effective services. Managing service productivity examines complex service issues, challenges, operations and suggests the use of appropriate benchmarking techniques to improve service performance.

We have taken the initiative to edit the book on "**Managing Service Productivity**". This book describes how the frontier efficiency methodology such as DEA and other techniques such as MCDM could help service industry to improve their performance by (1) providing ranking of best-practice efficient service units, (2) identifying sources of inefficiency for each service unit (3) determining potential improvement targets for each of the inefficient service units, (4) identifying peers for each service organization, and (5) providing a basis for continuous performance improvement. This information could be useful for the service management to improve service productivity, profitability, sustainability, and quality and effectiveness of service deliveries.

We aim to provide a collection of recent and state-of-the-art contributions to this emerging topic, and will be published in the "International Series in Operations Research & Management Science" (Springer).

We wish to invite you to contribute to this edited book. We are interested in topics including, but not limited to, service productivity in healthcare, education, financial services, transports, utilities, information technology, and tourism and leisure activities. We hope that you will be able to accept our invitation. **At this stage, we invite you to submit [by January 31, 2013] a 1-2 page chapter proposal clearly explaining the goals and objectives of your proposed chapter.**

Selection process and timeline

Since timeliness is crucial to the success of this editorial project, we would assume the following schedule:

Chapter proposals	→ January 31, 2013
Decisions from editors	→ February 15, 2013
Full submission of chapters	→ April 30, 2013
Feedback of reviews	→ May 31, 2013
Revised chapter submission	→ July 31, 2013
Final acceptance notifications	→ October 31, 2013

For further details please see:

<http://deazone.com/en/service-productivity-book>