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Call for Papers on Special Issue: Services Operations in Emerging Markets

Given the increasing share of services in emerging markets like India, China, Brazil, South Africa etc., productivity and quality of service operations become very important for sustaining economic growth and global competitiveness. Managing service operations in these markets have their own characteristics and challenges that vary from one economy to another. Unlike the developed economies, while service operations in these markets must be affordable to a larger section of the society, it also faces the challenge of larger scale, cultural diversity, remoteness and infrastructural bottlenecks. This puts the challenge of achieving highest levels on the conflicting dimensions of cost, quality and flexibility. For the government, failure of the above leads to lesser social welfare and poorer quality of life for its citizens. Thus, this special issue proposes to bring out the nuances of the problems and challenges of managing service operations in emerging markets and foster innovations through research.

We invite research manuscripts that focus on the complexity of managing services operations in emerging markets. We particularly welcome research on management issues of large-scale service operations, public systems, business models and services innovations. In addition to typical areas of operations management, this issue also wants to highlight research themes concerning macro-level economic indicators such as economic growth and productivity, effectiveness of social welfare schemes, and efficiency and effectiveness of public systems. In terms of methodology, we welcome both quantitative and qualitative research including empirical methods, quantitative modelling and conceptual arguments leading to development of new theories. Some suitable research topics include (but are not limited to) the following:

- Characterization of operational problems in emerging economies and their challenges
- Conceptual framework for management of service operations in emerging markets
- Quantifying the effect of infrastructure bottlenecks on the performance of individual service operations
- Affordable large-scale service operations
- Effect of cultural diversity on services quality
- Scheduling large-scale operations
- Effect of skill availability and diversity on multi-site operations
- Efficiency of public systems such as, public distribution system, health services, utility services etc.
- Quality of transportation infrastructure and cost competitiveness
- Profitability of Railway operations
- Use of ICTs for services innovation

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Submission Guidelines

All manuscripts must not exceed 8,000 words and be prepared according to the [submission guidelines](#) of IIMK Society and Management Review (Special Issue). The deadline for manuscript submission for the Special Issue is May 31, 2018. Submitted manuscripts would go through a peer review process and only the manuscripts meeting the standards of the IIMK Society and Management review would be accepted for final publication.

If you have any queries, please contact the editorial office at editorial@iimk.ac.in