



THE 2021 NAPLES FORUM ON SERVICE. A SERVICE LENS ON CHANGING BUSINESS AND SOCIETY

*Naples or Salerno Gulfs, Italy 1-4 June 2021*

## DOCTORAL WORKSHOP Call for applications

Co-chairs

Dr. Christoph F. Breidbach  
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theNAPLESFORUMonSERVICE2021

The Naples Forum on Service aims at providing a platform to continue developing service research, and in particular its three founding pillars: Service-Dominant logic, Systems Theory and Service Science. It has been a tradition to hold a doctoral workshop preceding the main forum to stimulate discussion of ideas and dialogue about the three pillars among PhD students and service scholars.

Due to the ongoing pandemic, this year's doctoral workshop will be planned first and foremost as a virtual event on June 1, 2021. The workshop will comprise both keynote presentations and breakout sessions where doctoral students will have a chance to discuss their PhD projects with designated faculty mentors in small groups. If the organization of the main forum in its regular format will be possible, the doctoral workshop will be transformed into a hybrid format – physically located in the Naples or Salerno Gulf area – that will still also allow remote participation.

PhD students in all stages of their PhD research project are encouraged to participate and present their research proposals, preliminary results, and their reflections on issues related to service theory, methods and analysis.

#### APPLICATION

Entry into the doctoral workshop is competitive, and places will be limited to 20 students. If you would like to participate in the workshop, please submit an application containing:

- Research proposal summarizing your PhD project (max 1500 words, excluding references)
- Brief motivation letter explaining how you would contribute to the workshop, and how the workshop fits your research interests
- Short academic CV

The application should be sent by February 28, 2021 via email to all the co-chairs (see addresses below), using the subject line 'NFS 2021 doctoral workshop'. Submitters will be informed whether they have been accepted for the workshop by March 10, 2021.

#### AWARD

By participating in the doctoral workshop, the PhD students have the opportunity to win the Naples Forum on Service 'Best Research Proposal' Award.

#### IMPORTANT DATES

Deadline for application submission: February 28, 2021

Notification of acceptance: March 10, 2021

Deadline for final research proposal submission: May 3, 2021

Date of the Doctoral workshop: June 1, 2021

#### VENUE

The workshop will be held virtually or in a hybrid format. More details will follow later.

#### CONTACT

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