

51th INTERNATIONAL RESEARCH CONFERENCE IN SERVICE MANAGEMENT LA LONDE SERVICE CONFERENCE

Porquerolles Island, France June 15-18, 2026

The **French La Londe Conference** in Service Management did not begin in the Côte d'Azur La Londe resort area but in a much more secluded and austere spot: the Sénanque 12th century Cistercian Abbey in Provence, it was in 1976. In 1990, the **La Londe Service Conference** has brought together scholars and practitioners eager to break free from traditional academic silos. In 2026, we celebrate the **51st edition** of this inspiring event—an ongoing testament to the power of interdisciplinary exchange and collaborative discovery.

What sets this conference apart? Its **unique, intimate format**. Only two competitive sessions run in parallel, and the spotlight is on discussion. Each author has **45 minutes** (for full paper submissions) or **15 minutes** (for extended abstracts) to not just present but engage in meaningful dialogue with peers. Sessions bring together academics and professionals alike, creating space for **thought-provoking debates, insightful questions, and new connections**.

More than just a conference, La Londe is a tradition. A place where **friendliness, informality, and intellectual curiosity** go hand-in-hand. Many participants have built lasting networks—or rekindled old ones—against the backdrop of the turquoise waters and pine-scented air.

The conference unfolds in a truly special location: the **breathtaking, car-free island of Porquerolles**, nestled in the Mediterranean. With its natural beauty and serene atmosphere, it's the perfect setting for both reflection and lively debate.

And because no great gathering is complete without a taste of the local culture, attendees will enjoy a visit to the **Fondation Carmignac** or a charming **vineyard tour** on the island.

Join us in 2026—for the ideas, the conversations, and the unforgettable experience.

Track Chairs:

Marketing	Yves Van Vaerenbergh , KU Leuven, Belgium
Organizational Behavior and HRM	Jeroen Schepers , Eindhoven University of Technology, Netherlands
Logistics, Operations & Strategy	Joy Field , Carroll School of Management, Boston College, U.S.

Conference Coordinators:

Kiane **GOUDARZI***, Sylvie **LLOSA***, Elodie **MALLOR***, Lionel **NICOD***,
Chiara **ORSINGHER**** & Vincent **CHAUVET*****

* Aix Marseille University, **University of Bologna, Italy, ***University of Toulon

Deadline for manuscripts submission JANUARY 8th, 2026

We are looking for interdisciplinary empirical and theoretical papers addressing issues relevant to the service business. All submissions will be reviewed by the Track Chairs and Seminar Coordinators.

During the conference, a Best Paper will be announced. The Best Paper and two selected papers will be invited for consideration for publication in the Journal of Service Management (JOSM).

Submissions are encouraged on the following suggested, but not exclusive, topics:

TRACK	TOPICS
Marketing <i>Yves Van Vaerenbergh</i>	<ul style="list-style-type: none"> - Assessing and/or improving the customer experience - AI applications and robotics in service and the service encounter - Customer participation in service innovation - Customer relationship management in service - Social influences in the service experience - Fostering customer engagement - Service across the globe - Service and its potential to enhance consumer lives - Collaborative service and the sharing economy
Logistics, operations and strategy <i>Joy Field</i>	<ul style="list-style-type: none"> - Service Design, Role of the customer and Service delivery system - Service capacity - Service Innovation and NSD - Integrating new technologies into service delivery systems - Service networks and Network management - Service network, alliances, outsourcing - Services and the public sector - B-to-B services and Service management in manufacturing
Organizational Behavior & Human Resource Management <i>Jeroen Schepers</i>	<ul style="list-style-type: none"> - Service-focused Human Resource Management (HRM) systems - Evolving roles of service employees - Affect and emotions in service delivery - Service climate and culture - Service leadership - Service-profit chain and service strategy - Employee characteristics and service performance - Cross-cultural issues in service -Service employees, robots, and technology

We call for original papers that might follow into two categories :

1. “Full paper”: extended submission format - 20 min. presentation + 25 min. discussion

Manuscripts are to be no longer than 20 pages, including Tables, Figures and References. Contributions must be uploaded before **January 8th, 2026** to the conference platform. Please refer JOSM format guidelines. When a paper is accepted, authors are free to choose whether to publish on the conference website the entire manuscript or only an extended abstract.

2. “Extended abstract”: normal submission format - 7 min. presentation + 8 min. discussion

Manuscripts are to be no longer than 5 pages, Tables, Figures and References excluded. Contributions must be uploaded before **January 8th, 2026** to the conference platform.

Please refer to our [website](#) for all details on the manuscript submission, location of the conference, transportation, booking and payment. If you have any questions please send a message to lery.tan@univ-amu.fr

Upload your article here : [La Londe Service Conference 2026 - Sciencesconf.org](https://www.sciencesconf.org/track/view/Service+Management/Service+Management2026)