

2019 TCR Conference

May 19-21, 2019

College of Business at Florida State University

Track 1: Building Capacity

Track theme:

**How to Design and Deliver Services
to Reduce Suffering of Refugees?**

**Enabling a
Transformative Service Research
Network on Refugees**

Track co-chairs:

Raymond P. Fisk, Texas State University, USA

Sertan Kabadayi, Fordham University, USA

Silke Boenigk, Universität Hamburg, Germany

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TCR2019@business.fsu.edu

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1) Promotional paragraph for the 2019 TCR website

How to Design and Deliver Services to Reduce Suffering of Refugees?

The purpose of this track is to build a Transformative Service Research (TSR) network across countries to cover the broad range of relevant topics related to reducing suffering and improving the well-being of refugees. Another goal is to foster academic-practitioner relationships and to create ideas for future research projects. We are particularly interested in a discussion on relieving suffering as an overlooked transformative service research outcome, as well as on community action research, service design and transdisciplinary research related to the refugee crisis. Researchers with a migration/refugee background are particularly welcome to apply.

Raymond P. Fisk, Texas State University, USA

Sertan Kabadayi, Fordham University, USA

Silke Boenigk, Universität Hamburg, Germany

2) Standardized biographies

 A portrait of Raymond P. Fisk, a man with glasses and a beard, wearing a brown suit jacket, a red shirt, and a colorful patterned tie. He is gesturing with his right hand.	<p>Raymond P. Fisk (B.S., M.B.A., and Ph.D. from Arizona State University) is Professor and Chair of the Department of Marketing at Texas State University. His research focuses on service history, service design, and transformative service research. He has published numerous journal articles and six books including <i>Serving Customers: Global Services Marketing Perspectives</i>. He founded the AMA Services Marketing Special Interest Group (SERVSIG) in 1993 and has served in many SERVSIG leadership roles. The AMA made him the Inaugural Recipient of the SIG Leadership Award in 2016. He received the Career Contributions to the Services Discipline Award from SERVSIG in 2005.</p>
 A portrait of Sertan Kabadayi, a man with a beard, wearing a dark suit jacket, a white shirt, and a red tie.	<p>Sertan Kabadayi is Professor of Marketing, and the Chair of the Marketing Area at Gabelli School of Business at Fordham University in New York City. His recent research interests focus on the Transformative Service Research (TSR) field, with topics including service value creation for refugees, financial well-being and inclusiveness. His work has been published in academic journals including <i>Journal of Marketing</i>, <i>Journal of Business Research</i>, <i>Journal of Service Management</i>, <i>Journal of Services Marketing</i>, among others. He currently serves as the Treasurer on the Board of the AMA SERVSIG. He holds a Ph.D. in Marketing from Baruch College, CUNY.</p>
 A portrait of Silke Boenigk, a woman with dark hair, smiling, wearing a black top.	<p>Silke Boenigk (Ph.D from the University of Basel, Switzerland, in service management) is a Professor of Nonprofit Management at Universität Hamburg, Germany. Her research focus on donor relationship management, money, time and blood giving, nonprofit branding, and transformative service research in the context of the European refugee crisis. Since 2015, she is the refugee representative of Universität Hamburg and responsible for a large refugee study orientation program called #uhhilft. Her research has been published in both leading service and nonprofit management journals including <i>Journal of Service Research</i>, <i>Nonprofit Management & Leadership</i>, <i>Nonprofit and Voluntary Sector Quarterly</i>, among others.</p>

3) Revised track description

Refugee Crisis and the Role of Transformative Services

Worldwide, more than 68.5 million people are forcibly displaced. According to the United Nations (2018), 25.4 million of them are refugees who were fleeing from war, violence, or persecution. With this track, we continue the discussion started at the 2017 TCR conference and deepened by service researchers about the role of transformative service research (TSR) in dealing with the complexity of the refugee crisis (Farmaki and Christou 2018; Finsterwalder 2017; Nasr and Fisk 2018). Nasr and Fisk (2018) recently highlighted “a lack of service research regarding the global refugee crisis” (p. 2) and that many TSR concepts such as ‘relieving suffering’ are still under researched.

In advance of the 2019 TCR conference, we will deepen the discussion on the role of transformative services to solve the complex societal challenges of the refugee crisis. We aim to build a transformative service research network across countries to cover the broad range of relevant refugee topics. At the conference, our goal is to foster academic-practitioner relationships and to create ideas for future research projects. We will use the exchange to develop, define, and categorize important areas of research and develop a roadmap for further steps.

With this background in mind, we are particularly interested in relieving suffering as an overlooked transformative service research outcome, as well as on community action research, service design, and transdisciplinary research related to the refugee crisis. Consequently, this track invites academics of all disciplines to share knowledge on the refugee crisis and to discuss new theories and perspectives. Researchers with a migration/refugee background are particularly welcome to apply.

This track seeks to bring together the multiple views of researchers and practitioners from different countries and areas. We moreover expect that track participants will bring a country specific or region specific view to the refugee crisis discussion. This will allow us to mirror the broad service landscape for refugees, ranging from rescue services and primary care in transit countries to long-term services such as the provision of education, training, or housing (Nasr and Fisk 2018) and to conduct practice relational and engaged research (Burton, Nasr, Gruber, and Bruce 2017; Ozanne and Anderson 2010).

Tentative track structure

Pre-conference activities

The track chairs have organized a first meeting on **November 13**, 2018 (in Austin, Texas), to begin reviewing the participant applicants and to discuss opportunities for conducting explorative research before the TCR conference. Once the track participants have been selected, Track chairs will establish means of exchange via email and social media and develop a schedule for communication. A key goal of these preconference activities is to share insights, viewpoints, and recent refugee-related project material within the team (e.g. academic literature, working papers, reports, documentaries, and data sources).

Conference activities

Day 1- Morning Session (conceptual): The three track chairs will summarize the discussion and results of the pre-conference activities. In the first session, track members will present their state-of-the-art knowledge on the service needs of refugees to the group. The whole track team will review, discuss and organize inputs, identify aspects of interest and develop a conceptual framework on refugees' service needs. Building on this, we will identify topics of interest and emerging research questions. Goal of this session is to develop the first draft of a research framework as an anchor point for further discussions. The session should clearly point out research gaps and research questions and map out suitable research approaches.

Day 1- Afternoon Session (explorative-empirical): In the afternoon session, the explorative empirical findings on the cases (collected before the conference) will be presented and discussed. Based on considerations from the previous session, findings on future empirical studies or other aspects of data sources and data collection will be discussed and interpreted.

Day 2: The second day is under the light of planning further actions and developing a timeline for the next steps for research with the final goal of publishing an article. The decisions and results of the planning will be summarized in a brief presentation for closing. Track chairs will present a time line for post-conference activities.

References

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- UNHCR (2018), Figures at a glance, online available under: <http://www.unhcr.org/figures-at-a-glance.html>