

‘The Handbook of Service Innovation’
Book Chapter Proposal Requirements – Deadline is 30 September 2012

OVERVIEW FOR EXTENDED ABSTRACT:

1. What is the proposed book chapter’s title? (you are welcome to provide few sample titles if you so wish).
2. Who are the book chapter’s authors? Please provide contact information for each author as well as very short bios (include relevant work experience, education, writing and speaking experience, relevant professional memberships and any distinguishing information).

Author name(s):

Address:

Phone:

Fax:

E-mail:

Affiliation and title:

SUBMISSION GUIDELINES FOR BOOK CHAPTER PROPOSAL:

1. Please begin with an extended abstract and list keywords at the end of the abstract. Your abstract should state what the topic is; who the audience is, why your topic is important, what your contribution is, and how the reader will benefit including implications to stakeholders, organizations or government. This should not exceed 2 pages using 1.5 lines spacing using Times New Roman Font size 11. There is no requirement for sub-headings within the extended abstract.
2. Prepare an additional page or less on your unique preparation to author the proposed topic to enable submission of a full Book Chapter by 31 March 2013, if selected. Specifically, also highlight key accomplishments in your academic and professional career that qualify you as an expert authority on this topic.
3. Provide a proposed Table-of-Contents for the Book Chapter with sub-heads down to the third level if necessary.
4. Provide relevance if you are able to use this chapter in your executive teaching and/or consulting practice.
5. All authors must submit their abstracts to Dr Renu Agarwal via email: renu.agarwal@uts.edu.au with the subject heading "**Chapter Proposal for The Handbook of Service Innovation**" followed by your Book Chapter topic.
6. You will be informed about the acceptance of your book chapter proposal by 30 November 2012 and will be required to submit a book chapter thereafter with a maximum of 8000 word count (excluding references, appendix etc) by 31 March 2013.