
Editorial

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Biographical notes: P.V. Mathew is the Director of Marian International Institute of Management. He received his PhD in Management and MBA degree from Cochin University of Science and Technology. He is an Overseas Fellow of the Economic Development Institute of the World Bank, Washington. He has over 30 years of experience in academics and industry. He has worked with reputed institutions such as the School of Management Studies under Cochin University of Science and Technology, Vaikunth Mehta National Institute of Cooperative Management Pune, Power Management Institute of NTPC, New Delhi, Asian Memorial College of Arts and Science and Institute of Management, Chennai (as Principal and Director).

Vincent Varghese is an Associate Professor at Marian International Institute of Management. He has over 12 years of experience in diverse sectors including teaching, research, project administration, healthcare management and marketing. He received his Masters in Human Resources Management from Rajagiri, Cochin and his PhD degree from Cochin University of Science and Technology. His doctoral work is on 'Effect of gender – role orientations and communication styles on executive performance'. His teaching, research and consulting interests lie in the areas of compensation management, positive psychology, socio cultural dimensions of executive performance and gender role congruence.

This special issue comprises of selected papers based on work presented at the 4th International Research Symposium in Service Management (IRSSM4) which was held during 2–6 July 2013 at Marian International Institute of Management, Kuttikkanam, Kerala, India. The theme of the symposium was 'Service imperatives in the new economy – enhancing customer experience'. The symposium was chaired by Dr. Jay Kandampully, Professor at the Ohio State University USA. The organising Co-Chair was Dr. P.V. Mathew, Director, Marian International Institute of Management, Kuttikkanam.

The objective of the symposium was to provide a forum for those who have a special interest in services. The symposium brought together researchers, scholars, teachers and practitioners from various service sectors and provided them with a unique forum for sharing the latest theories and practices prevalent in dynamic service economics. The symposium was highly successful and attracted 76 participants from 13 countries. Nearly 150 abstracts and 96 full papers were received and 62 oral presentations were held during the symposium.

This special issue consists of a selection of six papers based on the studies presented at the symposium. Earlier versions of these papers were presented at IRSSM 4 symposium and have appeared in the symposium proceedings. All contributions in this

special issue have undergone a rigorous double blind review process and revision. We sincerely thank all the authors for contributing their high quality papers for this special issue. The six papers that appear in this special issue cover topics spanning from hospitality management, online social networks, employee empowerment, self-reliance training, to destination trade shows.

Sukhu and Bilgihan suggest that personal innovativeness and trust in service positively influence Gen Y traveller's information sharing behaviours in online social network (OSN) websites. They identified information sharing as a predictor of loyalty towards OSNs. George and Zakkariya identified variations in cognitions of psychological empowerment among employees of different groups of banks. Banerjee and Mandal underscore global exposure as an important study area in hospitality management education from the perspectives of both academia and industry. They detected significant gap in the perceptions about hospitality management curriculum, among industry practitioners and hospitality educators.

Jayawardena and Sukhu in their paper attempt to provide answers to some of the key challenges faced by hotel industry in Canada in the context of enhancing customer experience. They identified that aligning hotel staff behaviour and attitudes with brand image and star rating is essential to enhance customer satisfaction. Ellway contributes to the field service dominant (SD) logic by providing an empirical case that focuses upon value propositions and value facilitation within the production phase of value creation. Menon and Edward provide some insights on exhibitors and visitors motivations at destination trade shows. They identified that non selling objectives predominate the exhibitor's targets. They revealed complete matching of motivations between exhibitors and visitors to destination trade shows.

We sincerely thank the reviewers for their encouraging support and suggestions. Our special thanks are due to Dr. Jay Kandampully for his encouragement and continuous support during the preparation of this special issue.

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