

Submissions now open

Submit your abstract by 1st of December 2025



CERS

Serving with SISU: Sustainability, Inclusion, and Societal Uplift
29.06.-02.07.2026 at Hanken School of Economics in Helsinki, Finland

Frontiers in Service 2026: June 29th – July 2nd at Hanken School of Economics in Helsinki

Frontiers in Service heads to Helsinki — and we're thrilled to welcome the global service research community!

CERS at Hanken School of Economics looks forward to welcoming scholars and practitioners to reflect on how service can meet the challenges of our time and shape more sustainable, inclusive, and human-centered futures. The 2026 edition of the conference embraces enduring service research topics alongside emerging themes inspired by SISU: the Finnish ethos of perseverance and courage in the face of challenges.

Submit your max. 400-word abstract by December 1st, 2025 via frontiers2026.exordo.com

Frontiers in Service is organized in collaboration with INFORMS, the American Marketing Association SERV SIG, and the Center for Excellence in Service at the University of Maryland. The conference is made possible through the generous support from Liikeresivistysrahasto, the Marcus Wallenberg Foundation, and the Federation of Finnish Learned Societies.

On behalf of the conference committee,

Prof. Kristina Heinonen, Prof. Johanna Gummerus, Associate Prof. Robert Cuichita

For more information, please visit the conference [webpage](#).

Hanken School of Economics

[Hanken School of Economics](#), a leading, internationally accredited university with more than 110 years of experience in education and research in economics and business administration, welcomes you to join Frontiers in Service 2026.

The [Department of Marketing](#) is home to [CERS–Centre for Relationship Marketing and Service Management](#) and to a distinguished team of 20 senior and 22 doctoral researchers, with a strong legacy in service research dating back to the 1970s. Following the Nordic School's mantra: Dare to be different, it consistently maintains a prominent institution in the field of service marketing.

Beautifully set by the Baltic Sea, Helsinki, capital of the happiest country in the world , offers a perfect blend of Nordic charm, creativity, and openness. Easily accessible by air and sea, Helsinki and Hanken, offer the perfect location for the 2026 Frontiers in Service conference. The conference provides an excellent opportunity to experience the city's vibrant atmosphere and enjoy memorable social gatherings in stunning locations across Helsinki.



Photo by Suomen Ilmakuva OY (CC BY 4.0)

Submission Overview

Frontiers in Service 2026 invites submissions from service researchers or practitioners in the following formats:

Paper abstract

the paper abstract should outline the content and relevance of the contribution and should not exceed 400 words. Please use the following structured abstract format: 1) Background and Aim, 2) Theoretical Framework, 3) Approach/Empirical study (if applicable), 4) Results, and 5) Contribution.

Please submit your paper abstracts by December 1st, 2025, via frontiers2026.exordo.com

Pre-conference workshops

We invite proposals for a limited number of pre-conference workshops designed to spark in-depth discussion, knowledge sharing, and active engagement around a relevant and novel topic. Interested presenters should prepare a proposal of no more than 400 words. Proposals should clearly specify:

- The topic and objectives of the workshop
- The proposed format, which may include lecture-style presentations, interactive discussions, hands-on activities, or other creative approaches that encourage participant involvement
- The designated workshop chair
- Any expected participants or collaborators who will be involved in the workshop

All proposals should be submitted to the conference committee for consideration (frontiers2026@hanken.fi). Please note that the chairs and participants of pre-conference workshops must also register for the main conference.

Authors will be notified of the outcome of their submission by email by the end of January. To be included in the program, at least one author must register for the Frontiers in Service conference 2026. To provide meaningful presentation opportunities for all participants, the conference committee reserves the right to limit each registered participant to serving as the presenting author for a maximum of two presentations.

Themes

Submissions are welcome across a broad range of topics, including but not limited to:

- Customer experience, engagement, and value creation
- Designing accessible, equitable, and inclusive service experiences
- Digitalization, AI, analytics, big data, and immersive technologies (AR/VR) in service
- Healthcare Services
- Human-centered leadership, frontline management, and workforce development for well-being and inclusion
- Platform-based and sharing economy service models
- Resilience and adaptability in service ecosystems
- Retailing and consumer services
- Service failure and recovery
- Service for community development, societal well-being, and social impact
- Service policy, governance, and public value creation
- Service robots and automation
- Servicescapes and social networks in service contexts
- Sustainable service innovation, design, and operations
- Transformative service research

We encourage multidisciplinary perspectives and empirical, conceptual, and methodological approaches that advance understanding and practice in these areas. Contributions that address the complex challenges facing businesses, communities, and societies today through the lens of service are especially welcome.

Join us in exploring how service can drive meaningful change with SISU — pushing boundaries, embracing uncertainty, and creating lasting societal uplift.