

From: su_mi.dahlgaard-park@ism.lu.se
Subject: Invitation to Encyclopedia of Quality and the Service Economy by Prof. Su Mi Dahlgaard-Park
Date: July 23, 2013 at 4:03 AM
To: angelos@pantouvakis.eu

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Dear Angelos Pantouvakis

I am delighted to inform you that you have been selected to contribute to a new Encyclopedia of Quality and the Service Economy which is intended to bring the most timely and instructive information about state-of-the-art research and ready-to-use facts within the field. The encyclopedia is intended to assist students and professionals as well as to a wider audience. The encyclopedia will be composed by entries written by leading experts in the field, and you are invited to write the entry or entries listed below.

Writing guidelines and examples are provided to assist you as well as writing consultation.

Below you will find a project description for the encyclopedia and assistance in responding to your invitation.

I hope you will join me in the creation of this authoritative reference text. I look forward to working with you.

If you have any questions, please e-mail me at eqse@ch.lu.se. Thank you and I look forward to hearing from you.

Best regards,

Su Mi Dahlgaard-Park, General Editor, Encyclopedia of Quality and the Service Economy

Professor, Institute for Service Management, Lund University, Sweden

Chief-Editor, Int. Journal of Quality and the Service Sciences

Associate Editor, Int. Journal of TQM & Business Excellence

You have been invited to write the following headword(s) for the SAGE Reference project: *Encyclopedia of Quality and the Service Economy*.

Headword	Word Count	Due Date
Services Marketing Triangle	1,200	Monday, September 30, 2013

Project Description:

Society, globally, has entered into what might be called the "service economy" or "experience economy." Services permeate all aspects of peoples' lives and are becoming inseparable from most aspects of economic activity. "Quality management" has been a dominating managerial practice since World War II. The emergence of the service economy has strengthened the importance of quality issues further. Quality issues no longer are associated only with manufacturing industries but are applied in all service sectors, as well. This 2-volume, A-to-Z encyclopedia explores state-of-the-art research and ready-to-use facts, sorting out findings on quality and services and their applications in the broad range of organizational, social, and global contexts.

You are being specially commissioned by SAGE Publications, Inc. to write an original, previously unpublished work for use as a contribution to the project and, as such, it shall be considered a work made for hire for SAGE. If you accept this invitation (hereafter "Invitation"), you agree to sign a written agreement with SAGE memorializing this understanding.

The contract considerations are as follows:

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To accept and sign the contract, or decline this invitation, please [click this link to visit the SAGE Reference Tracking System](#) and follow the instructions provided below:

1. Using Internet Explorer or Firefox, go to <http://www.sageapps.com/SRT>.
2. Login to the system using your username and password (provided below).
3. Click on "Encyclopedia of Quality and the Service Economy" from the list of reference works under development.
4. Click on the "Accept Invitation" tab. On this screen you may elect to accept or decline the headword(s) that you have been invited to write.
5. Click on the red "Sign Contract" link to choose a copyright option and sign your contract.

For reference, your login information is displayed below.

Username: apantouvak

Password: APAN2403 (Please note that your password is case-sensitive)

If you have trouble with this link, or you do not have Internet access, please contact Leticia Gutierrez at Leticia.Gutierrez@sagepub.com or (805)410-7135.

Thank you.