

## FIRST CALL FOR PAPERS

### CONFERENCE TITLE

Pakistan's 11<sup>th</sup> International Convention on Quality Improvement (ICQI 2007)

### DURATION

2 days

### DATE & PLACE

Nov 26-27, Karachi

### GOALS

1. To share experiences and good practices of Service Quality in the World, including Pakistan
2. To generate a collective wisdom, vision, and strategies for high quality of Services
3. To enhance the knowledge of TQM processes in Services
4. To explore and strengthen Customer Services Function
5. To network with professionals of Service Quality
6. To integrate Service Quality with the required social, national and ethical norms

### WHAT IS SERVICE QUALITY

The Service Sector represents 35%-60% of economy in different countries. The sector is rapidly increasing in the whole region, including Pakistan. Service Quality is now gaining strategic importance in winning businesses and running organizations. To maintain and raise service standards is now an on-going activity in every organization. The degree of goodness or badness of a service is called Service Quality. It is the composite effect of many individual quality characteristics. To achieve market edge in service quality is therefore a complex process, involving many processes, functions, infra-structure and behaviors.

### THEME OF THE CONFERENCE: SERVICE QUALITY

This conference aims to focus on Service Quality. It will explore, analyze and synthesize the methodologies and strategies that will enhance the Quality of the Service Sectors, including but not limited to hospitals, hotels, education and training, aviation, transportation, banking, government, telecom, utilities, software, defence, retail and distribution, marketing, security, food and hospitality, etc. The topics to be covered will be as follows:

- Model cases, examples, creative ideas and good practices on issues related to service quality
- Service Standards
- Frameworks and Models for Service Quality
- Analysis of current and required roles and practices of front line service employees
- Service Audits and Assessment
- Service Level Agreements & SERVQUAL





- Consumer Behavior and Requirements
- Service Innovations; and Application of IT and Six Sigma in Services
- Total Quality Management Tools and Methods to measure and Control Quality of Services
- Cultural dimension of Service Quality, including the change process
- Social Responsibility, Code of Ethics, Laws and Regulations in the Service Sectors
- Others topics of interest focusing around improving the Service Quality

### CALL FOR PAPERS AND ABSTRACTS

Abstracts and Papers are invited from all those who wish to take part in this conference. Only those abstracts reflecting the theme will be considered. Topics and abstracts can be on Concepts & Analysis, Research Work, and Practices/Case Studies. Abstract should be a one page synopsis of the paper and should be accompanied by the Synopsis of the author/presenter. The abstracts will go through Peer Review and only approved abstracts will be selected for final presentations. The final paper can be in the form of a written paper/text or a power point presentation. The deadlines are as follows:

Letter of intent to submit a paper	open
Last date to submit Abstracts	April 20, 2007
Notification of Acceptance of Abstracts	May 10, 2007
Last date to submit Paper/Presentation	Sep 20, 2007
Convention Date	Nov 26-27, 2007

### GUIDELINES FOR SPONSORS

Service Organizations or those working for the cause of promoting Service Quality are invited to take as sponsors in this conference. Opportunities are available for the sponsors of this conference to avail the opportunity to support the cause of promoting Service Quality in Pakistan, as well as market their own products, services, missions, and brands. Sponsors will be highlighted, honored and projected throughout the conference, including in the proceedings, ads and speeches. Pls write to the Conference Manager for details.

### ABOUT THIS CONFERENCE

This is the 11<sup>th</sup> International Convention on Quality Improvement in Pakistan since 1995 organized by the PIQC. The first ten conferences were held in Karachi and Lahore. These conferences are most popular among the quality professionals and enthusiasts, and have provided a foundation of growth and progress in the discipline of Quality. The convention serves as a *Voice of Quality* in Pakistan and the region. It brings all the stakeholders under one roof to discuss, share and raise the collective knowledge in the field of Quality Assurance and Total Quality Management. This annual convention is playing a key role in the promotion of Quality in Pakistan and the Region.

### ABOUT PIQC

PIQC Institute of Quality (formerly Pakistan Institute of Quality) is the leading quality promotion organization of Pakistan. It is the organizer of national Quality events across the country and host the annual ICQI. It has provided training to more than 25000 persons in the last 15 years and is laying a professional foundation of Quality Assurance in all the key sectors of the country, including Academia, Industry and Government. It's offices are located in Lahore and Karachi. It participates in many national and international forums for the promotion of Quality.

### CONTACT DETAILS

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