

International Research Center for Service Marketing and Management (IRCSMM),  
UIBE

Introduction

International Research Center for Service Marketing and Management (IRCSMM) relies on the first-level disciplines of doctor's degree of business administration, authorized by the Academic Degrees Committee of the State Council. IRCSMM mainly engages in the research of service marketing, service outsourcing, service innovation, social network capital, competitiveness of service industry, customer satisfaction, customer value, customer relationship management (CRM), service internationalization, etc. As a comprehensive research institution, IRCSMM can help to create and disseminate knowledge of service marketing and management, to provide intellectual support of how to cope with problems of service marketing and management, and to promote the service capabilities of corporations, etc. IRCSMM has an efficient research team with strong sense of responsibility and team work spirit. We collaborate with scholars and executives from industry, government and non-profit organizations, to solve service related issues in the development process of corporations.

The mission of IRCSMM

Based on the current context of service economy, IRCSMM is committed to:

1. building a respected and credible research institution about service marketing and management,
2. creating and disseminating the forefront knowledge and skills about service marketing and management,
3. developing professional research and managerial talents on service marketing and management,
4. and providing theoretical references or decision-making references for governments and corporations .

The target of IRCSMM

Through a series of in-depth theoretical study and practice research, the target of

IRCSMM is to:

1. improve the service quality, service design, service production, service innovation capability and service competitiveness of organizations,
2. and promote the level of service marketing and management of profit and non-profit organizations.

#### The operation principles of IRCSMM

1. It's the partner of industry and academia,
2. It's cross-functional , cross-disciplinary
3. It's a platform which promotes the cooperation between domestic and foreign scholars,
4. It's located in China and facing the global,
5. It provides a link between academics and entrepreneurs.

#### The research situation of IRCSMM

IRCSMM has been committed to create the most influential management knowledge of service marketing and management, and has made gratifying achievements. As the leaders, the core members of IRCSMM has undertaken more than 20 national, provincial research projects, and the research findings have been published in a variety of SCI and SSCI journals in English, including Journal of Consumer Research Journal of International Marketing, Journal of Academy of Marketing Science, Journal of Business Research, Journal of Management Studies, Psychology & Marketing, Journal of World Business, etc.

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