



### **Introducing the ServCollab Scholarship for PhD Students**

ServCollab is excited to announce a new scholarship for PhD students in service research, funded by donations from the ServCollab Community!

This scholarship was created to support and amplify innovative research that aligns with **Transformative Service Research's (TSR)** purposes.

TSR emerged as a research movement at the 2011 Transformative Consumer Research Conference. Anderson, Ostrom, and Bitner (2011, p. 3) define it as “the integration of consumer and service research that centers on creating uplifting changes and improvements in the well-being of consumer entities: individuals (consumers and employees), communities and the ecosystem.” ServCollab was founded on TSR and broadened its purpose from well-being to "reducing suffering, improving well-being, and enabling well-becoming.”

The **ServCollab Scholarship** will provide \$1,000 (US dollars) of funding for a selected recipient to present their research at a **2025** service conference. This can include the June 2025 QUIS Conference in Rome, Italy, or the July 2025 Frontiers in Service Conference in Montreal, Canada.

#### **Application Requirements:**

- **Eligibility:** Open to PhD students from any discipline whose research focuses on transformative service-related topics.
- **Abstract Submission:** Applicants should submit the accepted conference abstract describing their research.
- **Personal Statement:** Applicants should explain their interest and motivation for researching a TSR topic.

#### **Why Apply?**

This scholarship offers a unique platform for emerging scholars to:

- Share their work with an international audience of service researchers.
- Receive feedback from leaders in the field.
- Connect with peers and potential collaborators.
- Showcase their commitment to advancing TSR.

**Key Dates:**

- **Application Deadline:** February 28, 2025
- **Announcement of Scholarship Recipient:** Expected March 20, 2025

To submit your scholarship application, please follow this link - <https://shorturl.at/n5TG8>

If you have questions, please follow this link - <https://www.servcollab.org/contact-us>

**Together, let's elevate the human experience through  
research that serves humanity!**