

10TH ANNUAL FRONTIERS IN SERVICES CONFERENCE SCHEDULE

October 25-28, 2001

**Sponsored by: The Center for e-Service, Robert H. Smith School of Business,
University of Maryland, and the American Marketing Association**

THURSDAY, OCTOBER 25

6:00 pm – 8:00 pm

Registration and Reception

Hyatt Regency Bethesda
One Bethesda Metro Center
Wisconsin Ave. at Old Georgetown Rd.
Bethesda, Maryland

FRIDAY, OCTOBER 26

Breakfast is on your own.

PLENARY SESSIONS

(Bethesda Hyatt)

8:30 am – 8:35 am

Welcome

8:35 am – 9:20 am

“Designing and Delivering Total Customer Experiences: A Holistic Approach”

Stephan Haeckel
Director of Strategic Studies, IBM

9:20 am – 10:05 am

“Designing and Delivering Total Customer Experiences: A Holistic Approach” Panel Discussion

Panel: Stephan Haeckel, Lou Carbone, Valarie Zeithaml, (University of North Carolina)

10:05 am – 10:30 am

Break

10:30 am – 11:15 am

“Does Bank Regulation Help Bank Customers?”

Anthony Santomero
President, Federal Reserve Bank of Philadelphia

11:15 am – 12:00 pm

“Does Bank Regulation Help Bank Customers?” Panel Discussion

Panel: Anthony Santomero, Paul Bloom (University of North Carolina), Haluk Unal (University of Maryland)

12:00 pm – 1:00 pm

Lunch (*Hyatt Regency Bethesda*)

1:00 pm – 1:45 pm

“Changing Behaviors to Create Brand Equity”

John Timmerman
Corporate Director of Performance Excellence, Ritz-Carlton

1:45 pm – 2:30 pm

“Changing Behaviors to Create Brand Equity” Panel Discussion

Panel: John Timmerman, Diane Schmalensee (Schmalensee Partners), Roland Rust (University of Maryland)

2:30 pm – 3:00 pm	Break
3:00 pm – 3:45 pm	“The New Wireless Rules for Service” <i>Fred Newell, Best-selling Author and Katherine Lemon, Boston College</i>
3:45 pm – 4:00 pm	“The New Wireless Rules for Service” Panel: Fred Newell, Katherine Lemon, Jonathon Palmer (University of Maryland)
6:30 pm – 9:00 pm	RECEPTION AND AWARDS DINNER <i>Hyatt Regency Bethesda</i> One Bethesda Metro Center Wisconsin Ave. at Old Georgetown Rd.

SATURDAY, OCTOBER 27

Breakfast is on your own.

Bus to University – 7:30 am

Buses leave the *Hyatt Regency Bethesda* for the University of Maryland.

CONCURRENT SESSIONS

(Robert H. Smith School of Business, University of Maryland)

Session 1 8:30 am – 8:55 am

“A Simpler and Effective Approach to Creating Measures of Customer Affinity,” Kunal Gupta, Burke, Inc.

“Getting More Out of the Right Customers: A CRM Case Study,” Drew Lamparello, Network Controls International, Inc.

“Consumer Adoption of Self-Service Technologies: Model Development and Assessment,” Matthew L. Meuter, California State University, Chico, Mary Jo Bitner and Amy L. Ostrom, Arizona State University

“The Effects of Necessary, Desirable, and Passive Employee Performance Cues on Perceived Service Quality,” Barbara Ross-Wooldridge, University of Texas at Tyler, Michael D. Hartline, Florida State University, and Keith C. Jones. Lynchburg College

“Brand Equity, Customer Equity, Employee Equity: A Model for Improving Profitability,” Bernadette P. Njoku, Cleveland State University and Hudson P. Rogers, Florida Gulf Coast University

“Competitive Differentiation through Service Quality in Bundled Product-Service Offerings,” John W. Huppertz, Eric Mower and Associates, Inc.

Session 2 9:00 – 9:25 am

“Team Leader Personality, Team Service Climate, and Team Performance: Three Studies in Service Delivery Firms,” Benjamin Schneider, University of Maryland

“Applying Customer Relationship Management to Loyalty Measurement Programs,” Douglas B. Grisaffee, Walker Information

“The Influence of Service Employee Categorical Knowledge on Customer-Interaction Performance,” Kevin P. Gwinner, Kansas State University and Dwayne D. Gremler, Bowling Green State University

"The Role of Consumer Self-Expectations Compliance Motivation," Stephanie Dellande, Chapman University, Lawrence O. Hamer, DePaul University and Gail Ayala Taylor, Dartmouth

"The E-Scape: An Examination of the Effects of the Physical Environment in Cyberspace," Stephen K. Koernig, California State University

Session 3 9:30 – 9:55 am

"Advance-Selling Strategies with Competition," Steven M. Shugan and Jinhong Xie, University of Florida

"Helping Employees Provide Exceptional Service," Donald Martin, Clark and Reid and Diane H. Schmalensee, Schmalensee Partners

"Transaction and Relationship Quality and their Role in B2B Environment," Manfred Bruhn, Karsten Hadwich and Sven Tuzovic, University of Basel, Switzerland

"E-tailing and E-consumers: An Examination and Analysis of E-tail Failures and Recovery Strategies and Consumer Loyalty," Lukas P. Forbes and Scott W. Kelley, University of Kentucky

"Group Dynamics and the Service Encounter: Cohesion and its Influence on Prosocial Service Behavior," Tom De Witt, Florida State University

"Marketing Professional Services: An Evolving Paradigm," Thomas H. Hayes, Xavier University

Break 9:55 am – 10:25 am

Session 4 10:25 – 10:50 am

"E-Service Branding: Lessons from Industry Leaders," Phil Dover, Babson College, Steve Hurley, Information Technology Services Marketing Association, Dan Troy and Lauren Wright, California State University, Chico

"The 'Voice of the Employees' in the Strategic Planning Process," Thomas Hollman, Sun Life Financial, Canada

"Employee-Company Relationships and Implications for Marketing Services: An Attachment Theory Perspective," Neeli Bendapudi, Venkat Bendapudi and Deb Ballam, The Ohio State University

"Assessing the Strategic Value of E-Business in the Emerging Market in Greece," Antreas D. Athanassopoulos and Nikos Milonopolous, Athens Library of Business Administration, Greece

"Internet-Based Customer Service Systems: How to Make Them More Successful," Kathryn Brohman, Richard T. Watson and George M. Zinkhan, University of Georgia

"The Role of Service Value in Predicting Customer Loyalty," David Martin Ruiz, Carmen Barroso Castro and Enrique Martin Armario, University of Sevilla, Spain

Session 5 10:55 – 11:20 am

"Getting Returns from Service Quality: Revenue Expansion, Cost Reduction, or Both?" Roland T. Rust, University of Maryland, Christine Moorman, Duke University and Peter R. Dickson, Florida International University

"Becoming More Market-Driven: How are Professional Services Firms Getting Closer to their Clients?" Suzanne Lowe, Expertise Marketing

“Developing ‘theatre’ in Service Provision: Implications for Employee Retention and Internal Marketing,” Kim Harris, Sheffield University, United Kingdom, Steve Baron, Manchester Metropolitan University, England and Richard Harris, Aquinas College, United Kingdom

“E-service and Relationships,” Mark Colgate and Margo Buchanan-Oliver, University of Auckland, New Zealand, and Ross Elmsly, Mercury Promotions, Romania

“Multi-Dimensional Quality Evaluation of Educational Services: Developing the EdQual Scale,” Cheryl C.J. Lin, Rungting Tu and Pikuei Tu, University of North Carolina, Chapel Hill

“Why Satisfied Customers Leave and Dissatisfied Customers Stay – Recent Research into the Psychology of Nordic Utilities Customers,” Philip E. Lewis, University of Vaasa, Finland

Session 6 11:25 – 11:50 am

“Implementing the Balanced Score Card as a Performance Measurement System and Communication System,” Daniela Kudernatsch, Direkt Anlage Bank AG, Germany

“An Expectation/Disconfirmation Model of Trust in Cross-Cultural Service Relationships,” Olivier Furrer, University of Birmingham, United Kingdom, Ben Shaw-Ching Liu, Butler University and D. Sudharshan, University of Illinois at Urbana-Champaign

“Improving Customer Satisfaction in Professional Services: A Case Study and Research Based Improvement Process,” George Miaoulis, Jr., Marketing Strategy and Research, Inc. and Jonathan Gutman, University of New Hampshire

“How Justice Impacts on Customer Loyalty in the Service Recovery Process,” Jean-Charles Chebat, Witold Slusarczyk and Yan Amable, HEC-Montreal School of Management, Canada

“To Relate or Not to Relate. Is that the Question?” Line Lervik and Tor Wallin Andreassen, Norwegian School of Management, Norway and Michael D. Johnson, University of Michigan

“Determinants of International Airline Passenger Expectations: A Case Study,” Merlin C. Simpson, Pacific Lutheran University

Lunch 11:50 am – 1:10 pm

Session 7 1:10 – 1:35 pm

“Classifying Compliance Dependent Services – Research Insights and Practices,” Stephanie Dellande, Chapman University and Stephen S. Tax, University of Victoria, Canada

“The Effects of a Manufacturer’s Service Climate on Independent Agent Performance, Customer Satisfaction, and Retention,” Steven P. Brown and William R. Dillon, Southern Methodist University

“Examining the Risks of a Contribution-based View of Customer Lifetime Value,” Janghyuk Lee, University of Reading, United Kingdom, Jonathan Lee, Indiana University and Lawrence Feick, University of Pittsburgh

“Determinants of E-Service Satisfaction and Commitment,” Veronica Liljander and Johanna Viitanen, Swedish School of Economics and Business Administration, Finland, and Minna Pura, Eera Finland Oy, Finland

“Customers’ Origin, their Motivation for Joining a Service Provider, and Customer Loyalty,” Bodo Lang and Mark Colgate, University of Auckland, New Zealand

“Outsourcing Retention-centric Customer Services – A Framework for Integrating Choice Factors and Customer Expectations,” Mohan Lal Agrawal, Center for Services Management, India, Per Vagn Freytag and Svend Hollensen, Southern Denmark University, Denmark

Session 8 1:40 – 2:05 pm

“Trying to Complain,” Tor Wallin Andreassen and Line Lervik, Norwegian School of Management, Norway

“Competitive Advantage Through Client Co-Production,” Lance A. Bettencourt, Indiana University, Stephen W. Brown, Amy L. Ostrom and Robert L. Roundtree, Arizona State University

“The Anatomy of Service Encounter Evaluations: A Conceptual Framework and Research Propositions,” Michael Tsiros and A. Parasuraman, University of Miami

“Managing Buyer’s Perceptions of Supplier Relationships: Interpersonal and Interorganizational Investments,” Janet Wagner and Barath Sivakuraman, University of Maryland, and Amy K. Smith, George Washington University

“The Role of Forgiveness in the Process of Service Recovery,” Mark Gabbott, Monash University, Australia

“Possibilities and Limits of the Internet-based Questionnaire Surveys for the Ranking of Citizens’ Satisfaction Level with Public Services,” Akiyoshi Oshima, WORD Laboratory, Inc., Japan

Break 2:05 pm – 2:35 pm

Session 9 2:35 – 3:00 pm

“Customer Rage in Services: When Getting Even Gets Ugly,” Joby John, Bentley College, Stephen J. Grove, Clemson University and Raymond P. Fisk, University of New Orleans

“Linking Team Service Climate to Customer Outcomes: A Contingency Approach,” Ad de Jong, Ko de Ruyter and Jos Lemmink, Maastricht University, The Netherlands

“The Role of Commitment in Relationship Marketing in Consumer Services,” Ceara Cooper, Dublin Institute of Technology, Ireland

“Switching Costs and Customer Retention in Services: A Cross-Cultural Analysis,” Paul G. Patterson, The University of New South Wales, Australia and Tasman Smith, Thammasat University, Thailand

“Updating Beliefs of Service Quality: When Who I Talk With Matters Most,” Kimberly Dillon-Grantham, Duke University

“The Drivers of Customer and Corporate Profitability: Modeling, Measuring, and Managing the Casual Relationship,” Piyush Kumar, Vanderbilt University, Marc J. Epstein and Robert A. Westbrook, Rice University

Session 10 3:05 pm – 3:30 pm

“The Impact of Waiting Time on Consumers’ Perceptions of the Performance of Service Partners,” J. Joseph Cronin, Jr., Florida State University, Michael K. Brady, Boston College, Tom De Witt, Florida State University

“Consumers’ Perceptions of Privacy and Security Risks on the E-Channel: Implications of Customization, Reputation and Size of User Base,” Judy K. Frels and P. K. Kannan, University of Maryland

“E-Service Loyalty,” Charla Mathwick, Portland State University

“The Impact of Arousal Congruency on Consumers’ Satisfaction and In-store Behaviors,” Anna S. Mattila, Penn State University and Jochen Wirtz and Rachel Tan Lu Pheng, National University of Singapore

“Type-Specific Development of New Service,” Mike Freitag, Fraunhofer Institute for Industrial Engineering, Germany

“Enhancing Service Delivery Systems through Technology: A Multidisciplinary Perspective Applied to Internet Banking,” Lia Patricio and Joao Falcao e Cunha, University of Porto, Portugal, and Raymond P. Fisk, University of New Orleans

3:45 pm – Buses leave the University of Maryland for the Hyatt Regency Bethesda

6.00 pm – 11:00 pm (est.) DINNER CRUISE

Buses will leave the Hyatt Regency Bethesda to the dinner cruise promptly at 5:30 pm. See the sights, enjoy relaxing with your colleagues and enjoy dinner on the river.

SUNDAY, OCTOBER 26

Breakfast is on your own.

PANEL DISCUSSIONS/PLENARY SESSIONS

(Hyatt Regency Bethesda)

- 8:30 am – 9:15 am** PANEL DISCUSSION
“Why is Service Worse?”
Steve Brown, Arizona State University, Anthony Zahorik, A.C. Nielsen Burke Institute, Sajeev Varki, University of Rhode Island
- 9:15 am – 10:00 am** PLENARY SESSION
“E-Service, H-Service, or No-Service”
Evert Gummesson, Stockholm University, Sweden
- 10:00 am – 10:30 am** BREAK
- 10:30 am – 11:15 am** PLENARY SESSION
“The Internet is my Factory”
Aleda Roth, University of North Carolina
- 11:15 am – 12:00 pm** PANEL DISCUSSION
“Service Recovery” Panel Discussion
Evert Gummesson, Stockholm University, Sweden, A. Parasuraman, University of Miami, and Roland T. Rust, University of Maryland

END OF CONFERENCE.