

11TH ANNUAL FRONTIERS IN SERVICES CONFERENCE SCHEDULE

June 27-29, 2002

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

THURSDAY, JUNE 27

18.00 – 20.00 **Registration and Reception**
Maastricht University

FRIDAY, JUNE 28

Breakfast is on your own.

PLENARY SESSIONS

08.30 – 08.35 Welcome

08.35 – 09.10 **Plenary session 1: “The Rise of e-Service”**
Roland T. Rust
University of Maryland, USA

09.10 – 10.30 **Plenary session 2: “New Service Concepts”**
Klaus Chojnacki, CEO Volkswagen Club, Germany
Axel Hinz, General Manager Finance & IT,
European Customer Assistance Center
Mercedes-Benz, The Netherlands
Discussant: Richard Feinberg, Purdue University, USA

10.30 – 10.55 Coffee/Tea Break

11.00 – 12.30 **Plenary session 3: “Service Quality: Past, Present, Future”**
Stephen W. Brown, Center for Services Leadership,
Arizona State University, USA
Steven Brown, Southern Methodist University, USA
Jim Duffy, Services Director Oce, United Kingdom
Discussant: Tor W. Andreassen, Norwegian School of Management, Norway

12.30 – 13.55 Lunch

14.00 – 14.25 **Session 1**

“Analysing Advertising Copy Strategies for Service Providers,” Stefan Michel, Claudia Kaiser-Probst, Sacha Knorr, Hochschule fur Wirtschaft, Switzerland

“Employees Commitment to Service Implementation into Industry,” Valerie Mathieu, IAE-Aix-en-Provence, France

"The Impact of Self-Service Technology and Personal Service Attributes on Consumer Satisfaction and Loyalty," Amanda T. Beatson, Aston University, United Kingdom and Leonard V. Coote, University of Queensland, Australia

"Virtual Task Management in Multi-Channel Service Configurations", Ellen Christiaanse, University of Amsterdam, The Netherlands

"Service Marketing in Higher Education," Manfred Bruhn and Sven Tuzovic, University of Basel, Switzerland

"The Development and Validation of a Measure of Internal Market Orientation," Ian Lings, Aston University

"From 'Self-Solve' to 'Peer-Solve': The Drivers of Citizenship Behavior in Online Technical Support Communities," Caroline Wiertz, Ko de Ruyter and Benedict Dellaert, Maastricht University, The Netherlands

14.30 – 14.55 Session 2

"Willingness to Wait: An Individual Difference Perspective on Wait Times," Sylvia Long-Tolbert, Drexel University, USA and Charles Blankson, Grand Valley State University, USA

"From Paper-and-Pencil to Screen-and-Keyboard: An Empirical Assessment of Equivalence Issues in Internet-Based Marketing Research," Lisa Deutskens and Ko de Ruyter, Maastricht University, The Netherlands and Martin Wetzels, Eindhoven University of Technology, The Netherlands

"Determinants of Relationship Effectiveness in Services," R. Mohan Pisharodi, Oakland University, USA, G. Shainesh, Indian Institutes of Management Bangalore, India and Madhukar G. Angur, University of Michigan, USA

"Rethinking the Theories of Online Customer Relationship Management: The Importance of Computer Mediated Communications", Neil Hair and Moira Clark, Cranfield University, United Kingdom

"Does 'True' Personal or Service Loyalty Last? A Longitudinal Study," Liliانا Bove, La Trobe University, Australia, and Lester W. Johnson, Mt. Eliza Business School, Australia

"Customer-Oriented Prosocial Service Behaviors and their Role in Influencing Perceived Service Quality," Christian Coenen, Catholic University of Eichstatt, Germany

"The Roots of the Image of a Ministry," Max Cramwinckel and Robert Dost, Research and Marketing, The Netherlands

15.00 – 15.25 Session 3

"Towards the Development of Standards for the Electronic Trade with Services: A Hybrid Standardization Approach," Gerhard Gudergan, Hendrik Hoeck and Volker Liestmann, Aachen University of Technology, Germany

"Classifying and Managing Customer-to-Customer (C2C) Interactions in Services," Richard Nicholls, The Poznan University

"Service Quality Attributes: Satisfiers versus Dissatisfiers," Margareta Friman and Bo Evaradsson, Karlstad University, Sweden

“Continuing Service Export: Inertia or Deliberate Commitment?” Pieter Pauwels and Ko de Ruyter, Maastricht University, The Netherlands, and Martin Wetzels, Eindhoven University of Technology, The Netherlands

“Can we Enhance Consumer Satisfaction for a Utility? Some Elements Through the Attribute-Satisfaction Relationship Analysis,” Anne-Francoise Audrain, Rouen School of Management, France

“Customer Service and Profitability among Australian Financial Institutions,” Elizabeth Duncan, Business Improvement Diagnostics Pty-Ltd, Australia and Greg Elliot, Macquarie Graduate School of Management, Australia

“The Role of Internal Marketing on Employees’ Customer-Service Provision Competence,” Rebecca Yen, Yuan Ze University, Taiwan, and Kevin P. Gwinner, Kansas State University, USA

15.30 – 15.55 Coffee/Tea Break

16.00 – 16.25 **Session 4**

“Why do Some Companies Deliver Successful Services? Alliances and Innovation,” Tania Bucic and Siegfried P. Gudergan, University of Technology Sydney, Australia

“Exploring the Service Profit Chain in Latin America: Managerial Insights from Mexico,” Javier Reynoso, Daniel Maranto and Rosario Toro, EGADE, ITESM, Mexico

“Entry Mode Strategies in Service Firms: A Review of Contemporary Research,” Aileen Kennedy, Dublin Institute of Technology, Ireland

“Do Satisfied Call Center Operators Deliver Better Customer Service?” Kristof de Wulf, Ina D’Haene and David Zegers, Ghent University, Belgium, and Gaby Odekerken-Schroder, Maastricht University, The Netherlands

“E-Loyalty: A Conceptual Model and Empirical Results,” Lloyd C. Harris and Mark Goode, Cardiff University, United Kingdom

“Linking Personality Traits with Customers’ In-Store Choice Behavior: Conceptual Findings of a Two Step Segmentation Process,” Thomas Rudolph, Markus Schweizer and Tillmann Wagner, University of St. Gallen, Switzerland

“The Internet as a Medium for Rumours about Services,” Sacha Knorr, Stefan Michel, Claudia Kaiser-Probst and Anja vom Hofe, Hochschule fur Wirtschaft Lezern, Switzerland

16.30 – 16.55 **Session 5**

“Assessing the Attractiveness of Ownership-Substituting Services: An Empirical Approach,” Ulf Schrader and Thorsten Hennig-Thurau, University of Hannover, Germany

“Acceptance of Mobile Services,” Kristina Heinonen, Swedish School of Economics and Business Administration, Finland, and Per Andersson, Stockholm School of Economics, Sweden

“Linkage Analysis – Modeling the Overall Customer Experience,” Kunal Gupta, Linkage and Integration Services of Burc, Inc., USA

“Marketing Industrial Project-Related Services: A Literature Review and Theoretical Synthesis”, Maria Anne Skaates, Aarhus School of Business, Denmark, and Bernard Cova, European School of Management, France

"Cognitive Networks of Service Access Channels," Boris Nissen, Maastricht University, The Netherlands and Richard Feinberg, Purdue University, USA

"The Influence of Store Image and Consumer Relationship Proneness on Store Loyalty," Josee Bloemer, University of Nijmegen, The Netherlands, and Gaby Odekerken-Schroder, Maastricht University, The Netherlands

"E-Relationships: How Consumers Evaluate Technology-Enabled Features of E-Retailers," P. K. Kannan and Janet Wagner, University of Maryland, USA

17.00 – 17.30 **Session 6**

"Managing Virtual Customers: Examining Different Types of Online Customer Behavior," Markus Groth, Australian Graduate School of Management, Australia

"E-Service Disputes: Alternative Ways of Dispute Resolution in the Cyberspace," Renate Dendorfer, MBA Attorney at Law Munich, Germany/New York, USA

"The Impact of Rapport-Building Critical Incidents on Service Customers: An Exploratory Study," Dwayne D. Gremler, Bowling Green State University, USA, Scott W. Kelly and Shannon B. Rinaldo, University of Kentucky

"The Influence of Commitment Profiles on Service Provider Switching," Harvir S. Bansal and P. Gregory Irving, Wilfrid Laurier University, Canada

"The Impact of Employee Management on New Service Development Success," Michael Ottenbacher and Vivienne Shaw, University of Otago, New Zealand

"Flexible Pricing and Trusting Relationships – Are the Two Compatible?," Adrian Palmer, University of Gloucestershire, United Kingdom, and Una McMahon-Beattie, University of Ulster, Northern Ireland

"Do We Need to Rethink the Field of Service Management?," Christopher Lovelock, Yale University and Lovelock Associates, USA

19.00... **RECEPTION AND AWARDS DINNER**
Bonbonniere Maastricht
Achter de Comedie 1

SATURDAY, JUNE 29

Breakfast is on your own.

09.00 – 10.30 **Plenary session 4: "Customer Retention Strategies"**
Salem Samhoud, CEO & Samhoud, The Netherlands
Joop Evers, Customer Service Director BEN, The Netherlands
Discussant: Christopher Lovelock, Yale University and Lovelock Associates, USA

10.30 – 10.55 Coffee/Tea Break

11.00 – 11.25 **Session 7**

"Why Customers Articulate Themselves on the Internet: An Extension of the Word-of-Mouth Concept," Thorsten Hennig-Thurau and Gianfranco Walsh, University of Hannover, Germany, Kevin

P. Gwinner, Kansas State University, USA, and Dwayne D. Gremler, Bowling Green State University, USA

“Integrative Model of Financial Product Innovation: Roles of Customer and Supportive Activities Unit,” Raphael K. Akamavi, Leeds Metropolitan University, United Kingdom

“Characterizing Profitability Tiers in Financial Services: Demographics or Endogenous Customer Characteristics?,” Dennis Campbell and Francis Frei, Harvard Business School, USA

“The Role of Meaning in the Establishment and Maintenance of Genuine Customer Relationships”, James G. Barnes, Memorial University of Newfoundland, Canada

“Impact of Consumer Traits and Situational Factors on Consumer Evaluation of Technology-Based Self-Service,” Pratibha A. Dabholkar, University of Tennessee, USA

“The Service Customer as Audience,” Stephen J. Grove, Clemson University, USA and Raymond P. Fisk, University of New Orleans, USA

“Corporate Culture, Market Orientation and Innovations in Service Companies,” Hans Kasper, Maastricht University, The Netherlands

11.30 – 11.55 **Session 8**

“A Dimensional Approach to Understanding the Variation in Consumers’ Ratings of Service Quality,” Nisreen N. Bahnan, Temple University, USA

“Lip Service: Factors Associated with the Recommendation of Services,” Robert East and Wendy Lomax, Kingston Business School, United Kingdom

“Increasing Customer Loyalty with e-Support: The Case of Mobile Telecom Providers,” Allard van Riel, Jos Lemmink and Sarah Sikorski, Maastricht University, The Netherlands, and Veronica Liljander, Swedish School of Economics and Business Administration, Finland

“Defining New Value Drivers in Hospitality Services,” Rohit Verma, University of Utah, USA, Amita Verma, The Alliance Group Management Consultants, USA, Gerhard Plaschka, DePaul University, USA, and Chekitan Dev, Cornell University, USA

“A Historical Perspective to Services Marketing: Banking in North America Prior to 1930,” Richard Germain, University of Louisville, USA

“Queues, Waiting, Attitudes and Emotions,” Anat Rafaeli, Greg Barron, Keren Cohen and Dana Vashdi, Technion Institute of Technology Haifa, Israel

“The Role of Image and Service Delivery in Creating Brand Equity and Financial Value: The Zespri Case,” Roderick J. Brodie, University of Auckland, New Zealand, David Shieff, Steve Allen, Donella Parker and Melinda Gibbon, R Cubed, New Zealand

12.00 – 12.25 **Session 9**

“Methodology for the Analyses of Public Services Satisfaction Level,” Akiyoshi Oshima, Word Laboratories Inc., Japan

“Consumer Attribute Use in Choices Between Few Service Alternatives,” Bernard Conlon, AC Nielsen, The Netherlands, Benedict Dellaert, Maastricht University, The Netherlands, and Arthur van Soest, Tilburg University, The Netherlands

“Competing to Win? Shortcomings of Professional Service Firms Marketing Strategies,” Suzanne Lowe, Expertise Marketing LLC, USA, and Tom Hayes, Xavier University, USA

“Choice of Foreign Market Entry Mode in Service Firms,” Deo Sharma, Copenhagen Business School, Denmark, and Anders Blomstermo, Uppsala University, Sweden

“The Strategic Role of Product Services: Attract New Customers vs. Retain Existing Ones,” Olivier Furrer, University of Nijmegen, The Netherlands

“The Chiva Som Global Marketing Service Decision Case,” Rujirutana Mandhachitara, Thammasat University, Thailand

“Advertising and Quality for Services,” Ignatius J. Horstmann and Sridhar Moorthy, University of Toronto, Canada

“A Cross-Cultural Investigation of Complaining as Planned Behaviors,” Fan Xuecheng, Nankai University, China, Zhuang Hejun and Xiande Zhao, Chinese University of Hong Kong, Hong Kong

12.30 – 13.55 Lunch

14.00 – 14.25 **Session 10**

“Service Quality on the Internet: An Exploration Using a Revised Servqual Scale,” Charles McMellon, Hofstra University, USA, and Mary Long, Pace University, USA

“Service Gain and Loss,” Chien-Huang Lin, National Central University, Taiwan

“Online Customer Equity – The Role of E-Services,” Ramesh Kumar, Indian Institute of Management, India

“The Impact of Information Technology on Bank Branch Operating Efficiency” Leonard J. Parsons, Georgia Institute of Technology, USA, Jos Lemmink, Rita Walczuch and Alexander Bielowski, Maastricht University, The Netherlands and Jan Mattsson, Roskilde University, Denmark

“Antecedents and Consequences of Customer-Organisation Attachment: A New Approach,” Mark Gabbott and Cheyne Goulden, Monash University, Australia

“The Perception and Use of Customer Feedback in Service Firms – Exploring the Perspectives of Top Management, Middle Management and the Front Line,” Jochen Wirtz and Siok Kuan Tambyah, National University of Singapore, Singapore

“Testing the Technology Acceptance Model: A Comparison Between Retail and Professional Health Service Firms,” Judy Drennan, Jessica Kennedy and Janet McColl-Kennedy, University of Queensland, Australia

14.30 – 14.55 **Session 11**

“Corporate Identity Management: The Construct, Some Business Antecedents and Outcomes,” Claudia Simoes, Minho University, Portugal and Sally Dibb, University of Warwick, United Kingdom

“Modularisation of Services,” Mike Freitag and Thomas Meiren, Fraunhofer Institute of Industrial Engineering, Germany

“The Health Services Delivery System: From Hierarchy to Network,” Ravi S. Achrol, West Virginia University, USA

“A Model of Individual-Level Adoption of Services Innovation: An Application to Market Segmentation,” Jinkook Lee, University of Georgia, USA

“When the Going Gets Tough: Should Customer Service Get Going?” Tor W. Andreassen and Line L. Olsen, Norwegian School of Management, Norway

“Exploiting Sensitivity Analysis in Bayesian Networks for Customer Satisfaction Study,” Waldek Jaronski, Koen Vanhoof and Geert Wets, Limburgs Universitair Centrum, Belgium and Jose Bloemer, University of Nijmegen, The Netherlands

“Impact of Cues on Buyers’ Evaluations of Services Innovations,” Jayendra Ramesan, Lucent Technologies, USA, Arvind Sahay, London Business School, United Kingdom, and David Georgoff, Florida Atlantic University, USA

15.00 – 15.25 Session 12

“Consumer Adoption of Wireless Entertainment Services,” Mirella Kleijnen and Ko de Ruyter, Maastricht University, The Netherlands, and Martin Wetzels, Eindhoven University of Technology, The Netherlands

“Switching Between External and Internal Service Providers – Customer Preferences and Behavior in Five Service Industries,” Bo Edvardsson and Anders Gustafsson, Karlstad University, Sweden, and Inger Roos, Hanken Swedish School of Economics and Business Administration, Finland

“Service Training Gaps and Their Effects on Service Quality,” Sherriff T. Luk, Hong Kong Polytechnic University, Hong Kong

“The Impact of Elements of the Wait Experience on Service Quality Perception,” Stefanie de Man, Paul Gemmel and Peter Vlerick, Ghent University, Belgium, and Dirk Matthys and Rudi Dierckx, Ghent University Hospital, Belgium

“Customer Perceived Value in Conjunction with Internet and Mobile Service Usage,” Minna Purra, EERA, Finland, Johanna Viitanen and Veronica Liljander, Swedish School of Management and Business Administration, Finland

“Betrayal in Service Encounters,” Linda Price, Fleura Bardhi and Eric Arnould, University of Nebraska, USA

“Entrepreneurship in Large Corporations: Is it a Sustainable Proposition?” Serban Teodoresco, DiversyLever Consulting, The Netherlands

15.30 – 15.55 Coffee/Tea Break

16.00 – 16.25 Session 13

“Relationship Phases: What does the Customer Go Through?,” Line L. Olsen and Bendik Samuelsen, Norwegian School of Management, Norway, and Michael D. Johnson, University of Michigan, USA

“Learning from Customer Relationships at Risks-Benefits and Disadvantages of Negative Critical Incident Mapping,” Helena Akerlund, Swedish School of Economics and Business Administration, Finland

“Extending Electronic Knowledge Systems: The Role and Impact of Customer Participation,” Vera Blazevic, Maastricht University, The Netherlands, Annouk Lievens, University of Antwerp, Belgium, and Steve Muylle, Vlerick Leuven Gent Management School, Belgium

“The Customer Orientation-Loyalty Model: The Role of Emotional Contagion and Rapport in the Service Encounter,” Tom de Witt, Florida State University, USA

“International Strategic Alliances in the Airline Industry: To Use or Not to Use a Service Quality Strategy,” Olivier Furrer, University of Nijmegen, The Netherlands, Merlin Simpson, Pacific Lutheran University, USA, Ben Liu, Butler University, USA, and D. Sudharshan, University of Illinois, USA

“Antecedents and Consequences of Customer Commitment: An Empirical Study in the Child Care Service Industry,” Sally K. Kim and Amy K. Smith, The George Washington University, USA

“Curvilinearities in Satisfaction, Trust, Value and Consumer Loyalty Dynamics,” Clara Agustin, University of Nijmegen, The Netherlands, and Jagdip Singh, Case Western Reserve University, USA

16.30 – 17.30

Plenary session 5: “Services Research at the Crossroads”

Ray Fisk, University of New Orleans, USA

Evert Gummesson, Stockholm University, Sweden

Roland T. Rust, University of Maryland, USA

Jos Lemmink and Ko de Ruyter,

Maastricht University, The Netherlands

19.30

Buses leave in front of the Faculty Building, Tongersestraat 53

20.00...

Spectacular Tropical Dinner Party in the Unique Maastricht Caves