

**12TH ANNUAL FRONTIERS IN SERVICES CONFERENCE SCHEDULE**  
**October 23-26, 2003**  
**Hyatt Regency Bethesda and University of Maryland**

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**THURSDAY, OCTOBER 23**

**6:00 pm – 8:00 pm**                      **Registration and Reception**  
Hyatt Regency Bethesda  
One Bethesda Metro Center  
Wisconsin Ave. at Old Georgetown Rd.  
Bethesda, Maryland

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**FRIDAY, OCTOBER 24**

Breakfast is on your own.

**PLENARY SESSIONS**  
(Bethesda Hyatt)

**8:30 am – 8:35 am**              Welcome  
**8:35 am – 9:20 am**              **“Creative Secrets We Don't Tell the Business Guys”**  
   *Lee Abrams*  
   Chief Programming Officer, XM Radio

**9:20 am – 10:05 am**              **“Creative Secrets We Don't Tell the Business Guys” Panel Discussion**  
Panel: Lee Abrams, Charles Colby, (Rockbridge Associate), Judy Frels, (University of Maryland), Kay Lemon, (Boston College)

**10:05 am – 10:30 am**              Break

**10:30 am – 11:15 am**              **“Using Client Satisfaction to Drive Share-of-Wallet”**  
   *Heather Evans*  
   Managing Director, Morgan Stanley

**11:15 am – 12:00 pm**              **“Using Client Satisfaction to Drive Share-of-Wallet” Panel Discussion**  
Panel: Heather Evans, Vikas Mittal (University of Pittsburgh), Roland Rust (University of Maryland)

**12:00 pm – 1:00 pm**              Lunch (*Hyatt Regency Bethesda*)

**1:00 pm – 1:45 pm**              **“Problems in Customer Satisfaction Measurement: When Flawed Research Leads to the Wrong Service Strategy”**  
   *Kevin Clancy*  
   Chairman and CEO, Copernicus Marketing Consultants

**1:45 pm – 2:30 pm**              **“Problems in Customer Satisfaction Measurement: When Flawed Research Leads to the Wrong Service Strategy” Panel Discussion**  
Panel: Kevin Clancy, John Pelligrino (MeadWestvaco Corporation), Tony Zahorik (A.C. Nielsen Burke Institute)

<b>2:30 pm – 3:00 pm</b>	Break
<b>3:00 pm – 3:45 pm</b>	<b>“Loyalty Can Be Bought, Customer Satisfaction Must Be Earned”</b> Claes Fornell University of Michigan and founder of the American Customer Service Index
<b>3:45 pm – 4:00 pm</b>	<b>“Loyalty Can Be Bought, Customer Satisfaction Must Be Earned”</b> Panel: Claes Fornell, Kevin Clancy, (Copernicus), A. Parasuraman (University of Miami)
<b>4:00 pm – 4:45 pm</b>	Services Marketing Special Interest Group Meeting
<b>6:30 pm – 9:00 pm</b>	<b>RECEPTION AND AWARDS DINNER</b> <i>Hyatt Regency Bethesda</i> One Bethesda Metro Center Wisconsin Ave. at Old Georgetown Rd.

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## **SATURDAY, OCTOBER 25**

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**

“One Size May Not Fit All: An Examination of the Appropriateness of Alternative Measures and Indices of Customer Affinity Across Multiple Service Contexts,” Kunal Gupta, Linkage and Integration Services and Randall Brandt, Burke, Inc.

“Sustainable Growth Rate for Service Firms,” Rogelio Oliva, Harvard University

“Designing Incentives for Service Organizations: Service Standardization and Unobserved Store Heterogeneity,” Ujwal Kayande, Pennsylvania State University, Kissan Joseph, University of Kansas and Murali Chandrasekharan, Australian Graduate School of Management, Australia

“Price Negotiations for Service Bundles,” Stefan Roth, University of Bayreuth, Germany

“Understanding Service Value: An Empirical Assessment of Key Components,” Dwayne Gremler, Bowling Green State University, David Martin Ruiz, University of Seville, Spain, and Judith Washburn, University of Tampa

“Culture Influences on Interdependence Asymmetry Between Retailers and Consumers in Service Relationships,” Bernadette P. Njoku, Cleveland State University, Ben S. Liu, Butler University and Oliver Furrer, Nijmegen School of Management, Netherlands

“An Empirical Investigation of Long-Term Customer Behavior in a Contractual Setting,” Chatura Ranaweera, Wilfrid Laurier University, Canada, and Prabhu Jaideep, University of Cambridge, United Kingdom

“Proposal for New Administration Systems of Local Governments,” Akiyoshi Oshima, WORD Laboratories, Inc.

**Session 2      9:00 – 9:25 am**

“Creating the Ideal Customer Service Experience,” Diane Schmalensee, Schmalensee Partners

“Customers’ Evaluations of Service Organizations’ Penalties: An Integrative Framework based on Cognitive, Affective, and Behavioral Responses,” Young (Sally) K. Kim, Frostburg State University and Amy Smith, George Washington University

“Diffusing Customer Anger During Service Failure and Recovery,” Janet R. McColl-Kennedy and Doan T. Ngyyen, University of Queensland, Australia

“Consumption-Related Consumer-to-Consumer Communication via the Internet: Implications for e-tailing,” Kevin Gwinner, Kansas State University, Dwayne Gremler, Bowling Green University, Thorsten Hennig-Thurau, Bauhaus-University of Weimar, Germany and Gianfranco Walsh, University of Hanover, Germany

“Servicing a New Culture of Communication: Is Business Really Getting the (Text) Message?,” Anthony Patterson, Kim Harris, and Steve Baron, University of Liverpool, United Kingdom

“Understanding Geographical Markets of Online Retailers Using Spatial Models of Customer Choice,” P.K. Kannan and Wolfgang Jank, University of Maryland

“Migrating to New Service Providers: A Migration Model of Consumers’ Switching Behaviors,” Harvir S. Bansal, Wilfrid Laurier University, Canada and Shirley F. Taylor and Yannik St James, Queen’s University, Canada

**Session 3      9:30 – 9:55 am**

“Customer Care in a Multi-Cultural Environment,” Charles Colby, Dave Glantz and Amber Lytle, Rockbridge Associates, Inc.

“Bricks-and-Clicks vs. Pure e-tailer: A Model of Competition in Both Service and Price,” Xing Pan, Brian Ratchford and Venkatesh Shankar, University of Maryland

“Comparing Employee and Customer Ratings of Service Team Performance: A Generalizability Theory Application,” Ad de Jong, Martin Wetzels and Ko de Ruyter, Maastricht University, The Netherlands

“Co-branding: The Moderating Role of Consumption Goals and Brand Image on Customer Perceptions,” Huey Chern Boo and Anna Mattila, Pennsylvania State University

“A Longitudinal Examination of Cross-Buying Behavior in the Airline Industry,” Florian Wangenheim, Universität Dortmund, Germany and Tomás Bayón, International University in Germany (Bruchsal)

“Holding the Stick in Both Ends,” Yaron Timmor and Rymon Talia, The Interdisciplinary Center Herzelia, Israel

“The Organizational Socialization of Service Customers, Toward a Conceptualisation: The Case Of Ikea,” Kiane Moazami Goudarzi, IAE Aix en Provence, France,

Break                      9:55 am – 10:25 am

**Session 4      10:25 – 10:50 am**

“Managing Customer Heterogeneity in CRM,” Roland Rust, University of Maryland and Peter Verhoef, Erasmus University, The Netherlands

“Half Empty or Half Full: The Role of Optimism in Service Delivery,” Scott Kelley and Jody Crosno, University of Kentucky

“Investigating the Effect of Service Delivery Incidents and Corporate Image on Customer Evaluative Judgments in Service Organizations: An Experimental Study,” Adam Lindgreen, Martin Wetzels, Joost Wouters, Eindhoven University of Technology, The Netherlands

“Questioning Commonly Held Contentions: A Pooled Time Series Cross Section Analysis of Core Service Buying in the Airline Industry,” Tomás Bayón and Florian V. Wangenheim, International University in Germany, Germany

“Designing the E-Servicescape: Data Driven Observations,” Christopher D. Hopkins, Mary Anne Raymond and Stephen J. Grove, Clemson University

“Investigating Customers’ Responses to Delays in a Service Encounter,” Piyush Kumar, Vanderbilt University

“Making the Connection: An Exploration of the Relationship between Customer Loyalty and Experience Design Elements,” Madeline Pullman, Cornell University

#### **Session 5      10:55 – 11:20 am**

“Selective Marketing Strategies: Implications of Response Thresholds and Capacity Constraints,” Steven Shugan and Sonja Radas, University of Florida

“Managing Customer Satisfaction, Brand Image, and Strength of Relationship Across Switching Paths,” Anders Gustafsson and Inger Roos, Karlstad University, Sweden and Michael D. Johnson, University of Michigan

“Managing Service Encounter Duration for Revenue Management in Environments of Unpredictable Duration,” Breffni M. Noone, Sheryl E. Kimes, Cornell University and Jochen Wirtz, National University of Singapore, Singapore

“Putting It All Together: Moving from Services to Solutions Marketing,” Phil Dover, Babson College, Steve Hurley, Information Technology Services Marketing Association and Dan Toy and Lauren Wright, California State University, Chicago

“A Cross-cultural Examination of Customers’ Service Recovery and Fairness Perceptions,” Anna S. Mattila, Pennsylvania State University and Paul Patterson, University of New South Wales, Australia

“Online and Offline Service Failure: The Role of Attribution for Failure in the Formation of Remedy Expectations,” Katherine E. Harris, Babson College, Kenneth L. Bernhardt and Lois A. Mohr, Georgia State University

“Customer Relationship Management (CRM): A Comprehensive Review and Conceptualization,” Frederick Hong-kit Yim, Department of Marketing, Leo Yat-ming Singh and Alan Ching-biu Tse, Chinese University of Hong Kong, Hong Kong

#### **Session 6      11:25 – 11:50 am**

“Service and the Experience Economy,” Chris Voss, London Business School, United Kingdom

“Emotional Labor: Review of the Literature and Implications for Service Research,” Markus Groth, Australian Graduate School of Management, Australia, Gianfranco J. Walsh, University of Hannover, Germany and Thorsten Hennig-Thurau, Bauhaus-University of Weimar, Germany

“What’s Fair is Fair, or Is It? Assessing Failures in the Service Network,” Steve Tax, University of Victoria and Amy Smith, George Washington University

“A Drama of Hyperreality In The Experience Room – A Comparing Study of the Two Largest Mega-Stores In The Ikea-World,” Bo Enquist and Bo Edvardsson, Karlstad University, Sweden

“The Stabilising Effect of Consumer-to-Consumer Conversations in Service,” Kim Harris and Steve Baron, University of Liverpool, United Kingdom

“Measuring a Sense of Community Among Customers of Financial Institutions,” Martin Fraering, University of Evansville, Michael Minor, University of Texas-Pan America and Mohammad Elahee, Quinnipiac University

“Influencing the Influencers - Indirect Marketing as a Means of Overcoming Ambiguous Value,” Philip Lewis, University of Vassa, Finland

Lunch                    11:50 am – 1:10 pm

**Session 7            1:10 – 1:35 pm**

“Customer Disgust: Exploring the Nether Regions of Customer Discontent,” Stephen J. Grove and Michael J. Dorsch, Clemson University, Raymond Fisk, University of New Orleans and Joby John, Bentley College

“The Lighter Side of Customer Service and Customer Satisfaction: A Guided Tour of the Movies and Television Commercials that Illustrate Some of Our Sacred Constructs,” Richard Feinberg, Purdue University

“LibQUAL+™: An e-service for Assessing the Library of the 21st Century,” Martha Kyrillidou, Association of Research Libraries, Colleen Cook and Fred Heath, Texas A&M University

“The Role of Affect in Influencing Customer Orientation: Do Feelings Matter?,” D. Todd Donavan, Kansas State University and Mary Ann Hocutt, Samford University

“E-Services, Economic Development, & Quality of Life,” Ronald Paul Hill, University of Portland

“Reassessing the Foundations of Customer Delight,” Adam Finn, University of Alberta, Canada

“Classifying e-services to Improve Strategic Marketing Efficiency in the European Airline Sector,” Anne Julien, A-Eddine Bennani and Denis Lapert, Reims Management School, France

**Session 8            1:40 – 2:05 pm**

“Serving Third-World Consumers: A New Challenge for Service Management,” Christopher Lovelock, Yale University and Jochen Wirtz, National University of Singapore, Singapore

“Toward Theory Development in Service Recovery: Building Upon Strengths and Gaps in Existing Research,” Michael Howley and Stephen Brown, Arizona State University

“Service Failure, Recovery Failure, and Telling the Whole Wide World About It: A Study of Internet Complaint Postings,” John Huppertz, Eric Mower and Associates

“Evolving to a New Dominant Logic for Marketing,” Stephen L. Vargo, University of Maryland and Robert F. Lusch, Texas Christian University

“Frontline Employee Perceptions of New Strategic Initiatives: The Multiple Roles of Employee Relationship Quality,” Janet Turner Parish and Susan Cadwallader, Texas A&M University

“Can’t we all just get along? Uncovering the Fundamental Truths of Services Marketing,” Thomas Hayes, Chris Manolis, and C. Edward Heath, Xavier University

"Perceived Value of Internet Web Sites," Michael Chiam, Ngee Ann Polytechnic, Singapore

Break 2:05 pm – 2:35 pm

**Session 9 2:35 – 3:00 pm**

"Twenty Year of Service Blueprinting: The Continuing Evolution of a Methodology in Use," Mary Jo Bitner, Amy Ostrom and Felicia N. Morgan, Arizona State University

"e-Services Adoption and the Influence of Information Technology: International Comparisons," Roderick J. Brodie, Robert Davis and Richard W. Brookes, University of Auckland, New Zealand

"Purchase Decisions and Brand Equity in the Investment Services Industry," Mike K. Brady and Julia Heskell, Boston College

"How Do Managers View Regulatory Barriers to Export of Services?," Michel Kostecky and Marcin Nowakowski, Université de Neuchâtel, Switzerland

"Moderated Group Chat: An Empirical Investigation of a New Marketing Tool," Willemijn Van Dolen, Vrije Universiteit Amsterdam, The Netherlands, Ko De Ruyter, Maastricht University, The Netherlands and James Carman, University of California, Berkeley

"Do High Job Demands and Low Job Control Deter Service Contact-Personnel from Excellent Service Behavior?," Stefanie De Man, Paul Gemmel, Peter Vlerick, Dirk Matthys and Rudi Dierckx, Ghent University Hospital, Belgium

"Explaining Loyalty: A Multi-Comparative Standard Approach," Line Lervik Olsen and Tor Andreassen, Norwegian School of Management, Norway and Michael D. Johnson, University of Michigan

**Session 10 3:05 pm – 3:30 pm**

"Incorporating Behavioral Science Principles Into Design of Service Systems," Richard Chase and Sriram Dasu, University of Southern California

"Lights, Camera, Action...How Applicable is Dramaturgy in Service Businesses?," Aidan Daly, National University of Ireland, Ireland

"e-Service Failure and Recovery Experiences: Insights from Consumers," Debora Viana and Janet Wagner, University of Maryland and Amy Smith, George Washington University

"Success Factors in Service Line Extensions," Jing Lei and Ko de Ruyter, Universiteit Maastricht, The Netherlands

"An Analysis of the Impact of Loyalty Proneness and Personality on Customer Loyalty," Paul Patterson, University of New South Wales, Australia, Jirawat Anuwichanout, Thammasat University, Thailand

"Adaptation of the Flow Construct to Self Service Technologies: An Exploratory Study," Maria C. Hermida, Accenture South Africa and Kerry Chipp, University of Witwatersrand, South Africa

"Enhancement of the Service Encounter Continuum Through the Use of ICTs: A Review," Adrián Edelman, University of Montevideo, Uruguay

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

## 6.00 pm – 11:00 pm (est.) DINNER EVENT

Buses will leave the Hyatt Regency Bethesda promptly at 5:30 pm. See the sights, relax with your colleagues and enjoy appetizers, main course, and dessert at three different restaurants in Washington, DC and surrounding suburbs. This fun event is something you don't want to miss!

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## SUNDAY, OCTOBER 26

Breakfast is on your own.

### PANEL DISCUSSIONS/PLENARY SESSIONS

*(Hyatt Regency Bethesda)*

- 8:30 am – 9:15 am** PLENARY SESSION  
**“Service Branding”**  
*Len Berry*  
Distinguished Professor of Marketing and founder of the Center for Retailing Studies, Texas A&M
- 9:15 am – 10:00 am** **“Service Branding” Panel Discussion**  
Len Berry, Rod Brodie (University of Auckland, NZ), Jos Lemmink (Maastricht University)
- 10:00 am – 10:30 am** BREAK
- 10:30 am – 11:15 am** PLENARY SESSION  
**“Service Recovery”**  
Tor Andreassen, Norwegian School of Management
- 11:15 am – 12:00 pm** **“Service Recovery” Panel Discussion**  
Tor Andreassen, Moshe Davidow (University of Haifa, Israel), Bernd Stauss (Katholische Universität Eichstätt, Germany), Amy Smith (George Washington University)

END OF CONFERENCE.