

FRONTIERS IN SERVICES CONFERENCE SCHEDULE

October 28-31, 2004

The Graduate School of Business Administration, University of Miami

THURSDAY, OCTOBER 28, 2004

Registration and Reception

6:00 pm - 8:00 pm - Graduate School of Business Administration, University of Miami – Storer Auditorium

- Roundtrip transportation will be provided to the University of Miami.
- **5:30pm** and **6:30pm** – Shuttle buses will leave the hotels to the University of Miami.
- **8:00pm** and **8:30pm** – Shuttle buses will leave the University of Miami to the hotel.

FRIDAY, OCTOBER 29, 2004

- **Breakfast is on your own.**
- Roundtrip transportation will be provided to the University of Miami.
- **7:30am** – Shuttle buses will leave the hotels to the University of Miami.
- **4:30pm** – Shuttle buses will leave the University of Miami to the hotels.

PLENARY SESSIONS & PANEL DISCUSSIONS

University of Miami School of Business Administration - Storer Auditorium

Time	Code	Session
8:30 am – 8:35 am		WELCOME
8:35 am – 9:20 am	FrA	The Business of Baseball <i>David Samson, President, Florida Marlins</i>
9:20 am – 10:05 am	FrA	<ul style="list-style-type: none">• Panel Discussion: <i>David Samson, Florida Marlins, Richard Metters, Emory, Michael Brady, Florida State</i>
10:05 am – 10:30 am		BREAK
10:30 am – 11:15 am	FrB	Creating Value Through an Integrated Brand Experience <i>John Caron, Executive Vice President of Marketing, Olive Garden</i>
11:15 am – 12:00 pm	FrB	<ul style="list-style-type: none">• Panel Discussion: <i>John Caron, Olive Garden, Anders Gustafsson, Karlstad, Sweden, Gabriele Piccoli, Cornell</i>
12:00 pm – 1:00 pm		LUNCH - Dining Room of the James W. McLamore Executive Education Center (3rd floor)

FRIDAY, OCTOBER 29, 2004 (continued)

Time	Code	Session
1:00 pm – 1:45 pm	FrC	New Challenges: No Longer the “Melting Pot”, Servicing Multicultural Markets Effectively has become the “Tossed Salad” <i>Jackeline P. Fernandez</i> , President and CEO, Inteligencia Qualitative Hispanic Research, Inc.
1:45 pm – 2:30 pm	FrC	<ul style="list-style-type: none"> Panel Discussion: <i>Jackeline P. Fernandez</i>, Inteligencia Qualitative Hispanic Research, Inc., <i>Steve Chapdelaine</i>, Alticor, <i>Krishna Erramilli</i>, Nanyang, Singapore
2:30 pm – 3:00 pm		BREAK
3:00 pm – 3:45 pm	FrD	Grants.gov - A Model for Customer Centric E-Government <i>Rebecca Spitzgo</i> , Program Manager, Grants.gov
3:45 pm – 4:30 pm	FrD	<ul style="list-style-type: none"> Panel Discussion: <i>Rebecca Spitzgo</i>, Program Manager, Grants.gov, <i>Charles Colby</i>, Rockbridge Associates, <i>Sheree Jones</i>, IBM, <i>P.K. Kannan</i>, University of Maryland
4:35 pm		Shuttle buses will leave the University of Miami to the hotels
6:00 pm		Shuttle buses will leave the Hampton Inn to The Omni Colonnade Hotel
6:30 pm – 9:00 pm		RECEPTION & AWARDS DINNER <i>The Omni Colonnade Hotel - Miami (Coral Gables), Florida</i>
9:15 pm		Shuttle buses will leave The Omni Colonnade Hotel to the Hampton Inn

SATURDAY, OCTOBER 30, 2004

CONCURRENT SESSIONS

- **Breakfast is on your own.**
- All sessions take place at the Graduate School of Business Administration, University of Miami.
- Roundtrip transportation will be provided to the University of Miami.
- **7:30am** – Shuttle buses will leave the hotels to the University of Miami.
- **3:45pm** – Shuttle buses will leave the University of Miami to the hotels.

Time	Code	Room	Session
8:30 am – 8:55 am			CONCURRENT SESSIONS (SaA)
	SaA1	Storer	The Cost Structure and Customer Profitability Implications of Electronic Service Distribution Channels: Evidence from Online Banking , <i>Dennis Campbell</i> and <i>Frances Frei</i> , Harvard Business School

SATURDAY, OCTOBER 30, 2004 (continued)

Time	Code	Room	Session
8:30 am – 8:55 am			CONCURRENT SESSIONS (SaA) continued
	SaA2	STUDY CTR	Five Technology Consumers to Watch: Consumer Technology Purchase Behavior by Gender, Ethnicity & Age , <i>Charles L. Colby</i> , Rockbridge Associates, Inc
	SaA3	331	The ‘Why’ of Service Relationships: Applying Means-End Theory to Understand Consumer’s Desire for Relationship Building , <i>Michael Paul</i> and <i>Thorsten Henning-Thurau</i> , Bauhaus-University of Weimar, Germany, <i>Dwayne Gremler</i> , Bowling Green State University, <i>Kevin P. Gwinner</i> , Kansas State University
	SaA4	431	Organizational Turnaround: Service Orientation Focus and the Role of Service Climate , <i>Jay Kandampully</i> , The Ohio State University and <i>David Solnet</i> , University of Queensland, Australia
	SaA5	531	Controlling Service Encounter Duration for Revenue Management: Why and When Does Duration Impact Consumer Satisfaction with Service Encounters? <i>Breffni Noone</i> , <i>Sheryl Kimes</i> , and <i>Michael Lynn</i> , Cornell University and <i>Jochen Wirtz</i> , University of Singapore, Singapore
	SaA6	332	Customer Frustration in Loyalty Programs , <i>Bernd Stauss</i> , <i>Maxie Schmidt</i> and <i>Andreas Schöler</i> , Catholic University Eichstätt-Ingolstadt, Germany
	SaA7	432	Influence of Service Orientation on the Organizational Citizenship Behaviors of the Contact Employees of Service Firms , <i>Carmen Otero</i> , University of Vigo, Spain, <i>Teresa García</i> and <i>José Varela</i> , University of Santiago de Compostela, Spain
	SaA8	Dean’s Conf Rm	The Relationship Between Customer Value and Core Competences in an Academic Context: An Interdisciplinary View , <i>Teniza da Silveira</i> and <i>Claudia Bitencourt</i> , Universidade do Vale do Rio dos Sinos, Brazil
9:00 am – 9:25 am			CONCURRENT SESSIONS (SaB)
	SaB1	STORER	Understanding the Business Customer’s Upgrade Decision Within the Context of the Buyer-Seller Relationship , <i>Ruth N. Bolton</i> , Arizona State University, <i>Katherine N. Lemon</i> , Boston College, and <i>Peter C. Verhoef</i> , University of Groningen, Netherlands
	SaB2	STUDY CTR	Investing in the Development of New Services for Sustainability and Growth ... A Stodgy Industry Faces Deregulation and Rapid Change , <i>Don Flynn</i> , Northeast Utilities
	SaB3	331	Emotions in Motion , <i>Line Lervik Olsen</i> and <i>Tor W. Andreassen</i> , Norwegian School of Management, Norway and <i>Michael D. Johnson</i> , University of Michigan Business School

SATURDAY, OCTOBER 30, 2004 (continued)

Time	Code	Room	Session
9:00 am – 9:25 am			CONCURRENT SESSIONS (SaB) continued
	SaB4	431	Designing the Multi-Channel Service Offering: Enhancing the Contribution of Each Delivery System , <i>Lia Patricio</i> , University of Porto, Portugal, <i>Raymond Fisk</i> , University of New Orleans, and <i>João Falcão e Cunha</i> , University of Porto, Portugal
	SaB5	531	It's More Than Just a Wait: A New Look at Moderating Effects on Waiting Time Relationships in Service , <i>Brian L. Bourdeau</i> , <i>J. Joseph Cronin, Jr.</i> , and <i>Clay Voorhees</i> , Florida State University, and <i>Roscoe Hightower</i> , Florida A&M University
	SaB6	332	Mastering the Marketplace: The 11 Principles of Service Firm Marketing , <i>Suzanne Lowe</i> , Expertise Marketing
	SaB7	432	The Power of Explanations in Mitigating the Ill-effects of Service Failures , <i>Anna S. Mattila</i> , Pennsylvania State University
	SaB8	Dean's Conf Room	Double-track Innovation - Developing New Service by Matching Service Capabilities with Customer Needs , <i>Guido Siebiera</i> , ThyssenKrupp Industrial Services, Germany and <i>Juan Ramis-Pujol</i> , ESADE Business School, Spain
9:30 am – 9:55 am			CONCURRENT SESSIONS (SaC)
	SaC1	STORER	CRM: A Threat to Survey Based Customer Satisfaction Programs? Think Again , <i>Kunal Gupta</i> , Burke, Inc., Ohio
	SaC2	STUDY CTR	Do Satisfied Customers Buy More? The Moderating Roles of Convenience and Individual Characteristics on Repurchase Behavior , <i>Kathleen Seiders</i> , Boston College, <i>Glenn B. Voss</i> , North Carolina State University, <i>Dhruv Grewal</i> , Babson College, and <i>Andrea L. Godfrey</i> , University of Texas, Austin
	SaC3	331	Involuntary Relationships: Understanding the Nature of Internal Service Failures and Service Relationships , <i>Sylvia Long-Tolbert</i> , Drexel University and <i>Robert Roundtree</i> , Howard University
	SaC4	431	Self-Service Technology Effectiveness: The Roles of Interactivity, Comparative Information, and Individual Differences on Perceived Control and Interface Evaluation , <i>Zhen Zhu</i> , Babson College, <i>Cheryl Nakata</i> , University of Illinois, Chicago, <i>K. Sivakumar</i> , Lehigh University, and <i>Dhruv Grewal</i> , Babson College
	SaC5	531	Service Marketing Research: Ten Years of Development from 1993 to 2003 , <i>Pierre Sollberger</i> , University of Neuchâtel, Switzerland and <i>Olivier Furrer</i> , University of Nijmegen, The Netherlands

SATURDAY, OCTOBER 30, 2004 (continued)

Time	Code	Room	Session
9:30 am – 9:55 am			CONCURRENT SESSIONS (SaC) continued
	SaC6	332	Managing Customer Relationships as Portfolios of Real Options , <i>Jochen Becker and Tomás Bayón</i> , International University in Germany
	SaC7	432	Consumer Risk Perceptions and the Successful Delivery of Services with Credence Qualities , <i>Sujan Dan</i> , Texas A&M University, <i>Claudia Bridges</i> , California State University, Sacramento, and <i>Susan Cadwallader</i> , Texas A&M University
	SaC8	Dean's Conf Room	The Role of a Key Account Management System in Transferring Customer-Specific Knowledge Within a Professional Service Organization , <i>Satu Nätti</i> , University of Oulu, Finland, <i>Aino Halinen</i> and <i>Niina Hanttu</i> , Turku School of Economics and Business Administration, Finland
9:55 am – 10:25 am			BREAK
10:25 am – 10:50 am			CONCURRENT SESSIONS (SaD)
	SaD1	STORER	Counter-Stereotypical Service Providers Influence Consumers' Evaluations of Services , <i>Valerie Folkes</i> and <i>Shashi Matta</i> , University of Southern California
	SaD2	STUDY CTR	Determinants of Successful Development of Service Offerings by Product Manufacturers , <i>Heiko Gebauer</i> , University of St. Gallen, Switzerland and <i>Rogelio Oliva</i> , Harvard Business School
	SaD3	331	Segmenting Customers According to Lifecycle Dynamics , <i>Patrick Lentz</i> and <i>Florian v. Wangeheim</i> , University of Dortmund, Germany
	SaD4	431	A Study of Reliability Perceptions of Marketing Information Services and their Impact on Pricing , <i>P.K. Kannan</i> , University of Maryland
	SaD5	531	Image Congruence and the Adoption of Service Innovations , <i>Mirella Kleijnen</i> and <i>Ko de Ruyter</i> , University of Maastricht, The Netherlands and <i>Tor W. Andreassen</i> , Norwegian School of Management, Norway
	SaD6	332	Consumer Citizenship Behavior (CCB): Its Conceptualization and Measurement , <i>Carolyn A. Massiah</i> , Arizona State University
	SaD7	432	Doing a Double Take: Accounting for Occasions in Service Performance Assessment , <i>Adam Finn</i> , University of Alberta School of Business, Canada

SATURDAY, OCTOBER 30, 2004 (continued)

Time	Code	Room	Session
10:25 am – 10:50 am			CONCURRENT SESSIONS (SaD) continued
	SaD8	Dean's Conf Room	Implementing a Customer Relationship Management (CRM) Programme: A South African Financial Service Perspective , <i>Adele Berndt and FJ Herbst</i> , Rand Afrikaans University, South Africa and <i>Lindie Roux</i> , University of Pretoria, South Africa
10:55 am – 11:20 am			CONCURRENT SESSIONS (SaE)
	SaE1	STORER	Feature Fatigue: When e-Service Capabilities Become Too Much of a Good Thing , <i>Debora Viana Thompson, Roland T. Rust</i> , and <i>Rebecca W. Hamilton</i> , University of Maryland
	SaE2	STUDY CTR	Does Job-Related Diversity Affect Service Team Outcomes? A Comparison of Three Models of Interdisciplinary Team Performance , <i>Kimberly Ann Jarrell</i> , State University of New York Institute of Technology, <i>Frances Gaither Tucker</i> , Syracuse University, and <i>D. Harold Doty</i> , The University of Southern Mississippi
	SaE3	331	A Behavioral Approach to Assess Antecedents and Effects of Perceived Price Complexity in Service Industries , <i>Roland Kantsperger, Marc Engelmann</i> , and <i>Werner H. Kunz</i> , Ludwig-Maximilians-Universität München, Germany
	SaE4	431	Satisfiers and Dissatisfiers in Services - The Role of Time and Customer - Employee Interaction in Problem Resolution , <i>Bo Edvardsson</i> and <i>Lars Nilsson</i> , Karlstad University, Sweden
	SaE5	531	Beyond Customer (Un)Profitability: A Conceptual Framework of Service Denial , <i>Feisal Murshed</i> and <i>Vikas Mittal</i> , University of Pittsburgh
	SaE6	332	The Psychology of Revenue Management: Impact of Familiarity, Framing and Relative Price Advantage on the Perceived Fairness of Revenue Management , <i>Sheryl E. Kimes</i> , Cornell University School of Hotel Administration, New York and <i>Jochen Wirtz</i> , National University of Singapore
	SaE7	432	New Thinking in the Field of Services Management: What Should It Be? First Answers and Opinions from European Services Marketing Experts , <i>Silke Michalski</i> , University of Applied Science of Central Switzerland, <i>Sven Tuzovic</i> , Dr. Weisberger & Partner Consultant Company, Germany, and <i>Sacha Knorr</i> , University of Applied Science of Central Switzerland
	SaE8	Dean's Conf Room	The Role of Culture on Service Participation Behavior , <i>Alison Lloyd</i> , Deloitte Management Consultancy Ltd. and <i>Sherriff T. K. Luk</i> , Hong Kong Polytechnic University, China

SATURDAY, OCTOBER 30, 2004 (continued)

Time	Code	Room	Session
11:25 am – 11:50 am			CONCURRENT SESSIONS (SaF)
	SaF1	STORER	Quantifying Open-ended Survey Responses for Improved Understanding of Loyalty Behaviors , <i>Madeleine Pullman</i> , Cornell University, New York and <i>Charles Cleveland</i> , Communication Development Company, Iowa
	SaF2	STUDY CTR	A Model of Client Perceived Value in an International Professional B2B Services Context , <i>Vinh Q. La</i> , <i>Paul G. Patterson</i> , and <i>Chris W. Styles</i> , The University of New South Wales, Australia
	SaF3	331	How to Organize New Service Development , <i>Klaus-Peter Fahnrich</i> , University of Leipzig, Germany, <i>Walter Ganz</i> and <i>Thomas Meiren</i> , Fraunhofer Institute for Industrial Engineering, Germany
	SaF4	431	Triggers of Consumer Negative Emotions During Service Failure and Recovery Attempts , <i>Janet R. McColl-Kennedy</i> and <i>Doan T. Nguyen</i> , University of Queensland, Australia
	SaF5	531	Customer Driven Development of the Servicescape – A Video Based Analysis of Ordinary and Disabled Travellers Handling the Multimodal Door-to-Door Experience , <i>Per Echeverri</i> , Karlstad University, Sweden
	SaF6	332	The Efficacy of a Second Chance: When Service Providers Fail to Respond to Customer Complaints , <i>Tom DeWitt</i> , Bowling Green State University, <i>David Kuhlmeier</i> , Florida State University, and <i>Dwayne D. Gremler</i> , Bowling State University
	SaF7	432	Forming Successful Business-to-Business Services in Product Manufacturing Firms , <i>Wayne A. Neu</i> , Metropolitan State College of Denver and <i>Stephen W. Brown</i> , Arizona State University
	SaF8	Dean's Conf Room	Determinants of Student Loyalty in the Higher Education: A Model Based on the Relationship Marketing , <i>José I. Rojas-Méndez</i> and <i>Arcadio Cerda-Urrutia</i> , Universidad de Talca, Chile, and <i>Ali Kara</i> , Pennsylvania State University
11:50 am – 1:10 pm		Dining Room 3rd Floor	LUNCH – James W. McLamore Executive Education Center
12:00 pm – 1:00 pm		332	<i>JSR Editorial Board Meeting</i>

SATURDAY, OCTOBER 30, 2004 (continued)

Time	Code	Room	Session
1:10 pm – 1:35 pm			CONCURRENT SESSIONS (SaG)
	SaG1	STORER	Customer Equity as a Predictor of Stock Performance: An Investigation in the Banking and Telecommunication Industries , <i>Tomás Bayón and Jochen Becker</i> , International University in Germany
	SaG2	STUDY CTR	The Helping Hand of Customers: The Moderating Effects of e-Service Delivery and Service Relationships on Customer Behaviors During Service Delivery , <i>Markus Groth</i> , The University of New South Wales, Australia
	SaG3	331	Servicescape Management and Performance Measurement: Case Studies , <i>Magali Dubosson Torbay and Hervé Mathe</i> , HEC, France, University of Lausanne, Switzerland and Essec Business School, Paris
	SaG4	431	A Double-Bond Perspective of Service Relationship , <i>Vassana Maprasert and Pipop Udorn</i> , Thammasat University, Thailand
	SaG5	531	Service Failure & Recovery: A Longitudinal Study of Customer Value Changes , <i>Michael Howley, Stephen W. Brown, and James Ward</i> , Arizona State University
	SaG6	332	Muy Caliente!: A Visual Investigation of “Authentic” Mexican Restaurants , <i>Caroline Lego Muñoz</i> , Fairleigh Dickinson University and <i>Natalie T. Wood</i> , St. Joseph’s University
	SaG7	432	Linking Operational Investments into Marketing Outputs: Opening the Black Box of Service Operations , <i>Adrián Edelman</i> , Cranfield School of Management, UK
	SaG8	Dean’s Conf Room	Internal Marketing in Public Schools--What Pushes Teachers Away? <i>Cheryl C.J. Lin</i> , Duke University
1:40 pm – 2:05 pm			CONCURRENT SESSIONS (SaH)
	SaH1	STORER	Customer Satisfaction and Consumer Spending , <i>Claes Fornell</i> , University of Michigan and <i>Roland T. Rust</i> , University of Maryland
	SaH2	STUDY CTR	Antecedents of Web Retailing Loyalty: Differences Between Heavy vs. Light Purchasers , <i>Jyh-Shen Chiou and Lee-Yun Pan</i> , National Chengchi University, Taiwan
	SaH3	331	Perceptual Frames of Customer Service , <i>Rita Di Mascio</i> , University of Western Sydney, (Parramatta), Australia

SATURDAY, OCTOBER 30, 2004 (continued)

Time	Code	Room	Session
1:40 pm – 2:05 pm			CONCURRENT SESSIONS (SaH) continued
	SaH4	431	How the Retail Servicescape Makes Customers Feel , <i>Margaret McOmish and Janet R. McColl-Kennedy</i> , University of Queensland, Australia
	SaH5	531	The Effects of Managerial Leadership Styles on the Job Responses of Customer Contact Employees , <i>Ronald A. Clark and Michael D. Hartline</i> , Florida State University
	SaH6	332	The Impact of Consumers' Technology Readiness on Technology Acceptance: A Three-Year Study of Internet Adoption and Usage , <i>Shun-Yin Lam</i> , Nanyang Technological University, Singapore
	SaH7	432	Exploring the Relationship between Personal Competencies and Service Quality in Mexico , <i>Berenice Lopez, Rosaria Toro, and Javier Reynoso</i> , ITESM, Mexico
	SaH8	Dean's Conf Room	The Role of Improvisation in Service Delivery: Theory and Practice , <i>Aidan Daly</i> , National University of Ireland, Galway, Ireland, <i>Raymond Fisk</i> , University of New Orleans, <i>Stephen Grove and Michael Dorsch</i> , Clemson University
2:05 pm – 2:35 pm			BREAK
2:35 pm – 3:00 pm			CONCURRENT SESSIONS (SaI)
	SaI1	STORER	Another Look into the 'Satisfaction Mirror': Linking Retail Sales to Customer and Employee Perceptions Using Performance Thresholds , <i>Timothy L. Keiningham</i> , Ipsos Loyalty, New Jersey, <i>Lerzan Aksoy</i> , KQC University, Turkey, <i>Kenneth Peterson and Terry G. Vavra</i> , Ipsos Loyalty, New Jersey
	SaI2	STUDY CTR	Service Portrays and Service Constructions – A Critical Review Through the Lens of the Customer , <i>Bo Edvardson, Anders Gustafsson and Inger Roos</i> , Karlstad University, Sweden
	SaI3	331	Market Orientation, Customer Satisfaction and Productivity in the Service Industry: A Data Envelopment Analysis Approach , <i>Sven A. Haugland</i> , Norwegian School of Economics and Business Administration, Norway, <i>Ingunn Myrtveit and Arne Nygaard</i> , Norwegian School of Management, Norway
	SaI4	431	A Value Contingent Model of Service Product Development , <i>Frank M. Hull</i> , Fordham University and <i>C.D. Storey</i> , City University, London, UK
	SaI5	531	Assessing the Relative Influence and Customer Equity Consequences of Drivers of Customer Defection , <i>Thomas Hollmann and Cheryl Burke Jarvis</i> , Arizona State University

SATURDAY, OCTOBER 30, 2004 (continued)

Time	Code	Room	Session
2:35 pm – 3:00 pm			CONCURRENT SESSIONS (SaI) continued
	SaI6	332	The Use of Counterfactual Thinking in Developing Service Recovery Strategies , <i>Nusser Raajpoot and Marc A. Tomiuk</i> , HEC-Montreal Business School, Canada
	SaI7	432	Sponsorship Programs of Services Organizations, Which Targets the Public of Investors: Impact Measurement , <i>Spais George</i> , Graduate School of Paidagogical & Technological Education, Greece and <i>Filis George</i> , New York College, Greece
	SaI8	Dean's Conf Room	The Effect of Tipping Policy on Perceived Service Quality in the Cruise Industry , <i>Robert J. Kwornik and W. Michael Lynn</i> , Cornell University
3:05 pm – 3:30 pm			CONCURRENT SESSIONS (SaJ)
	SaJ1	STORER	Co-Producing the e-Servicescape: Drivers and Outcomes of the Customization Experience , <i>Charla Mathwick and Ramaprasad Unni</i> , Portland State University and <i>Janet Wagner</i> , University of Maryland
	SaJ2	STUDY CTR	A Social-Psychology-Based Framework for Analyzing Service Marketer-Consumer Interactions , <i>Velitchka D. Kaltcheva and A. Parasuraman</i> , University of Miami
	SaJ3	331	The Impact of Reputation in Service Recovery Management: An Empirical Investigation of Online Retailers , <i>Betsy Bugg Holloway</i> , Samford University, <i>Janet Turner Parish</i> and <i>Mona Srivastava</i> , Texas A&M University
	SaJ4	431	An Examination of the Influence of Attitudes and Anticipated Outcomes in Consumer Intentions to Adopt Self-Service Technologies , <i>James M. Curran</i> , Bryant College and <i>Matthew L. Meuter</i> , California State University, Chico
	SaJ5	531	A Service Typology: Based on Consumers' Perceptions of Dependence Structure in Cross-Cultural Service Contexts , <i>Bernadette P. Njoku</i> , College of Saint Rose, New York, <i>Ben S. Liu</i> , Butler University, Indiana, and <i>Oliver Furrer</i> , University of Nijmegen, The Netherlands
	SaJ6	332	Toward a New Theory of Risk of Failure in Service Delivery , <i>Stephen Foreman</i> , Pennsylvania Medical Society and <i>George Miaoulis, Jr.</i> , Lynchburg College
	SaJ7	432	Actual Purchase as a Proxy for Share-of-Wallet , <i>Tiffany Perkins-Munn</i> , IPSOS Loyalty, <i>Lerzan Aksoy</i> , KOC University, Turkey, <i>Timothy Keiningham</i> and <i>Demetry Estrin</i> , IPSOS Loyalty

SATURDAY, OCTOBER 30, 2004 (continued)

Time	Code	Room	Event
	SaJ8	Dean's Conf Room	How Justice Affects Satisfaction in Routine-vs-Service Recovery Situations , <i>Kanza El Alaoui</i> and <i>Jean-Charles Chebat</i> , HEC Montreal Business School, Canada
3:45 pm			Shuttle buses leave the University of Miami to the hotels.
5:00 pm – 11:30pm (est.)			BUS TO SOUTH BEACH - Buses will leave the hotels to a reception by the bay prior to going to South Beach where you will be on your own to dine, see the sights or relax with your colleagues!

SUNDAY, OCTOBER 31, 2004

- **Breakfast is on your own.**
- Roundtrip transportation will be provided to the University of Miami.
- **7:30am** – Shuttle buses will leave the hotel to the University of Miami.
- **12:05pm** – Shuttle buses will leave the University of Miami to the hotels.

PLENARY SESSIONS & PANEL DISCUSSIONS

University of Miami Graduate School of Business Administration – Storer Auditorium

Time	Code	Session
8:30 am–9:15 am	SuA	Artifacts & Emotion: The Seam & Texture of Customer Service Interactions , <i>Anat Rafaeli</i> , Technion, Israel
9:15 am–10:00 am	SuA	<ul style="list-style-type: none"> • Panel Discussion: <i>Anat Rafaeli</i>, Technion, Israel, <i>David Tansik</i>, University of Arizona, <i>David Bowen</i>, Thunderbird
10:00 am–10:30 am		BREAK
10:30 am–1:15 am	SuB	The Future of Services Marketing: Trick or Treat for Practitioners, Students and Academics , <i>Christopher Lovelock</i> , Yale University
11:15 am–12:00 pm	SuB	<ul style="list-style-type: none"> • Panel Discussion: <i>Christopher Lovelock</i>, Yale University, <i>Mary Jo Bitner</i>, Arizona State University, <i>Steve Vargo</i>, University of Maryland
12:05pm		Shuttle buses leave the University of Miami to the hotels.