

14th Annual Frontiers in Services Conference

Tempe, Arizona – October 6 – 9, 2005

**Sponsored by: The Center for Services Leadership,
W. P. Carey School of Business, Arizona State University**

**The Center for Excellence in Service,
Robert H. Smith School of Business, University of Maryland, and the
American Marketing Association**

CONFERENCE SCHEDULE

THURSDAY, OCTOBER 6

6:00 – 8:00 p.m. Registration and Reception
Tempe Mission Palms Hotel, Courtyard East
5:30 pm – Shuttle will leave the Holiday Inn to Tempe Mission Palms
8:00 pm – Shuttle will leave the Tempe Mission Palms for Holiday Inn

FRIDAY, OCTOBER 7

7:20 and 7:50 a.m. Shuttle Bus will leave from Holiday Inn to Tempe Mission Palms
7:30 a.m. Beverages and Pastries
Tempe Mission Palms Hotel, Courtyard East

FRIDAY, OCTOBER 7 - PLENARY SESSIONS

(Tempe Mission Palms Hotel, Palm Ballroom)

Time	Code	Session
8:15 – 8:30 a.m.		WELCOME
8:30 – 9:15 a.m.	Fr1	“New and Better Managed Services” , Gary Bridge, Senior Vice President, Internet Business Solutions Group, Cisco Systems, Inc.
9:15 – 10:00 a.m.	Fr1	“New and Better Managed Services” Panel Discussion Panel: Gary Bridge , (Cisco Systems, Inc.), Michel Kostecki , (University of Neuchâtel - Switzerland), Aleda Roth , (Arizona State University)
10:00 – 10:30 a.m.		<i>BREAK</i>
10:30 a.m. – 11:45	Fr2	“Selling and Delivering Service Solutions” Moderator: Beth Walker , State Farm Professor of Marketing, Arizona State University Panelists: Cheryl Henny , Director, Remote Technical Services, IBM Global Service, Steven Church , Senior Vice President and Director of Organizational & Business Development, Avnet, Inc., Cody Phipps , Senior Vice President, Operations, United Stationers, Inc., David Brady , Vice President, Services Marketing, Hill-Rom Corporation
11:45 – 1:00 p.m.		<i>LUNCH</i>

FRIDAY, OCTOBER 7 - PLENARY SESSIONS (Continued)

(Tempe Mission Palms Hotel, Palm Ballroom)

Time	Code	Session
1:00 – 1:45 p.m.	Fr3	“Deviant Leadership: How to Move a Company in a Different Direction”, <i>Greg Reid</i>, Senior Vice President and Chief Marketing Officer, Yellow Roadway Corporation
1:45 - 2:30 p.m.	Fr3	“Deviant Leadership: How to Move a Company in a Different Direction” Panel Discussion Panel: <i>Greg Reid</i>, (Yellow Roadway Corporation), <i>Christian Grönroos</i>, (Hanken Swedish School of Economics - Finland), <i>Leonard Berry</i>, (Texas A & M University)
2:30 – 3:00 p.m.		BREAK
3:00 – 3:45 p.m.	Fr4	“How the Internet Changes Service” <i>Andrew Whinston</i> , Hugh Roy Cullen Centennial Chair Professor in Information Systems, University of Texas
3:45 – 4:40 p.m.	Fr4	“How the Internet Changes Service” Panel Discussion Panel: <i>Andrew Whinston</i> , (University of Texas), <i>Xing Pan</i> , (Indiana University), <i>Matthew Meuter</i> , (California State University – Chico)

4:40 p.m. Shuttle Bus back to Holiday Inn

5:45 p.m. Shuttle Bus from Tempe Mission Palms and Holiday Inn to dinner

6:00 p.m. **RECEPTION AND AWARDS DINNER**
Historic Old Main, Carson Ballroom, Arizona State University College Avenue and University Avenue, ASU Tempe Campus

SATURDAY, OCTOBER 8

7:20 and 7:50 a.m. Shuttle Bus (or walk) from hotels to the W. P. Carey School of Business
7:30 a.m. Beverages and Pastries
W. P. Carey School of Business, Arizona State University
College Avenue and Lemon Street, ASU Tempe Campus

(Concurrent Sessions Listed on Next Pages)

CONCURRENT SESSIONS – SATURDAY OCTOBER 8

(All sessions are held at the W. P. Carey School of Business at Arizona State University)

Session 1 8:15 – 8:45 a.m.

Code	Room	Session
S-1-1	BAC 116	“The Next Generation of Enterprise Support Services,” <i>Douglas Morse</i> , Oracle Global Product Services
S-1-2	BA 241	“Evaluating the Relevance of Service Recovery Performance: A Bayesian Network Assessment and Simulation,” <i>Stefan Michel</i> , Thunderbird, The Garvin School of International Management and <i>Matthew L. Meuter</i> , California State University – Chico
S-1-3	BA 253	“Critical Service Encounters: A View from the People’s Republic of China,” <i>William T. Faranda</i> and <i>Irvine Clarke III</i> , James Madison University
S-1-4	BA 286	“Guaranteeing Service: Learning from Service Guarantees Found on the Internet,” <i>Dwayne D. Gremler</i> and <i>Tom DeWitt</i> , Bowling Green State University and <i>Kevin P. Gwinner</i> , Kansas State University
S-1-5	BA 296	“Purchasing Additional Services in a Customer Loyalty Program: Understanding the Antecedents of Partnership Buying Behavior,” <i>Katherine N. Lemon</i> , Boston College and <i>Florian v. Wangenheim</i> , Universität Dortmund
S-1-6	BA 265	“Linking Perceived Value and Loyalty in Location-Based Mobile Services,” <i>Minna Pura</i> , CERS, Hanken
S-1-7	BA 257	“Measuring the ROI of Customer Satisfaction Programs: Methodology, Case Study, and Spreadsheet,” <i>John Chisholm</i> , CustomerSat, Inc.
S-1-8	BA 258	“Understanding Brand Attitudes in Services,” <i>Siqing Peng</i> and <i>Hean Tat Keh</i> , Peking University

Session 2 8:50 – 9:20 a.m.

Code	Room	Session
S-2-1	BAC 116	“Employee Service Engagement and Customer Satisfaction: Understanding Internal-External Linkages in Service Settings,” <i>Benjamin Schneider</i> , <i>William Macey</i> , and <i>Scott Young</i> , Valtera Corporation
S-2-2	BA 241	“Customer Profitability over Time in the Presence of Switching Costs,” <i>Barak Libai</i> and <i>Irit Nitzan</i> , Tel Aviv University
S-2-3	BA 253	“The Impact of Offshoring and Outsourcing CRM Call Center Activities on Critical Customer Outcomes,” <i>Neeraj Bharadwaj</i> , University of Texas at Austin, <i>Anne Roggeveen</i> , Babson College, <i>Wayne D. Hoyer</i> , University of Texas at Austin
S-2-4	BA 286	“Dynamics and Consequences of Compliance, Retention, and Profitability for Adverse Customers: A Conceptual Framework,” <i>Soumya Sivakumar</i> , <i>Jagdip Singh</i> , and <i>Detelina Marinova</i> , Case Western Reserve University

Session 2 8:50 – 9:20 a.m. (Continued)

Code	Room	Session
S-2-5	BA 296	“Measuring the ‘intended effect’ of Service Performance,” <i>Kim Harris, Steve Baron, and Dominic Elliott</i> , University of Liverpool Management School and <i>Richard Harris</i> , Aquinas College Stockport
S-2-6	BA 265	“The Drivers and Marketing Implications of Community Citizenship Behavior in Online Communities for Service Delivery,” <i>Caroline Wiertz</i> , Cass Business School London, <i>Ko de Ruyter</i> and <i>Benedict Dellaert</i> , Maastricht University, and <i>Charla Mathwick</i> , Portland State University
S-2-7	BA 257	“CRM in Indirect Channels: Evaluating the Impact of Channel Partner Actions on Customer Equity,” <i>P.K. Kannan, Peggy Tseng,</i> and <i>Gabriel Biehal</i> , University of Maryland
S-2-8	BA 258	“Outsourcing Services to Indian Call Centres: The Challenges Ahead” <i>Alan Wilson, Lekshmi Nair</i> , Strathclyde Business School

Session 3 9:25 – 9:55 am

Code	Room	Session
S-3-1	BAC 116	“EDS’ Service Excellence Program – A Case Study,” <i>Chris Ifland</i> and <i>Chryssa Westerlund</i> , EDS
S-3-2	BA 241	“Involving the Customer in Service Development - An Avenue to Improved Financial Performance,” <i>Anders Gustafsson, Bodil Sandén,</i> and <i>Lars Witell</i> , Karlstad University and <i>Michael D. Johnson</i> , University of Michigan
S-3-3	BA 253	“Behavioral and Monetary Effects of Capacity Driven (Dis)Services: Why Revenue Management Systems are Due for Change,” <i>Tomás Bayón</i> and <i>Jochen Becker</i> , International University in Germany, and <i>Florian v. Wangenheim</i> , Universität Dortmund
S-3-4	BA 286	“Driving e-Loyalty and Willingness to Share Information (WSI) in On-line Shopping Experiences,” <i>Francine Espinoza, P.K. Kannan,</i> and <i>Janet Wagner</i> , University of Maryland
S-3-5	BA 296	“Consumers’ Inferences About Service Quality Across Types of Services,” <i>Valerie Folkes</i> and <i>Anja Reimer</i> , University of Southern California
S-3-6	BA 265	“The Threshold Effect of Utilitarian Value in Co-Production Decisions,” <i>Aric F. Zion</i> and <i>Thomas Hollmann</i> , Arizona State University
S-3-7	BA 257	“Primary Emotional Responses, Cognitive Appraisals, and Satisfaction in an High-Intensity Experiential Consumption,” <i>Kurt Matzler</i> and <i>Rita Faullant</i> , University of Klagenfurt and <i>Todd A. Mooradian</i> , College of William and Mary
S-3-8	BA 258	“Call Center Satisfaction and Customer Retention,” <i>Lerzan Aksoy</i> , KOÇ University, <i>Timothy L. Keiningham</i> and <i>Barry J. Wahren</i> , IPSOS Loyalty, and <i>Tor W. Andreassen</i> , Norwegian School of Management

Break 9:55 – 10:25 a.m.

Session 4 10:25 – 10:55 a.m.

Code	Room	Session
S-4-1	BAC 116	“Creating Value through Rental and Access instead of Ownership: Exploring the Implications for Service Research and Practice,” <i>Christopher Lovelock</i> , Yale University
S-4-2	BA 241	“Are They Staying Because They Want To, Need To, or Feel They Ought To?: Using Dominance Analysis to Assess the Relative Importance of Affective, Normative, and Continuance Commitment on Consumer Switching Intentions,” <i>Harvir S. Bansal</i> , Wilfrid Laurier University and <i>Shirley F. Taylor</i> , Queen’s University
S-4-3	BA 253	“Exploring Customer Rage Spectrum Emotions, Expressions, and Behaviors in Service Failure Encounters: Customer and Employee Perspectives,” <i>Amy K. Smith</i> , George Washington University and <i>Janet R. McColl-Kennedy</i> , University of Queensland
S-4-4	BA 286	“Designing Integrated Multi-Channel Service Experiences: The Service Experience Blueprint,” <i>Lia Patricio</i> and <i>João Falcão e Cunha</i> , University of Porto and <i>Raymond P. Fisk</i> , University of New Orleans
S-4-5	BA 296	“The National Technology Readiness Survey (NTRS): Six Years of Trends on e-Service Beliefs and Behaviors,” <i>Charles L. Colby</i> , Rockbridge Associates, Inc. and <i>A. Parasuraman</i> , University of Miami
S-4-6	BA 265	“Service Encounter Pace, Goal Attainment and Customer Satisfaction,” <i>Breffni M. Noone</i> , Pennsylvania State University, <i>Sheryl E. Kimes</i> , Cornell University and <i>Jochen Wirtz</i> , National University of Singapore
S-4-7	BA 257	“Deeper Customer Insight: Understanding Today's Complex Shoppers,” <i>Todd Gurley</i> and <i>Vivek Kapur</i> , IBM Business Consulting Services
S-4-8	BA 258	“Customer Equity in a Triadic Perspective: Employing Balance Theory to Understand the Dynamics amongst its Drivers,” <i>Line Lervik Olsen</i> and <i>Sangeeta Singh</i> , Norwegian School of Management

Session 5 11:00 – 11:30 a.m.

Code	Room	Session
S-5-1	BAC 116	“The Business Impact of E-Government on Small Firms,” <i>Roland T. Rust</i> and <i>Debora Viana Thompson</i> , University of Maryland and <i>Jeffrey Rhoda</i> , IBM
S-5-2	BA 241	“The Effects of New Hospital Facilities on Service Providers,” <i>Janet Turner Parish</i> and <i>Leonard L. Berry</i> , Texas A & M University
S-5-3	BA 253	“Soul of Innovation—Discovering the Basic Rules of Successful Service Innovation,” <i>Guido Siebiera</i> and <i>Juan Ramis</i> , Esade Business School
S-5-4	BA 286	“An Empirical Investigation of Employee Motivations and Customer Consequences of Service Sweethearting,” <i>Clay M. Voorhees</i> , <i>Michael K. Brady</i> , <i>Michael J. Brusco</i> , and <i>David M. Horowitz</i> , Florida State University

Session 5 11:00 – 11:30 a.m. (Continued)

Code	Room	Session
S-5-5	BA 296	“An Integrated Measurement Approach that Responds to ‘Show Me the Money’ Concerns of C-Level Managers,” <i>Kunal Gupta</i> , Burke, Inc.
S-5-6	BA 265	“Impact of Brand Attitudes on Consumer’s Evaluation of Service Encounters,” <i>Stephen L. Vargo</i> , University of Hawaii
S-5-7	BA 257	“Coming Together: Identifying “Fundamental Truths” in Services Marketing,” <i>Tom Hayes and Vishal Kashyap</i> , Xavier University
S-5-8	BA 258	“IT-Based Customer Integration to Foster Reciprocal Knowledge Exchange - The Case of Weblogs,” <i>Christian Coenen</i> , ServiceBarometer AG and <i>Gordon Müller-Seitz</i> , Catholic University Eichstaett-Ingolstadt

Lunch - 11:30 a.m. – 12:50 p.m. - ASU Memorial Union, Ventana Ballroom

**JSR Editorial Board Members Meeting - 11:40 a.m. – 12:40 p.m.
Memorial Union, Mohave 222**

RESUME CONCURRENT SESSIONS – SATURDAY OCTOBER 8

(All sessions are held at the W. P. Carey School of Business at Arizona State University)

Session 6 12:50 – 1:20 p.m.

Code	Room	Session
S-6-1	BAC 116	“Using Online Conversations to Study Word-of-Mouth Communication: A Dyadic Analysis of Content,” <i>Tor W. Andreassen</i> and <i>Liv Karin Slåttembrekk</i> , Norwegian School of Management and <i>Sandra Streukens</i> , Maastricht University
S-6-2	BA 241	“The Lighter Side of Customer Service and Customer Satisfaction 2: A Guided Tour of More Movies and Television Commercials that Illustrate Some of our Sacred Constructs,” <i>Richard Feinberg</i> , Purdue University
S-6-3	BA 253	“Online Technical Support Communities: Outsourcing Service to Enhance Customer Relationships,” <i>Charla Mathwick</i> , Portland State University, <i>Caroline Wiertz</i> , City University London, and <i>Ko de Ruyter</i> , Maastricht University
S-6-4	BA 286	“Predicting Repeated Online Demand: An Examination of Physical Distribution Service Quality,” <i>Elliot Rabinovich</i> , <i>Rajiv K. Sinha</i> , and <i>Manus Rungtusanatham</i> , Arizona State University
S-6-5	BA 296	“Corporate Social Responsibility as a Driving Force for Service Brand Cultivating,” <i>Bo Enquist</i> and <i>Bo Edvardsson</i> , Karlstad University
S-6-6	BA 265	“Evidence Controlling as a Critical Part of Complaint Management: Uncovering the ‘Dissatisfaction Iceberg,’” <i>Bernd Stauss</i> , Catholic University Eichstaett-Ingolstadt and <i>Wolfgang Seidel</i> , Servmark Consulting

Session 6 12:50 – 1:20 p.m. (Continued)

Code	Room	Session
S-6-7	BA 257	“Assessing the Face Validity of the Underlying Dimensions of a Multi-Dimensional Construct,” <i>Sajeev Varki</i> , University of Rhode Island and <i>Jim Curran</i> , University of South Florida
S-6-8	BA 258	“IT Enabled Service Products – Challenges in Design and Development,” <i>Mike Freitag</i> and <i>Christian van Husen</i> , Fraunhofer Institute for Industrial Engineering

Session 7 1:25 – 1:55 p.m.

Code	Room	Session
S-7-1	BAC 116	“What Can a Service Logic Offer Marketing Theory?” <i>Christian Grönroos</i> , Hanken Swedish School of Economics, Finland
S-7-2	BA 241	“Markstrat-Services,” <i>Tim Matanovich</i> , Market Leaders Group LLC
S-7-3	BA 253	“A Cross-Cultural Examination of In-Group Bias in Influencing Service Encounter Evaluations,” <i>Paul Patterson</i> , University of New South Wales and <i>Anna S. Mattila</i> , Pennsylvania State University
S-7-4	BA 286	“ServiceStyle™: The Next Dimension,” <i>Deborah Cowles</i> , <i>Pamela Kiecker</i> , and <i>Tracy Tuten</i> , Virginia Commonwealth University
S-7-5	BA 296	“Deepening the Understanding of Switching Paths – Redefining the Influential Trigger,” <i>Inger Roos</i> and <i>Anders Gustafsson</i> , Karlstad University
S-7-6	BA 265	“The Impact of Theatrical Improvisation on Service Delivery: An Experimental Analysis,” <i>Aidan Daly</i> , National University of Ireland, Galway, <i>Stephen J. Grove</i> and <i>Michael J. Dorsch</i> , Clemson University, and <i>Raymond P. Fisk</i> , University of New Orleans
S-7-7	BA 257	“Dynamic Service Capabilities: The Conceptualization and Longitudinal Investigation,” <i>Xing Pan</i> , Indiana University and <i>Xueming Luo</i> , University of Texas at Arlington
S-7-8	BA 258	“Exploring the Concept of Relationship Roots—What is the Role of the Initial State of the Relationship when Understanding Relationship Fading?” <i>Helena Åkerlund</i> , Umeå School of Business and Economics, Sweden

Break 1:55 – 2:25 p.m.

Session 8 2:25 – 2:55 p.m.

Code	Room	Session
S-8-1	BAC 116	IBM Sponsored Session: “Perspectives on Service Innovation I – Meanings and Challenges,” Moderator: <i>Jim Spohrer</i> , IBM Almaden Research Center

Session 8 2:25 – 2:55 p.m. (Continued)

Code	Room	Session
S-8-2	BA 241	“Customer Response to Changes in Services at Varying Levels of Human Interaction,” <i>Maura Scott</i> , Arizona State University and <i>Martin Mende</i> , Catholic University Eichstaett-Ingolstadt
S-8-3	BA 253	“The Impact of Intercustomer Commercial Social Support and Perceived Cohesion on Behavior,” <i>Mark S. Rosenbaum</i> , University of Hawaii
S-8-4	BA 286	“Preventing Customer Failures,” <i>Mark Colgate</i> and <i>Steve Tax</i> , University of Victoria and <i>David Bowen</i> , Thunderbird, The Garvin School of International Management
S-8-5	BA 296	“Performance-Importance Grids versus SERVQUAL,” <i>Richard Spreng</i> , <i>Thomas J. Page, Jr.</i> , and <i>Joe Miller</i> , Michigan State University
S-8-6	BA 265	“The Moderating Role of Involvement and Expertise on the Relationship between the Customer Orientation of Service Providers and Key Service Outcome Constructs,” <i>J. Joseph Cronin, Jr.</i> , Florida State University, <i>Thomas L. Baker</i> , University of North Carolina at Wilmington, and <i>Christopher D. Hopkins</i> , Clemson University
S-8-7	BA 257	“Need for a Client-driven Logic in Services Marketing Modeling: The Example of Perceived Intangibility Affected by the Level of Education,” <i>Frédéric Bielen</i> , Catholic University of Lille and <i>Christophe Sempels</i> , Catholic University of Louvain
S-8-8	BA 258	“The Effect of Offshore Customer Service on Perceived Service Quality,” <i>Anne Stringfellow</i> , Thunderbird, The Garvin School of International Management

Session 9 3:00 – 3:30 p.m.

Code	Room	Session
S-9-1	BAC 116	IBM Sponsored Session: “Perspectives on Service Innovation II – Critical Problems,” Moderator: <i>Jim Spohrer</i> , IBM Almaden Research Center
S-9-2	BA 241	“Service Co-creation in Electronic Services: Antecedents and Performance Consequences,” <i>Vera Blazevic</i> and <i>Ko de Ruyter</i> , Maastricht University, <i>Annouk Lievens</i> , University Antwerp, and <i>Steve Muylle</i> , Vlerick Leuven Gent Management School
S-9-3	BA 253	“Managing Services for Poor Customers: Insights from the Informal Sector in Mexico,” <i>Javier Reynoso</i> , <i>Daniel Maranto</i> , and <i>Luis García Calderón</i> , EGADE-ITESM
S-9-4	BA 286	“Complex Variable Pricing at Hotels: A Study of Customer Perceptions and Reactions,” <i>Kristin V. Rohlfs</i> and <i>Sheryl E. Kimes</i> , Cornell University
S-9-5	BA 296	“Let’s Make the Best of It: The Role of Peer Commiseration in Creating Positive Consumer Emotions and Behavioral Intentions from Negative Service Experiences,” <i>Carolyn Massiah</i> , Arizona State University and <i>Elisabeth Deutskens</i> , Maastricht University

Session 9 3:00 – 3:30 p.m. (Continued)

Code	Room	Session
S-9-6	BA 265	“Measuring Service Quality in a Network of Connected Service Encounters,” <i>Sandrina Meldau</i> and <i>Manfred Bruhn</i> , University of Basel
S-9-7	BA 257	“The Marketing Function and the IT Function in Services Management and Delivery,” <i>Charles F. Hofacker</i> , Florida State University and <i>Eileen Bridges</i> , Kent State University
S-9-8	BA 258	“Tech-Innovations and Loyalty Programs in Hospitality Services: Do Customers Care?” <i>Rohit Verma</i> and <i>Liana Victorino</i> , University of Utah, <i>Gerhard Plaschka</i> , DePaul University, and <i>Chekitan Dev</i> , Cornell University

Session 10 3:35 – 4:05 p.m.

Code	Room	Session
S-10-1	BAC 116	IBM Sponsored Session: “Perspectives on Service Innovation III – Research Agenda,” Moderator: <i>Jim Spohrer</i> , IBM Almaden Research Center
S-10-2	BA 241	“Consumer Claiming Behavior in a Service Recovery Context,” <i>Jochen Wirtz</i> , National University of Singapore
S-10-3	BA 253	“Exposing the Open Secret: Investigating the Janus Effect for Customer Contact Employees in Ambiguous Jobs,” <i>Duncan Dickson</i> , <i>Robert C. Ford</i> , and <i>Marshall Schminke</i> , University of Central Florida
S-10-4	BA 286	“Customer to Customer Emotional Contagion and Counter-contagion in a Social Service Setting,” <i>Janet R. McColl-Kennedy</i> and <i>Alastair Tombs</i> , University of Queensland
S-10-5	BA 296	“Discrete Negative Emotions and Customer Dissatisfaction Responses: An Attributional Approach,” <i>Anna S. Mattila</i> and <i>Hee Jung Ro</i> , Pennsylvania State University
S-10-6	BA 265	“Understanding Professional Services Outsourcing and Offshoring,” <i>Lisa M. Ellram</i> and <i>Wendy Tate</i> , Arizona State University and <i>Corey Billington</i> , IMD
S-10-7	BA 257	“The Expectations and Perceptions of Service Providers and Customers in Cross-Culture Encounters,” <i>Cheryl C.J. Lin</i> , Duke University and <i>Rungting Tu</i> , Peking University
S-10-8	BA 258	“Typology of Service Failure and Corresponding Ideal Service Recovery Strategy,” <i>Anirban Chakraborty</i> , Indian Institute of Management Bangalore

4:15 p.m. Shuttle Bus (or walk) to hotels (buses outside BA on Lemon)

5:45 p.m. Shuttle Buses from hotels to ASU Art Museum

SATURDAY, OCTOBER 8 (Continued)

6:00 p.m. EVENING RECEPTION

ASU Art Museum at The Nelson Fine Arts Center
10th St. and Mill Ave., ASU Tempe Campus

SUNDAY, OCTOBER 9

7:20 and 7:50 a.m. Shuttle Bus from Holiday Inn to Tempe Mission Palms

7:30 a.m. Beverages and Pastries
Tempe Mission Palms Hotel, Courtyard East

PLENARY SESSIONS

(Tempe Mission Palms Hotel, Palm Ballroom)

Time	Code	Session
8:15 – 9:00 a.m.	Su1	“Customer Metrics: Past, Present, and Future” <i>Valarie Zeithaml, Roy and Alice H. Richards Bicentennial Professor of Marketing, University of North Carolina</i>
9:00 – 9:45 a.m.	Su1	“Customer Metrics: Past, Present, and Future” Panel Discussion <i>Panel: Valarie Zeithaml, (University of North Carolina), Roland T. Rust, (University of Maryland), Ruth Bolton, (Arizona State University)</i>
9:45 – 10:15 a.m.		BREAK
10:15 – 11:00 a.m.	Su2	“Building Service Relationships Through the Science of Social Influence” <i>Robert Cialdini, Regents Professor of Psychology, Arizona State University</i>
11:00 – 11:45 a.m.	Su2	“Building Service Relationships Through the Science of Social Influence” Panel Discussion <i>Panel: Robert Cialdini, (Arizona State University), Benjamin Schneider, (Valtera Corporation), Valerie Folkes, (University of Southern California)</i>

11:45 a.m. – noon Conference Closing

Noon Shuttle from Tempe Mission Palms to Holiday Inn