

15th Annual Frontiers in Service Conference

Brisbane, Australia – June 29 – July 2, 2006

SPONSORED BY

UQ Business School, University of Queensland, Australia
The Center for Excellence in Service, Robert H. Smith School of Business,
University of Maryland, USA
American Marketing Association

CONFERENCE SCHEDULE

THURSDAY, JUNE 29

18:00 – 20:00 Registration and Reception
UQ Business School Downtown
19th Floor, Central Plaza One, 345 Queen Street, Brisbane City
Welcome by Ian Mitchell, Chief Executive Officer, Tourism Queensland

FRIDAY, JUNE 30

08:15 Beverages and Pastries, **UQ Business School Downtown**

PLENARY SESSIONS

(UQ Business School Downtown)

Time	Code	Session
08:45—09:00		Welcome Professor Tim Brailsford , Head, UQ Business School, University of Queensland, Australia
09:00—09:45	Fr1	“Services Sciences, Management, and Engineering (SSME): An Emerging Multidiscipline” Jim Spohrer , Director Almaden Services Research & Innovation Champion, IBM Almaden Research Center, USA
09:45—10:30	Fr1	“Services Sciences, Management, and Engineering (SSME): An Emerging Multidiscipline” Panel Discussion Panel: Jim Spohrer (IBM Almaden Research Center), Christian van Husen (Fraunhofer Institute for Industrial Engineering, Germany), Steve Vargo (University of Hawaii at Manoa, USA)
10:30—11:00		Break – Morning Tea – Boardroom and Foyer Area
11:00—11:45	Fr2	“The Revolution in Franchising – A Differentiated Culture” Rod Wakefield , Chief Executive Officer, The Coffee Club, Australia

FRIDAY, JUNE 30 - PLENARY SESSIONS (Continued)

Time	Code	Session
11:45—12:30	Fr2	“The Revolution in Franchising – A Differentiated Culture” Panel Discussion <i>Panel: Rod Wakefield (The Coffee Club), Ray Fisk (University of New Orleans, USA), Liliana Bove (The University of Melbourne, Australia)</i>
12:30—13:30		Lunch – Boardroom and Foyer Area
13:30—14:15	Fr3	CHANGE “Managing and Innovating Customer Experience” <i>Gaurav Bhalla, Executive Vice President, TNS, USA and Heida Hew, Head, Branding and Customer Management, AmBank Group, Malaysia</i>
14:15—15:00	Fr3	“Managing and Innovating Customer Experience” Panel Discussion <i>Panel: Gaurav Bhalla (TNS), Heida Hew (AmBank Group), Peter Danaher (University of Auckland, New Zealand), Jill Sweeney (University of Western Australia, Australia)</i>
15:00—15:30		Break—Afternoon Tea – Boardroom and Foyer Area
15:30—16:15	Fr4	“The Cell Biology Revolution Reveals the New Way to Practice Medicine” <i>Derek Hart, Foundation Director, Mater Medical Research Institute, Australia</i>
16:15—17:00	Fr4	“The Cell Biology Revolution Reveals the New Way to Practice Medicine” Panel Discussion <i>Panel: Derek Hart (Mater Medical Research Institute), A. Parasuraman (University of Miami, USA), Mike Howley (Drexel University, USA)</i>

18:30

RECEPTION AND AWARDS DINNER

Historic Customs House (The Long Room)
399 Queen Street, Brisbane City

SATURDAY, JULY 1

Shuttle bus from the bus stop outside the ANZ Bank, Corner of Queen and Creek Streets, Brisbane City to The University of Queensland’s main campus at St. Lucia – 07:45 and 08:00

08:30—09:00 Beverages and Pastries, General Purpose North Courtyard (Building 39A),
The University of Queensland’s main campus at St. Lucia

(Concurrent Sessions begin on following page)

CONCURRENT SESSIONS

(The University of Queensland's main campus at St. Lucia)

Session 1 09:00 – 09:30

Code	Room	Session
S-1-8	GPN Room 209	“Transparency and Customer Value,” <i>Raymond Kordupleski</i> , Customer Value Management, LLC., USA, <i>Joel E. (Joe) Urbany</i> , University of Notre Dame, USA, and <i>William O. Bearden</i> , University of South Carolina, USA
CHANGE was S-1-7 S-1-3	CHANGE was GPN 201 Colin Clark Room 104	“Effective Penalty Management: How Customers Evaluate Service Organizations’ Policies, Processes, and ‘Punishments,’” <i>Amy K. Smith</i> , George Washington University, USA, <i>Young “Sally” K. Kim</i> , Shenandoah University, USA, and <i>Stephen S. Tax</i> , University of Victoria, Canada
S-1-6	Colin Clark Room 124	“Investigating Customer Motives for Organizational Citizenship Behavior,” <i>Liliana Bove</i> , The University of Melbourne, Australia
S-1-5	Colin Clark Room 124A	“Informal Ways to Protect Intellectual Property (Ip) In Service Innovations,” <i>Seliina Päällysaho</i> and <i>Jari Kuusisto</i> , SC-Research Institute, Finland
S-1-4	Colin Clark Room 105	“Integrating Brands into the Service Dominant Logic,” <i>Roderick J. Brodie</i> , University of Auckland, New Zealand
S-1-2	Colin Clark Room 103	“Effects of Up- and Downgrading Memberships in Loyalty Programs,” <i>Roland Kantsperger</i> , <i>Alexander Wilkoszewski</i> and <i>Anton Meyer</i> , Munich School of Management, Germany
S-1-1	GPN Room 208	“Therapeutic Consumption: Understanding Why Consumers Seek Social Support in Third Places,” <i>Mark S. Rosenbaum</i> , University of Hawaii at Manoa, USA

Session 2 09:35 – 10:05

Code	Room	Session
S-2-8	GPN Room 209	“Customer Communication in the Future: Are the Old Channels Dead?” <i>Peter J. Danaher</i> , The University of Auckland, New Zealand and <i>Ken Roberts</i> , Roberts Research Group, Australia
CHANGE was S-2-7 S-3-8 Session 3	CHANGE was GPN 201 GPN Room 209	“Preventing Service Failures: The Role of Customer Experience,” <i>Juan Carlos Ferrer</i> and <i>Miguel Angel Arancibia</i> , Pontificia Universidad Católica de Chile, Chile, and <i>Paulo Rocha e Oliveira</i> and <i>A. Parasuraman</i> , University of Miami, USA

Session 2 09:35 – 10:05 (Continued)

Code	Room	Session
S-2-6	Colin Clark Room 124	“Leadership Drivers of Employee and Customer Outcomes in Service Organizations,” <i>Antony Peloso</i> and <i>Ajith Kumar</i> Arizona State University, USA
S-2-5	Colin Clark Room 124A	“Managing Interfirm Networks and Innovation in Business-to-Business Services,” <i>Andreas B. Eisingerich</i> and <i>Simon J. Bell</i> , University of Cambridge, United Kingdom
S-2-4	Colin Clark Room 105	“Collecting Momentary Affective Experiences in Consumer Behaviour Research Using Mobile Phone Technology,” <i>Lynda Andrews</i> , University of Queensland, Australia and <i>Judy Drennan</i> , Queensland University of Technology, Australia
S-2-3	Colin Clark Room 104	“What is WOM? Examining the Dimensionality of the Construct,” <i>Jillian C. Sweeney</i> , <i>Geoffrey N. Soutar</i> and <i>Tim Mazarrol</i> , University of Western Australia, Australia
S-2-2	Colin Clark Room 103	“Pixel Theater: Staging Electronic Service Delivery,” <i>Raymond P. Fisk</i> , University of New Orleans, USA, <i>Stephen J. Grove</i> , Clemson University, USA and <i>Joby John</i> , Bentley College, USA
S-2-1	GPN Room 208	“Designing Services for the Aging Consumer,” <i>Michael Howley</i> , Drexel University, USA and <i>James McCabe</i> and <i>Deborah Brown McCabe</i> , Arizona State University, USA

Session 3 10:10 – 10:40

Code	Room	Session
S-3-6	Colin Clark Room 124	“Exploring the Relationship and the Interface between Manufacturing and Services,” <i>João F. Proença</i> , Porto University, Portugal
S-3-5	Colin Clark Room 124A	“Developing Product-related Services – Requirements Analysis as Success Factor,” <i>Christian van Husen</i> , Fraunhofer Institute for Industrial Engineering, Germany
S-3-4	Colin Clark Room 105	“A Unified Service Model for Service-oriented Business Modeling,” <i>Nitin Nayak</i> , <i>David Flaxer</i> , <i>Ying Huang</i> , <i>David Marston</i> , <i>Anil Nigam</i> and <i>Jorge Sanz</i> , IBM T.J. Watson Research Center, USA
S-3-3	Colin Clark Room 104	“Extending the Customer Equity Framework to Provide Linkages Across the Value Chain,” <i>Donella Parker</i> and <i>Steve Allen</i> , Conversa Global, New Zealand, and <i>Roderick J. Brodie</i> , University of Auckland, New Zealand

Session 3 10:10 – 10:40 (Continued)

Code	Room	Session
S-3-2	Colin Clark Room 103	“Mapping Interactions in Business Services: Results of Ten Embedded Case Studies,” <i>Wendy van der Valk</i> and <i>Finn Wynstra</i> , RSM Erasmus University, The Netherlands, and <i>Björn Axelsson</i> , Stockholm School of Economics, Sweden
S-3-1	GPN Room 208	CANCELLED “Customer Switching Behavior in the Telecom Service Industry: Experience versus Expectation upon the Switching Costs,” <i>Fernando Bins Luce</i> and <i>Fernanda Gastal</i> , Universidade do Vale do Rio dos Sinos, Porto Alegre, Brazil

Morning Tea Break 10:45 – 11:15

Session 4 11:15 – 11:45

Code	Room	Session
S-4-8	GPN Room 209	“AAMI Customer Charter – A Key Service Innovation,” <i>Michael Kay</i> , AAMI, Australia
S-4-6	Colin Clark Room 124	“Service Employee Social Networks, Information Processing, and Customer Orientation,” <i>Omar Merlo</i> and <i>Simon J. Bell</i> , University of Cambridge, United Kingdom, and <i>Seigyoung Auh</i> and <i>Bülent Mengüç</i> , Brock University, Canada
S-4-5	Colin Clark Room 124A	“The Relationship of New Service Development and Market Orientation and Their Impact on Corporate Performance - A Structural-Equation-Modeling Study,” <i>Thomas Salzberger</i> , <i>Monika Koller</i> and <i>Claudia Klausegger</i> , WU Wien, Wirtschaftsuniversität Wien, Austria
S-4-4	Colin Clark Room 105	“Service in the e-World,” <i>Tore Audun Høie</i> , Fringilla, Norway
S-4-3	Colin Clark Room 104	“Competence - What a Concept!” <i>Rita Di Mascio</i> , University of New South Wales, Australia
S-4-2	Colin Clark Room 103	“Customer Perceived Emotions on Switching Paths in Service Relationships,” <i>Inger Roos</i> , <i>Margareta Friman</i> and <i>Bo Edvardsson</i> , Karlstad University, Sweden
S-4-1	GPN Room 208	“Consumers' Readiness to Accept Technology-based Products and Services in Developing Countries: The Chilean Experience,” <i>José I. Rojas-Méndez</i> , Universidad de Talca, Chile, and <i>A. Parasuraman</i> , University of Miami, USA

Session 5 11:50 – 12:20

Code	Room	Session
S-5-8	GPN Room 209	“Case Studies in IT Management: On Formal Processes and Informal Activities in Service Delivery,” <i>Paul P. Maglio, Eser Kandogan and John Bailey</i> , IBM Almaden Research Center, USA
CHANGE was S-5-7 S-6-4 Session 6	CHANGE was GPN 201 Colin Clark Room 105	“The Dynamic Effects of Expectations on Service Recovery Satisfaction,” <i>Rungting Tu and Ke Chen</i> , Peking University, China, and <i>Cheryl C.J. Lin</i> , Duke University, USA
S-5-6	Colin Clark Room 124	“A Dyadic Study on Key Drivers of University-Industry Relationships and the Impact of Organizational Culture Difference,” <i>Carolyn Plewa</i> , University of Adelaide, Australia
S-5-5	Colin Clark Room 124A	“Promoting Innovation in Services,” <i>Minna Suutari and Tiina Tanninen-Ahonen</i> , Tekes, Finnish Funding Agency for Technology and Innovations, Finland
S-5-4	Colin Clark Room 105	CHANGE “The Service-Dominant Logic of Marketing: Clarifications and Elaborations,” <i>Stephen L. Vargo</i> , University of Hawaii at Manoa, USA
S-5-3	Colin Clark Room 104	“Forming Successful Business-to-Business Services: Integrating Rational Strategy Formulation with an Improvisation Performance During Strategy Implementation,” <i>Wayne A. Neu</i> , Metropolitan State College of Denver, USA, and <i>Stephen W. Brown</i> , Arizona State University, USA
S-5-2	Colin Clark Room 103	“Designing the Service Experience Blueprint: Application to the Redesign of an Online Stock Trading Service,” <i>Lia Patricio and João Falcão e Cunha</i> , Universidade do Porto, Portugal, and <i>Raymond P. Fisk</i> , University of New Orleans, USA
S-5-1	GPN Room 208	“The Effects of Inter-channel Coordination on Relationships with Multichannel Customers,” <i>Harold Cassab</i> , The University of Auckland, New Zealand

Session 6 12:25 – 12:55

Code	Room	Session
S-6-8	GPN Room 209	“Service Sciences, Management and Engineering (SSME),” <i>Wendy Murphy</i> , IBM Almaden Research Center, USA
S-6-6	Colin Clark Room 124	“Knowledge-Activation Effects of External Retail Environment on Shopping Intentions,” <i>Shun Yin Lam</i> , Nanyang Technological University, Singapore

Session 6 12:25 – 12:55 (Continued)

Code	Room	Session
S-6-5	Colin Clark Room 124A	“Conceptualizing the Role of Dynamic Learning Capabilities in Service Firm Competitive Strategy” <i>Jay Weerawardena, Janet R. McColl-Kennedy and Sandeep Salunke</i> , University of Queensland, Australia
S-6-3	Colin Clark Room 104	“A Fresh Look at Bank Switching Behaviour,” <i>Ron Garland</i> , University of Waikato, New Zealand, <i>Gavin Lees</i> , Massey University, New Zealand, and <i>Malcolm Wright</i> , Victoria University of Wellington, New Zealand
S-6-2	Colin Clark Room 103	“Improving the Service Management Cycle at the Bottom of the Pyramid: Lessons from the Informal Sector in Mexico,” <i>Javier Reynoso, Daniel Maranto and Luis García Calderón</i> , EGADE-ITESM, Mexico
S-6-1	GPN Room 208	“Islamic-Value Influences on Service Quality Measurement,” <i>Gita Gayatri and Chris Chan</i> , Australian National University, Australia, and <i>Gillian Sullivan Mort and Margee Hume</i> , Griffith University, Australia

Lunch 12:55 – 14:00
 Courtyard outside General Purpose North Building (Building 39A)
 Live Koala display by Daisy Hill Koala Centre

JSR Editorial Board Members Meeting 13:00 – 14:00
 General Purpose North Building, Room 208

RESUME CONCURRENT SESSIONS – SATURDAY JULY 1

(All sessions are held at The University of Queensland’s main campus at St. Lucia)

Session 7 14:00 – 14:30

Code	Room	Session
S-7-8	GPN Room 209	“Market Position and the Relationship between Market Orientation and Non-financial Performance: A Study among Services Companies in Five Countries” <i>Hans Kasper</i> , Maastricht University, The Netherlands, <i>Josée Bloemer</i> , Radboud University, The Netherlands, <i>Sheelagh Matear</i> , Lincoln University, New Zealand, and <i>Graham Hooley and Gordon Greenley</i> , Aston University, United Kingdom
S-7-6	Colin Clark Room 124	“Service Employees’ Market Orientation: The Role of Individual and Organizational Factors,” <i>Olivier Furrer</i> , Radboud University Nijmegen, The Netherlands and <i>Amandine Perrinjaquet</i> , University of Lausanne, Switzerland
S-7-5	Colin Clark Room 124A	“Services Innovation Approaches through ‘Service Science’ in JAIST,” <i>Nobuhisa Kamada, Tetsuro Fujiwara, Akio Kameoka and Kotaro Nakamura</i> , Japan Advanced Institute of Science and Technology, Japan
S-7-4	Colin Clark Room 105	“The Essence of a Service Dominant Logic for Marketing: Relating, Communicating, and Knowing,” <i>Richard J. Varey</i> , University of Waikato, New Zealand and <i>David Ballantyne</i> , University of Otago, New Zealand

Session 7 14:00 – 14:30 (Continued)

Code	Room	Session
S-7-3	Colin Clark Room 104	“Customer Ethicality Evaluations of Consistent vs. Inconsistent Channel Pricing,” <i>Sunmee Choi</i> , Yonsei University, Korea and <i>Anna S. Mattila</i> , Pennsylvania State University, USA
S-7-2	Colin Clark Room 103	“What, If Anything, Do Customers Expect from a Relationship?” <i>Denise Conroy</i> and <i>Peter J. Danaher</i> , University of Auckland, New Zealand, and <i>Janet McColl-Kennedy</i> , University of Queensland, Australia
S-7-1	GPN Room 208	“The Effects of Word-of-Mouth and Opinion Leadership on Consumers’ Regret and Behavioral Intentions in a Service Environment,” <i>Carol Miu</i> and <i>Janet Wagner</i> , University of Maryland, USA

Session 8 14:35 – 15:05

Code	Room	Session
S-8-8	GPN Room 209	“Handling Emotion-driven Complaints in the Financial Services Industry – An Australian Case Study,” <i>Kay Russell</i> , SJP Insurance Services Pty Ltd, Australia, <i>Rebekah Bennett</i> , Queensland University of Technology, Australia, and <i>Charmine Härtel</i> , Monash University, Australia
CHANGE was S-8-7 S-8-2	CHANGE was GPN 201 Colin Clark Room 103	“Mending the Psyche in Service Recovery,” <i>Siqing Peng</i> , Peking University, China
S-8-6	Colin Clark Room 124	“Third Party Certification of Services: Its Effects on Perceived Quality, Trust, and Behavioral Intentions,” <i>Sabine Fließ</i> , <i>Jens Högrove</i> and <i>Ole Wittko</i> , University of Hagen, Germany
S-8-5	Colin Clark Room 124A	“Proposal on an Innovation Management Method in Service Businesses,” <i>Yasuyuki Suzuki</i> , <i>Mikio Ogai</i> , <i>Sadaaki Shinjo</i> and <i>Akio Kameoka</i> , Japan Advanced Institute of Technology and Science, Japan
S-8-3	Colin Clark Room 104	“Making a \$124 Million Homerun! A Case Study in Financial Services Marketing,” <i>Keri Sanders</i> and <i>Charles Freeman</i> , 1st National Bank Holding Company, USA
S-8-1	GPN Room 208	“Customer Equity and Customer Relationships -Emerging Markets,” <i>S. Ramesh Kumar</i> , Indian Institute of Management, India

Afternoon Tea Break

15:05 – 15:35

Session 9 15:35 – 16:05

Code	Room	Session
S-9-8	GPN Room 209	“The OpenPower Project: A New Side of IBM – Case Presentation on Prospect Acquisition and Testing Management (PATM),” Cheryl Max, IBM, USA and Paul Allen Salisbury, York College/City University of New York, USA
CHANGE was S-9-7 S-8-4 Session 8	CHANGE was GPN 201 Colin Clark Room 105	“Service with a Smile: Linking Employee Emotional Labor with Employee Determinants, Customer Perceptions, and Service Outcomes,” Markus Groth, Australian Graduate School of Management, Australia, Thorsten Hennig-Thurau, Bauhaus-University of Weimar, Germany, and Gianfranco J. Walsh, University of Strathclyde, United Kingdom
S-9-6	Colin Clark Room 124	“Size of Business and Industry Differences in the Determinants of Behavioural Loyalty Amongst Dissatisfied Customers in the Business Services Sector,” Venkata Yanamandram, University of Wollongong, Australia, and Lesley White, MGSM, Macquarie University, Australia
S-9-5	Colin Clark Room 124A	“The Effect of Customer-Service Provider Dependence on Trust and Perceived Value in Service Relationship,” Ben S. Liu, Butler University, USA, Bernadette P. Njoku, College of Saint Rose, USA, and Sherriff Ting Kwong Luk, The Hong Kong Polytechnic University, Hong Kong
S-9-4	Colin Clark Room 105	“Volunteering and Services Marketing: Developing Strategies to Attract and Retain Mature Aged Volunteers,” Susan Dann, National Seniors Productive Ageing Centre, Australia and Jeni Warburton, University of Queensland, Australia
S-9-2	Colin Clark Room 103	“Do Loyalty Cards Holders’ Differ from Non-card Holders? Some Preliminary Findings,” Anne-Françoise Audrain-Pontevia, Rouen School of Management, France
S-9-1	GPN Room 208	“Response Style Biases in Cross-Cultural Customer Satisfaction Measures: A Comparative Study,” P. K. Kannan and Jing Gao, University of Maryland, USA

Session 10 16:10 – 16:40

Code	Room	Session
S-10-8	GPN Room 209	CANCELLED “The Antecedents of Online Financial Service Adoption: The Interactive Relationships between Physical and Online Services,” Jyh-Shen Chiou and Chung-Chi Shen, National Chengchi University, Taiwan
S-10-7	GPN Room 201	CANCELLED “Assessment of the Effects of Customer Satisfaction on Behavioral Intentions: Is It Worth Keeping Customers Satisfied?” Ivar Soone, Hanken Swedish School of Economics, Finland

Session 10 16:10 – 16:40 (Continued)

Code	Room	Session
S-10-6	Colin Clark Room 124	“Relative Market Share, Leadership and Competition in Concentrated Markets,” <i>Arie Melnik</i> , University of Haifa, Israel, <i>Oz Shy</i> , WZB, Social Science Research Ctr, Germany, and <i>Rune Stenbacka</i> , Hanken Swedish School of Economics, Finland
S-10-5	Colin Clark Room 124A	“The Concepts of Complexity in Explaining the Behaviour of Knowledge-Intensive Service Firms,” <i>Marjatta Maula</i> , Tampere University of Technology, Finland
S-10-4	Colin Clark Room 105	“Customer Influence on Social-petal and Social-fugal Customer Behavior within the Servicescape,” <i>Alastair Tombs</i> , University of Queensland, Australia
S-10-3	Colin Clark Room 104	“Customer Perceived Value: A Test Across Different Retail Categories,” <i>Sherriff T. K. Luk</i> , <i>Peter G. Walters</i> and <i>Leslie S. C. Yip</i> , The Hong Kong Polytechnic University, Hong Kong
S-10-2	Colin Clark Room 103	“The Relationship among Relationship Bonding, Trust and Commitment - The Moderating Effect of Relationship Phase,” <i>Cheng-Nan Chen</i> , South Taiwan University of Technology, Taiwan
S-10-1	GPN Room 208	“Social Comparison and the Post-Purchase Paradox,” <i>Piyush Kumar</i> , University of Georgia, USA

17:00 Shuttle Bus to bus bay outside of the ANZ Bank, Corner Queen And Creek Streets, Brisbane City

18:30 **EVENING RECEPTION**
Chez Laila Cafe
 Southbank Parklands Boardwalk Promenade, Southbank Precinct
 Entertainment by Jazz Trio “Mystery Pacific”

SUNDAY, JULY 2

Shuttle bus from the bus stop outside the ANZ Bank, Corner of Queen and Creek Streets, Brisbane City to The University of Queensland’s main campus at St. Lucia – 07:35 and 07.35

08:00—08:30 Beverages and Pastries, in the Steele Building Cloisters (Building 3), The University of Queensland’s main campus at St. Lucia

(Plenary Sessions begin on following page)

PLENARY SESSIONS

(The University of Queensland's main campus at St. Lucia)

Time	Code	Session
08:30 – 09:15	SU1	“How Service Changes Brand Management” <i>Roland T. Rust, David Bruce Smith Chair in Marketing and Executive Director, Center for Excellence in Service, Robert H. Smith School of Business, University of Maryland, USA</i>
09:15 – 10:00	SU1	“How Service Changes Brand Management” Panel Discussion <i>Panel: Roland T. Rust (University of Maryland), Bill Proud (The Marketing Centre, Australia), Rod Brodie (University of Auckland, New Zealand)</i>
10:00 – 10:30		Break – Morning Tea – Steele Building Cloisters (Building 3)
10:30 – 11:15	SU2	“Emotion in Organizations: A Multilevel Perspective” <i>Neal Ashkanasy, Faculty Director of Research and Professor of Management, University of Queensland, Australia</i>
11:15 – 12:00	SU2	“Emotion in Organizations: A Multilevel Perspective” Panel Discussion <i>Panel: Neal Ashkanasy (University of Queensland), Amy Smith (George Washington University USA), Markus Groth, (Australian Graduate School of Management, Australia)</i>

12:00 – 12:15 Conference Closing

12:15 Shuttle Bus to bus bay outside of the ANZ Bank, Corner Queen And Creek Streets, Brisbane City