

# 17<sup>th</sup> Annual Frontiers in Service Conference

Washington, DC, USA – October 2 – 5, 2008

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## SPONSORED BY

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

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## CONFERENCE SCHEDULE

### THURSDAY, OCTOBER 2

18:30 – 20:00 Welcome Reception  
**Hyatt Regency Bethesda**  
Terrace Level, Bethesda, Maryland

### FRIDAY, OCTOBER 3

06:45 Buses will begin to depart Hyatt

07:45 Continental breakfast, **Van Munching Hall, College Park, MD**

### INTRODUCTORY CEREMONY

*(Frank Auditorium, 1524 Van Munching Hall)*

08:15 Welcoming Remarks, **Susan Taylor, Senior Associate Dean & Associate Dean of Faculty**

08:20 International Importance of Service Science  
**Kazuyoshi Hidaka**, Manager of Business Services Research  
IBM Tokyo Research Laboratory

### PLENARY SESSION 1

*(Frank Auditorium, 1524 Van Munching Hall)*

| Time        | Code | Session  |
|-------------|------|--|
| 08:30—09:15 | P1   | <b>“Trail Blazing: Georgia's Roadmap to Faster, Friendlier, Easier Customer Service,”</b> <i>Joe Doyle, Director, Governor's Office of Customer Service, State of Georgia, USA</i>   |
| 09:15—10:00 | P1   | <b>“Trail Blazing: Georgia's Roadmap to Faster, Friendlier, Easier Customer Service”</b> Panel Discussion<br><i>Panel: Joe Doyle (State of Georgia), Mark Cleverley (IBM, USA), Ari-Veikko Anttiroiko (University of Tampere, Finland)</i> |

Morning Break

10:00 – 10:45

## CONCURRENT SESSIONS, 1-3

(Van Munching Hall – Breakout Rooms)

Session 1 10:45 – 11:10

| Code   | Room  | Session   |
|--------|---|---|
| C-1-1  | 1524 VMH                                    | <b>“The Effects of Co-Creation on Ideation in Comparison with Traditional Market Research Techniques,”</b> <i>Anders Gustafsson, Lars Witell, Per Kristensson and Martin Löfgren</i> , Karlstad University, Sweden  |
| C-1-2  | 1528 VMH<br>best<br>practitioner<br>nominee | <b>“Can Wal-Mart Transform American Healthcare?”</b> <i>Ron Hammerle</i> , Health Resources, Ltd., USA  |
| C-1-3  | 1330 VMH                                    | <b>“The Willingness to Report Service Complaints,”</b> <i>Gil Luria, Dana Yagil and Iddo Gal</i> , University of Haifa, Israel  |
| C-1-4  | 1333 VMH                                    | <b>“Retaining Customers with Shopping Convenience,”</b> <i>Sabine Moeller</i> , European Business School, Germany, and <i>Martin Fassnacht and Andreas Ettinger</i> , WHU – Otto Beisheim School of Management, Germany   |
| C-1-5  | 1505 VMH                                    | <b>“An Event -based Approach to Services,”</b> <i>Paul Lillrank</i> , Helsinki University of Technology, Finland  |
| C-1-6  | 1511 VMH                                    | <b>“An Investigation of the Language of Love in Service Relationships,”</b> <i>Sylvia J. Long-Tolbert and Bashar Gammoh</i> University of Toledo, USA   |
| C-1-7  | 1520 VMH                                    | <b>“The Psychological Antecedents of Employee Referrals,”</b> <i>Josée Bloemer</i> , Radboud University, The Netherlands and <i>Hans Kasper</i> , Maastricht University, The Netherlands  |
| C-1-8  | 1335 VMH                                    | <b>“BPO service provider driven business transformation through customer care outsourcing: Customers first! – The transformation of a static, inwards oriented enterprise into a dynamic, customer oriented company through customer care BPO – A case study,”</b> <i>Marcel Jedrassczyk</i> , Catholic University of Eichstaett-Ingolstadt, Germany and <i>Andreas Pasing</i> , buw Holding, Germany |
| C-1-9  | 1336 VMH                                    | <b>“Satisfaction as Relief or Contentment: Comparing the Two Prototypes,”</b> <i>Lola C. Duque</i> , Universidad Carlos III de Madrid, Spain, and <i>Sangeeta Singh and Tor Wallin Andreassen</i> , Norwegian School of Management-BI, Norway   |
| C-1-10 | 1518 VMH                                    | <b>“Value Webs – Evaluation and Pricing in Service Networks,”</b> <i>Tobias Conte and Clemens van Dinther</i> Research Center for Information Technology, Germany, and <i>Benjamin Blau, Steffen Lamparter and Christof Weinhardt</i> , Universität Karlsruhe, Germany  |

Session 2 11:15 – 11:40

| Code  | Room  | Session  |
|-------|---|--|
| C-2-1 | 1524 VMH                                    | <b>“Embracing the Emotional Art of Serving Customers,”</b> <i>Raymond P. Fisk</i> , Texas State University-San Marcos, USA, and <i>Stephen J. Grove</i> , Clemson University, USA, and <i>Aidan Daly</i> , National University of Ireland, Galway, Ireland |
| C-2-2 | 1528 VMH<br>best<br>practitioner<br>nominee | <b>“End-to-End Revenue Management of Amorphous Service Capacity: The Case of Handle With Care,”</b> <i>Laura Smith</i> , Handle With Care Ltd, United Kingdom, and <i>Irene C L Ng</i> , University of Exeter, United Kingdom                              |

Session 2 11:15 – 11:40 (Continued)

| Code   | Room     | Session   |
|--------|----------|---|
| C-2-3  | 1330 VMH | <b>“Competencies of Boundary-Spanning Professionals: Knowledge, Skills and Abilities of the “T-shaped” Person,”</b> <i>Lynda Aiman-Smith and John McCreery</i> NC State University, USA   |
| C-2-4  | 1333 VMH | <b>“What do Service Providers Aim for When Solving Customer Problems?,”</b> <i>Rita Di Mascio</i> , University of New South Wales, Australia  |
| C-2-5  | 1505 VMH | <b>“The Impact of the Technology Readiness Index (TRI) on Banking Services in Emerging Economies,”</b> <i>Danie Petzer</i> , University of North West, South Africa, <i>Adele Berndt</i> , University of Johannesburg, South Africa, and <i>Stephen Saunders</i> , Monash University, Australia     |
| C-2-6  | 1511 VMH | <b>“Online Social Interactions: A Natural Experiment on Observational Learning versus Word-of-Mouth,”</b> <i>Yubo Chen</i> , University of Arizona, USA and <i>Jinhong Xie</i> , University of Florida, USA   |
| C-2-7  | 1520 VMH | <b>“An Empirical Investigation of the Influence of Service Blueprinting Formality on Perceived Service Quality,”</b> <i>Spiros Gounaris and Giannis Kostopoulos</i> , Athens University of Economics & Business, Greece   |
| C-2-8  | 1335 VMH | <b>“‘Pride and Ignorance Are Akin’ - The Positive Side of Proud Service Employees,”</b> <i>Matthias Gouthier</i> , European Business School, Germany  |
| C-2-9  | 1336 VMH | <b>“Structures of Communication &amp; Collaboration among Actors in Rural Digital Services,”</b> <i>Jayanta Chatterjee and Runa Sarkar</i> , Indian Institute of Technology, Kanpur, India  |
| C-2-10 | 1518 VMH | <b>“The Implications of On-line Word of Mouth and Social Networks on the Marketing of Hotels and Travel Related Services”</b> <i>Alan Wilson and Tzu Ching Lai</i> , Strathclyde University, United Kingdom and <i>Hilary Murphy and Julia Holzgreve</i> , Ecole Hoteliere de Lausanne, Switzerland |

Session 3 11:45 – 12:10

| Code  | Room  | Session  |
|-------|---|--|
| C-3-1 | 1524 VMH                                    | <b>“Customer Relationship Risk: The Untapped Dimension in Assessing Marketing Productivity,”</b> <i>Tomás Bayón and Jochen Becker</i> , Heilbronn Business School, Germany   |
| C-3-2 | 1528 VMH<br>best<br>practitioner<br>nominee | <b>“Optimal Staffing at Multiple Locations for a Multi-Skill Service Provider,”</b> <i>Ying Tat Leung</i> , IBM Research Division, USA, <i>Jesse Bockstedt</i> , University of Minnesota, USA, and <i>Wolfgang Koenig</i> , Frankfurt University, Germany          |
| C-3-3 | 1330 VMH                                    | <b>“Codesign Panels: Online, Collaborative Customer Participation in Service Design,”</b> <i>Peter C. Honebein and Roy F. Cammarano</i> , Customer Performance Group LLC, USA  |
| C-3-4 | 1333 VMH                                    | <b>“Quality of Corporate Email Reply to Inquiries and Complaints across Service Sectors – A Mystery Study,”</b> <i>Astrid Dickinger and Ulrike Bauernfeind</i> , MODUL University Vienna, Austria  |
| C-3-5 | 1505 VMH                                    | <b>“Corporate Reputations in a B-to-B Services Context--What Really Matters?,”</b> <i>Sharon E. Beatty</i> , University of Alabama, USA, <i>Gianfranco Walsh</i> , University of Koblenz-Landau, Germany, and <i>Betsy Bugg Holloway</i> , Samford University, USA |

Session 3 11:45 – 12:10 (Continued)

| Code   | Room     | Session  |
|--------|----------|--|
| C-3-6  | 1511 VMH | <b>“How to Trade Electronic Services – Current Status and Open Questions,”</b> Benjamin Blau, Carsten Block, Tobias Conte, Jochen Stöber, and Christof Weinhardt, Universität Karlsruhe, Germany |
| C-3-7  | 1520 VMH | <b>“Customer Co-production in Service Delivery: Antecedents of Effective Customer Participation,”</b> Marion Buettgen, Stuttgart Media University, Germany                                       |
| C-3-8  | 1335 VMH | <b>“Worth Waiting For: A Differing Perspective on Wait Times,”</b> J. Joseph Cronin, Jr., Stacey G. Robinson, Mark R. Gleim, and Stephanie Lawson, Florida State University, USA                 |
| C-3-9  | 1336 VMH | <b>“Innovative Quasi-Markets – A Comparative Case Study,”</b> Mikko Pohjola, Aki Koponen, and Annina Lehtonen, Turku School of Economics, Finland  |
| C-3-10 | 1518 VMH | <b>“Incorporating the Employee’s Perspective on Delight as a Strategy,”</b> Donald C. Barnes and Joel E. Collier, Mississippi State University, USA  |

Lunch 12:10 – 13:10  
Van Munching Hall Atrium

IBM Student Networking Lunch 12:10 – 13:10  
Students attending the conference are invited to 1518 Van Munching Hall  
an IBM sponsored lunch to network with business practitioners and exchange ideas RSVP required  
Contact Carrie Baran at cbaran@rhsmith.umd.edu for details

## PLENARY SESSION 2

(Frank Auditorium, 1524 Van Munching Hall)

| Time        | Code | Session   |
|-------------|------|---|
| 13:10—13:55 | P2   | <b>“Negotiating the Liberalization of Trade in Services: Promise and Reality”</b><br><i>J. Robert (Bob) Vastine, President, Coalition of Service Industries, USA</i>  |
| 13:55—14:40 | P2   | <b>“Negotiating the Liberalization of Trade in Services: Promise and Reality”</b><br>Panel Discussion<br><i>Panel: Bob Vastine (Coalition of Service Industries), Lucio Lescano (CAME, Perú), Michel Kosteki (University of Neuchâtel, Switzerland)</i> |

Afternoon Break 14:40 – 15:10

## CONCURRENT SESSIONS, 4-6

(Van Munching Hall – Breakout Rooms)

Session 4 15:10 – 15:35

| Code  | Room     | Session  |
|-------|----------|--|
| C-4-1 | 1524 VMH | <b>“Modeling Loyalty States in CRM,”</b> Roland Rust, University of Maryland, USA, Ashwin Aravindakshan, University of California, Davis, USA, and Brian Ratchford, University of Texas at Dallas, USA |
| C-4-2 | 1528 VMH | <b>“It’s not Easy Being Green: Or is it?,”</b> Charles L. Colby, Joe Bates and Joseph Taliauga, Rockbridge Associates, Inc., USA   |

Session 4 15:10 – 15:35 (Continued)

| Code   | Room     | Session   |
|--------|----------|---|
| C-4-3  | 1330 VMH | <b>“Service Innovation under the Service-Dominant Logic: In Search of a Framework,”</b> <i>Andrea Ordanini</i> , Bocconi University, Italy and <i>A. Parasuraman</i> , University of Miami, USA   |
| C-4-4  | 1333 VMH | <b>“The Impact of Downsizing on Customers: Savings now for a loss later?,”</b> <i>Sajid Khan, Paul Williams</i> and <i>Earl Naumann</i> , American University of Sharjah, United Arab Emirates  |
| C-4-5  | 1505 VMH | <b>“Dynamic Pricing of Customized Services: Selling to Learn or Learning to Sell?,”</b> <i>Paulo Rocha e Oliveira</i> , Universidad de Navarra, Spain, <i>Gabriel Bitran</i> , Massachusetts Institute of Technology, USA, and <i>René Caldentey</i> , New York University, USA |
| C-4-6  | 1511 VMH | <b>“Creation of a Services Science Curriculum for Customer-Oriented Business Innovation,”</b> <i>Hideaki Takagi</i> , University of Tsukuba, Japan  |
| C-4-7  | 1520 VMH | <b>“Global Tendencies and Experience in Arrangement of Service of Processing Equipment at Metallurgical Enterprises of Russia,”</b> <i>Valery Bodrov</i> and <i>Natalia Bodrova</i> , Ural Engineering Center, Russia   |
| C-4-8  | 1335 VMH | <b>“Shame and Guilt in Consumption: Implications for Health Care Service Providers,”</b> <i>Shashi Matta</i> , Ohio State University, USA, <i>Deborah MacInnis</i> , University of Southern California, USA, and <i>Vanessa Patrick</i> , University of Georgia, USA            |
| C-4-9  | 1336 VMH | <b>“Digital Identity Management in the Service Sector: Guidance from Internet Users,”</b> <i>Julia B. Earp</i> , North Carolina State University, USA   |
| C-4-10 | 1518 VMH | <b>“Relationship Marketing Strategies in Service Industry -Perspectives of Relational Dialectics Theory (RDT),”</b> <i>Abm Shahidul Islam</i> , Leading University, Bangladesh  |

Session 5 15:40 – 16:05

| Code  | Room     | Session  |
|-------|----------|--|
| C-5-1 | 1524 VMH | <b>“Innovating for Joint Productivity,”</b> <i>Tor W. Andreassen</i> and <i>Carl Brønn</i> , BI Norwegian School of Management, Norway, and <i>Jan H. S. Fosse</i> and <i>Stein E. Wille</i> , Deloitte Consulting, Norway |
| C-5-2 | 1528 VMH | <b>“Visualizing the Human Qualities of a Service with Service Blueprinting,”</b> <i>Susan L. Spraragen</i> , IBM TJ Watson Research Center, USA  |
| C-5-3 | 1330 VMH | <b>“Towards the Measurement of Service-Driven Manufacturing,”</b> <i>Javier Reynoso</i> , <i>Alberto Rodriguez</i> and <i>Jose Manuel Sanchez</i> , Monterrey Institute of Technology, Mexico                              |
| C-5-4 | 1333 VMH | <b>“People Behind Technology Matter: Customer Perceptions in Remote Service Encounters,”</b> <i>Nancy Wuenderlich</i> , Technische Universitaet Muenchen, Germany  |
| C-5-5 | 1505 VMH | <b>“Visualization of Service-Enhanced Offerings – Empirical Findings from the Manufacturing Industry,”</b> <i>Daniel Kindstrom</i> , <i>Christian Kowalkowski</i> and <i>Fredrik Nordin</i> , Linköping University, Sweden |
| C-5-6 | 1511 VMH | <b>“Service Science: The Operations Research of the 21st Century?,”</b> <i>Steve Baron</i> , University of Liverpool, United Kingdom   |

Session 5 15:40 – 16:05 (Continued)

| Code   | Room     | Session  |
|--------|----------|--|
| C-5-7  | 1520 VMH | <b>“The Power of a ‘Thank You’: The Influence of Customer Complimenting Behavior on Customer Loyalty”</b> <i>Katherine N. Lemon</i> , Boston College, USA, and <i>Sterling Bone, Katie Liljenquist and R. Bruce Money</i> , Brigham Young University, USA  |
| C-5-8  | 1335 VMH | <b>“The Impact of Societal Rules on Service Encounter Evaluations: The Moderating Role of Fairness Standards and Need for Closure,”</b> <i>Anna S. Mattila</i> , Pennsylvania State University, USA and <i>Sunmee Choi</i> , Yonsei University, South Korea  |
| C-5-9  | 1336 VMH | <b>“Grace Under Pressure: Customer Reactions to Service Failures Committed by Spiritual Firms,”</b> <i>Michael K. Brady, Kelly Cowart and Edward Ramirez</i> , Florida State University, USA   |
| C-5-10 | 1518 VMH | <b>“Activating Consumer Goals in Service Design,”</b> <i>Harold Cassab and Tuure Tuunanen</i> , University of Auckland, New Zealand, <i>Ken Peffers</i> , University of Nevada, Las Vegas, USA, <i>Charles Gengler</i> , City University of New York, <i>Wendy Hui</i> , Zayed University, United Arab Emirates, and <i>Ville Virtanen</i> , Helsinki School of Economics, Finland |

Session 6 16:10 – 16:35

| Code  | Room     | Session  |
|-------|----------|--|
| C-6-1 | 1524 VMH | <b>“Paradigms in Service Research: A Framework and Analysis of the Discourse,”</b> <i>Bo Edvardson and Bård Tronvoll</i> , Karlstad University, Sweden and <i>Stephen Brown</i> , Arizona State University, USA  |
| C-6-2 | 1528 VMH | <b>“Provenance Services via TACT -Trusted Authority for Counterfeit Tracking,”</b> <i>Ehud D. Karnin, Eugene Walach and Andrei Heilper</i> , IBM Research, Israel  |
| C-6-3 | 1330 VMH | <b>“Multichannel Customer Differences: The Impact of Own and Competitor Online Channel Usage on the Relationship between Customer Satisfaction and Share of Wallet,”</b> <i>Bart Larivière</i> , Ghent University, Belgium, <i>Bruce Cooil</i> , Vanderbilt University, USA, <i>Lerzan Aksoy</i> , Koç University, Turkey, and <i>Timothy L. Keiningham</i> , IPSOS Loyalty, USA |
| C-6-4 | 1333 VMH | <b>“Enhancing Service System Design for Value Co-Creation,”</b> <i>Lia Patrício and João Falcão e Cunha</i> , Universidade do Porto, Portugal, and <i>Raymond P. Fisk</i> , Texas State University – San Marcos, USA   |
| C-6-5 | 1505 VMH | <b>“Managing Customer Needs: An Eight-pane Model,”</b> <i>Siqing Peng</i> , Peking University, China   |
| C-6-6 | 1511 VMH | <b>“Service System Touchpoints: An Investigation of Consultants’ Information-Seeking Practices within Knowledge-based Self-service Technologies,”</b> <i>Jakita O. Thomas</i> , IBM, USA, and <i>Kathy J. Lee</i> , Tellme   Microsoft Design, USA   |
| C-6-7 | 1520 VMH | <b>“The Roles of Search, Experience, and Reinforcement Cues in Shaping Customer Experience,”</b> <i>Charoen Russametummachot</i> , Assumption University, Thailand and <i>Pipop Udorn</i> , Thammasat University, Thailand   |
| C-6-8 | 1335 VMH | <b>“Services Research Model: Hybrid of Understanding and Interpretation,”</b> <i>Yuriko Sawatani</i> , IBM, Japan  |

Session 6 16:10 – 16:35 (Continued)

| Code   | Room     | Session   |
|--------|----------|---|
| C-6-9  | 1336 VMH | <b>“Guidelines for the Composition of Business Services into Solutions for the Customer,”</b> <i>Gary Fragidis</i> , University of Serres, Greece and <i>Konstantinos Tarabanis</i> , University of Macedonia, Greece |
| C-6-10 | 1518 VMH | <b>“Transformation to Service: When Organizational Structures limit your Service Success!,”</b> <i>Felix Puetz</i> , <i>Heiko Gebauer</i> and <i>Elgar Fleisch</i> , University of St. Gallen, Switzerland            |

16:45 Buses depart Van Munching Hall to the Hyatt

18:45 **RECEPTION AND AWARDS DINNER SPONSORED BY Department of Humanities and Social Sciences, National Science Council, Taiwan**  
*Hyatt Regency Bethesda (Crystal Ballroom)*

### SATURDAY, OCTOBER 4

07:00 Buses will begin to depart Hyatt

08:00 Continental breakfast, **Van Munching Hall, College Park, MD**

### PLENARY SESSION 3

*(Frank Auditorium, 1524 Van Munching Hall)*

| Time        | Code | Session  |
|-------------|------|--|
| 08:30—09:15 | P3   | <b>“Innovation and Organizational Change: Academic Health Centers Respond to an NIH Grand Challenge”</b> <i>Barbara Alving</i> , Director, National Center for Research Resources, National Institutes of Health, USA  |
| 09:15—10:00 | P3   | <b>“Innovation and Organizational Change: Academic Health Centers Respond to an NIH Grand Challenge”</b><br>Panel Discussion<br><i>Panel: Barbara Alving</i> (National Institutes of Health), <i>Janet McColl-Kennedy</i> (University of Queensland, Australia), <i>Ron Hammerle</i> (Health Resources, Ltd., USA) |

Morning Break 10:00 – 10:45

### CONCURRENT SESSIONS, 7-9

*(Van Munching Hall – Breakout Rooms)*

Session 7 10:45 – 11:10

| Code  | Room     | Session   |
|-------|----------|---|
| C-7-1 | 1524 VMH | <b>“Switching Behavior in a Contractual Service Market,”</b> <i>Jochen Wirtz</i> , National University of Singapore, Singapore, and <i>Jeongwen Chiang</i> , Cheung Kong Graduate School of Business, China |
| C-7-2 | 1528 VMH | <b>“What's New with Service Science?,”</b> <i>Wendy Murphy</i> , IBM, USA and <i>Bill Hefley</i> , Carnegie Mellon University, USA  |

Session 7 10:45 – 11:10 (Continued)

| Code   | Room     | Session   |
|--------|----------|---|
| C-7-3  | 1330 VMH | <b>“Trends and issues in the evolving service innovation policy – three surveys covering the latest developments in the 15 developed countries 2007 - 08,”</b> <i>Jari Kuusisto</i> , Lappeenranta University of Technology, Finland  |
| C-7-4  | 1333 VMH | <b>“Service Innovation via Information Markets- Utilizing Markets to Assess Service Innovations”</b> <i>Stephan Stathel</i> FZI – Research Center for Information Technology, Germany and <i>Stefan Luckner</i> and <i>Christof Weinhardt</i> , Universität Karlsruhe, Germany  |
| C-7-5  | 1505 VMH | <b>“How Memorable a Customer Experience? Evaluating Evoked e-Service Emotions,”</b> <i>Adam Finn</i> and <i>Luming Wang</i> , University of Alberta, Canada   |
| C-7-6  | 1511 VMH | <b>“Marketing Higher Education from a Services Perspective,”</b> <i>Thomas J. Hayes</i> , Xavier University, USA  |
| C-7-7  | 1520 VMH | <b>“Adapting Outcome-Driven Innovation Methodology to B2B Services,”</b> <i>Tom E. Johansen</i> , Norwegian Federation of Visual Communication Enterprises, Norway, <i>Per E. Pedersen</i> , University of Agder, Norway, and <i>Herbjørn Nysveen</i> , Norwegian School of Economics and Business Administration, Norway |
| C-7-8  | 1335 VMH | <b>“Service Employee Performance: Its Components and Antecedents,”</b> <i>Elaine Wallace</i> , National University of Ireland, Galway, Ireland, and <i>Leslie de Chernatony</i> , University of Birmingham, United Kingdom  |
| C-7-9  | 1336 VMH | <b>“Optimizing Customer Service Design by applying Computer Modeling,”</b> <i>Akira Kamoshida</i> and <i>Takao Terano</i> , Tokyo Institute of Technology, Japan  |
| C-7-10 | 1518 VMH | <b>“Examining the Link between Marketing Instruments and Customer Perceptions,”</b> <i>Dominik Georgi</i> , Frankfurt School of Finance & Management, Germany and <i>Sven Tuzovic</i> , Pacific Lutheran University USA   |

Session 8 11:15 – 11:40

| Code  | Room     | Session   |
|-------|----------|---|
| C-8-1 | 1524 VMH | <b>“Proof-of-service Mechanism in Service Innovation—A Case Study in Smart Pay Living Lab Project,”</b> <i>Shu-ling Hsiao</i> and <i>Heng-li Yang</i> , National Cheng-Chi University, Taiwan   |
| C-8-2 | 1528 VMH | <b>“Strategy at the bottom of the pyramid-does QOS matter?,”</b> <i>Sambhu N. Mukherjee</i> , IL&FS India, and <i>Jayanta Chatterjee</i> , Indian Institute of Technology, Kanpur, India  |
| C-8-3 | 1330 VMH | <b>“If you Love Something, Set it Free? Different Approaches to Governing Firm-hosted Virtual Peer-to-Peer Problem Solving Communities,”</b> <i>Caroline Wiertz</i> , City University London, United Kingdom, <i>Charla Mathwick</i> , Portland State University, USA, <i>Ko de Ruyter</i> , Maastricht University, The Netherlands, and <i>Benedict G. C. Dellaert</i> , Erasmus University Rotterdam, The Netherlands |
| C-8-4 | 1333 VMH | <b>“A New Approach to Managing Large IT Services Engagements with a Significant Global Sourcing Component,”</b> <i>Krishna Ratakonda</i> , <i>Daniel V Oppenheim</i> and <i>Yi-Min Chee</i> , IBM Research, USA   |
| C-8-5 | 1505 VMH | <b>“From Goods-based to Service-based Business Models – Conceptual Foundations, Managerial Challenges and Migration Paths,”</b> <i>Michael Ehret</i> , Freie Universitaet Berlin, Germany, and <i>Olaf Ploetner</i> , European School for Management and Technology, Germany  |

Session 8 11:15 – 11:40 (Continued)

| Code   | Room     | Session   |
|--------|----------|---|
| C-8-6  | 1511 VMH | <b>“Towards a Generic Design of a Business Service Center,”</b> <i>Fabiana Fournier, Avivit Bercovici, and Amit Fisher, IBM, Israel</i>   |
| C-8-7  | 1520 VMH | <b>“Managing Follow-up Complaints – The Forgotten Success Factor of Complaint Management: A Case Study from the Energy Services Industry,”</b> <i>Wolfgang Seidel and Katrin Plein, servmark Consulting, Germany, Bernd Stauss, Catholic University Eichstaett-Ingolstadt, Germany, and Juergen Schneider, Techem Energy Services GmbH, Germany</i> |
| C-8-8  | 1335 VMH | <b>“Public Service Innovation: the Case of Finland,”</b> <i>Ari-Veikko Anttiroiko and Pekka Valkama, University of Tampere, Finland</i>   |
| C-8-9  | 1336 VMH | <b>“Double Trouble: New Insights into Customer Evaluations of Preferential Treatment,”</b> <i>Clay M. Voorhees, Roger Calantone and Donald E. Conlon, Michigan State University, USA</i>  |
| C-8-10 | 1518 VMH | <b>“Designing Ground Aircraft Operation at Large Airport by Simulation,”</b> <i>Yuki Makino, Kazuo Furuta, Shun Nakamura and Taro Kanno, The University of Tokyo, Japan, and Shigeki Yoshihara and Takamichi Mase, ANA Strategic Research Institute Co., Ltd</i>  |

Session 9 11:45 – 12:10

| Code  | Room     | Session  |
|-------|----------|--|
| C-9-1 | 1524 VMH | <b>“Customer Rage: Exploring Customer and Employee Perspectives,”</b> <i>Janet R. McColl-Kennedy University of Queensland, Australia and Paul Patterson, University of New South Wales, Australia</i>  |
| C-9-2 | 1528 VMH | <b>“Modeling the Dynamic, Relational Dimensions of Service Systems for Operational Effectiveness,”</b> <i>Lisa Kreeger and Melissa Cefkin, IBM Research, USA</i>   |
| C-9-3 | 1330 VMH | <b>“Creating Innovative Service for the Bottom of the Pyramid,”</b> <i>Stefan Michel, Thunderbird, School of Global Management, USA and Andrew S. Gallan and Stephen W. Brown, Arizona State University, USA</i>   |
| C-9-4 | 1333 VMH | <b>“Towards a Theory of Service Production,”</b> <i>Alexandra Medina-Borja, University of Puerto Rico at Mayaguez, Puerto Rico, and Kalyan Pasupathy, University of Missouri at Columbia, USA</i>  |
| C-9-5 | 1505 VMH | <b>“Reframing Innovation with Service-Dominant Logic,”</b> <i>Melissa Archpru Akaka and Stephen L. Vargo, University of Hawaii at Manoa, USA</i>   |
| C-9-6 | 1511 VMH | <b>“A Multi-level Analysis of Organizational and Individual Determinants of Performance and Satisfaction of Frontline Employees in Service Organizations,”</b> <i>Jagdip Singh, Case Western Reserve University, USA, and Olivia F. Lee, St. Cloud State University, USA</i> |
| C-9-7 | 1520 VMH | <b>“Meeting the Challenge of Service Intangibility: Images in Web Pages as Marketing Tools,”</b> <i>Iris Vilnai-Yavetz and Sigal Tifferet, Ruppin Academic Center, Israel</i>  |
| C-9-8 | 1335 VMH | <b>“Unconsciously Competent: The Use of Go-to-Market Strategy and Service Marketing Techniques in the Professions,”</b> <i>Silvia Hodges, Emerson College, USA, and Laurie Young, Laurie Young, United Kingdom</i>   |

Session 9 11:45 – 12:10 (Continued)

| Code   | Room     | Session  |
|--------|----------|--|
| C-9-9  | 1336 VMH | <b>“The Service Model Planning of the Chronic Disease Prevention and Management in Taiwan,”</b> <i>Cheng-Mei Tung</i> , Industrial Technology Research Institute, Taiwan |
| C-9-10 | 1518 VMH | <b>“Probabilistic Selling: An Innovative Service Strategy,”</b> <i>Jinhong Xie</i> and <i>Scott Fay</i> , University of Florida, USA                                     |

Lunch 12:10 – 13:10  
Van Munching Hall Atrium

JSR Editorial Review Board Meeting 12:10 – 13:10  
1511 Van Munching Hall

#### PLENARY SESSION 4

(Frank Auditorium, 1524 Van Munching Hall)

| Time        | Code | Session  |
|-------------|------|--|
| 13:10—13:55 | P4   | <b>“What Data Mining Isn't”</b> <i>Chris Volinsky</i> , Director, Statistics Research Department, AT&T Labs-Research, USA  |
| 13:55—14:40 | P4   | <b>“What Data Mining Isn't”</b><br>Panel Discussion<br>Panel: <i>Chris Volinsky</i> (AT&T Labs-Research), <i>Jim Spohrer</i> (IBM Almaden Research, USA), <i>Wolfgang Jank</i> (University of Maryland, USA) |

Afternoon Break 14:40 – 15:10

#### CONCURRENT SESSIONS, 10-12

(Van Munching Hall – Breakout Rooms)

Session 10 15:10 – 15:35

| Code   | Room     | Session   |
|--------|----------|---|
| C-10-1 | 1524 VMH | <b>“Managing Seasonal Congestion,”</b> <i>Steven M. Shugan</i> and <i>Aydin Alptekinoglu</i> , University of Florida, USA   |
| C-10-2 | 1528 VMH | <b>“An Architecture for Supporting Continuously Dynamic Location-Based Services,”</b> <i>Anand Ranganathan</i> , <i>Eric Bouillet</i> , <i>Mark Feblowitz</i> , <i>Zhen Liu</i> , and <i>Anton Riabov</i> , IBM TJ Watson Research Center, USA    |
| C-10-3 | 1330 VMH | <b>“Personalizing Customer Service via Email,”</b> <i>Sang-Pil Han</i> , KAIST Business School, South Korea   |
| C-10-4 | 1333 VMH | <b>“Does Customer Service Make a Difference? An Empirical Study of a Professional Association,”</b> <i>Robert C. Ford</i> and <i>Duncan Dickson</i> , University of Central Florida, USA, and <i>Gery Markova</i> , Wichita State University, USA |
| C-10-5 | 1505 VMH | <b>“The Value Relevance of Service Innovation,”</b> <i>Jochen Becker</i> and <i>Samuel Weinbach</i> , International University in Germany, Germany, and <i>Johannes Ries</i> , COMINVEST Asset Management, Germany                                |

Session 10 15:10 – 15:35 (Continued)

| Code    | Room     | Session  |
|---------|----------|--|
| C-10-6  | 1511 VMH | <b>“Building Customer Relationships through Direct Response: An IMC Investigation of Services vs. Goods Utilization over Time,”</b> <i>Stephen J. Grove</i> and <i>Michael J. Dorsch</i> , Clemson University, USA, and <i>Les Carlson</i> , University of Nebraska, USA   |
| C-10-7  | 1520 VMH | <b>“The Risks of Providing Full Services,”</b> <i>Fredrik Nordin</i> , <i>Daniel Kindström</i> , <i>Christian Kowalkowski</i> and <i>Jakob Rehme</i> , Linköping University, Sweden  |
| C-10-8  | 1335 VMH | <b>“In-group versus out-group: the effect of commercial relationship closeness on consumer dispositions toward revenge and forgiveness, a cross cultural perspective,”</b> <i>Haithem Zourrig</i> and <i>Roy Toffoli</i> , University of Quebec in Montreal, Canada, and <i>Jean-Charles Chebat</i> , HEC Montreal, Canada |
| C-10-9  | 1336 VMH | <b>“Trust in IT Service Providers: The Connection between Service Operations Effectiveness and Service Marketing Practices,”</b> <i>Anne Massey</i> and <i>Vijay Khatri</i> , Indiana University, USA, and <i>Mitzi Montoya</i> , North Carolina State University, USA   |
| C-10-10 | 1518 VMH | <b>“Universal Business Language for Services,”</b> <i>Stephen K. Kwan</i> , San José State University, USA, <i>Tim McGrath</i> , Document Engineering Services, USA, and <i>Thomas Lee</i> , The University of Hong Kong, Hong Kong  |

Session 11 15:40 – 16:05

| Code   | Room     | Session  |
|--------|----------|--|
| C-11-1 | 1524 VMH | <b>“Segmentation of Lost Customers: Price and Quality Defectors as Target Groups for Managing Customer Retention,”</b> <i>Bernd Stauss</i> , Catholic University Eichstaett-Ingolstadt, Germany and <i>Wolfgang Seidel</i> , Servmark Consulting, Germany      |
| C-11-2 | 1528 VMH | <b>“Procurement of Knowledge-Intensive Services – A Maturity Model”</b> <i>Andreas Neus</i> , IBM Global Business Services, Germany, and <i>Gerhard Satzger</i> , Karlsruhe Service Research Institute, Germany  |
| C-11-3 | 1330 VMH | <b>“Are we there yet? A Case Study about the Journey to Effectively Translate Customer Feedback into Service and Product Quality Improvements,”</b> <i>Kristal Ray</i> , Oracle, USA   |
| C-11-4 | 1333 VMH | <b>“Service Offshoring in India: Location Selection using Analytic Network Process Approach,”</b> <i>Yasser Mahfooz</i> and <i>Mohd Nishat Faisal</i> , Aligarh Muslim University, India   |
| C-11-5 | 1505 VMH | <b>“Driving Civic Engagement: The Effect of Attitude toward E-Government on Government-to-Citizen Relationships,”</b> <i>Zachary Arens</i> and <i>Janet Wagner</i> , University of Maryland, USA and <i>Sabine Moeller</i> , European Business School, Germany |
| C-11-6 | 1511 VMH | <b>“A Discipline Classification System for Service Sciences,”</b> <i>Claudio Pinhanez</i> and <i>Paul Kontogiorgis</i> , IBM Research, USA   |
| C-11-7 | 1520 VMH | <b>“Leveraging CRM Information Systems in Multi-Channel Service Firms: A Process Virtualization Perspective,”</b> <i>JJ Po-An Hsieh</i> , Hong Kong Polytechnic University, Hong Kong, and <i>Arun Rai</i> Georgia State University, USA                       |

Session 11 15:40 – 16:05 (Continued)

| Code    | Room     | Session  |
|---------|----------|--|
| C-11-8  | 1335 VMH | <b>“Government Policies and Service Firms’ Export Performance,”</b> Vinh Lu, Pascale G. Quester and Christopher J. Medlin, University of Adelaide, Australia   |
| C-11-9  | 1336 VMH | <b>“Service Business Development in Manufacturing Companies: Context, Content and Process,”</b> Guangjie Ren and Mike Gregory, University of Cambridge, United Kingdom                                   |
| C-11-10 | 1518 VMH | <b>“Making IT Sourcing Decisions: Enlarging the ‘Make or Buy’ Agenda,”</b> Priscila Ferraz, Domicio Proença, Adriano Proença and Heitor Mansur Caulliriaux, Federal University of Rio de Janeiro, Brazil |

Session 12 16:10 – 16:35

| Code   | Room     | Session  |
|--------|----------|--|
| C-12-1 | 1524 VMH | <b>“The Orchestration of Services for Automatic Semantic Image Annotation: Automatic Annotation of Image Parts in IMAGINATION with a High Quality,”</b> Carsten Holtmann, Andreas Walter and Stephan Stathel, FZI Research Center for Information Technologies, Germany and Gabor Nagypal, disy Informationssysteme GmbH, Germany  |
| C-12-2 | 1528 VMH | <b>“A Framework to Monitor Service Delivery Quality in a Global Service Delivery Environment,”</b> Abhijit Bose and Aliza Heching, IBM TJ Watson Research Center, USA  |
| C-12-3 | 1330 VMH | <b>“Cross-Cultural Differences in the Effects of Word-of-Mouth in Relational Service Exchange: Empirical Evidence for the Moderating Role of Uncertainty Avoidance from an Eight Country Study,”</b> Jan H. Schumann, Technical University of Munich, Germany, Anne Stringfellow, Thunderbird School of Global Management, USA, Sandra Praxmarer, University of Wollongong, Australia, Vera Blazevic, University of Maastricht, The Netherlands, Fernando Jimenez, Oklahoma State University, USA, Zhilin Yang, City University of Hong Kong, Hong Kong, G. Shainesh, Indian Institute of Management Bangalore, India, and Marcin Komor, University of Economics, Poland |
| C-12-4 | 1333 VMH | <b>“Active and Passive Customers in Customer Relationships,”</b> Inger Roos and Anders Gustafsson, Karlstad University, Sweden   |
| C-12-5 | 1505 VMH | <b>“The Impact of Relationship Marketing Actions on Customer Attitudes and Behavior: Insights from a Large-Scale Field Experiment,”</b> Michael Paul, Thorsten Hennig-Thurau and Georg Puchner, Bauhaus-University of Weimar, Germany  |
| C-12-6 | 1511 VMH | <b>“Service Science: Interactional or Contributory Expertise?,”</b> Michael E. Gorman, University of Virginia, USA   |
| C-12-7 | 1520 VMH | <b>“Learning from and with Customers in the Development of New Services – A Review of Customer Involvement Methods,”</b> Erik Sundstrom, Bo Edvardsson, Per Kristensson and Peter Magnusson, Karlstad University, Sweden   |
| C-12-8 | 1335 VMH | <b>“The Royal College of Surgeons Ireland: A Case Study Of Marketing Services Internationally,”</b> Aidan Daly, National University of Ireland, Galway, Ireland, and Michael Horgan, Royal College of Surgeons, Ireland  |

Session 12 16:10 – 16:35 (Continued)

| Code    | Room     | Session  |
|---------|----------|--|
| C-12-9  | 1336 VMH | <b>“Consumer Addiction to Consumer Communities – Exploring the Underlying Dimensions,”</b> <i>Raymond R. Liu and Werner H. Kunz, University of Massachusetts Boston, USA</i> |
| C-12-10 | 1518 VMH | <b>“Reference Price Formation in the Context of Revenue Management,”</b> <i>Alinda Kokkinou and Breffni M. Noone, Pennsylvania State University, USA</i>                     |

16:45 Buses depart Van Munching Hall to the Hyatt

18:30 Buses depart Hyatt for Decatur House

19:30 **EVENING NETWORKING EVENT**  
*Decatur House and Museum*  
 Lafayette Square, Washington, DC

**SUNDAY, OCTOBER 5**

08:00 Continental breakfast, **Hyatt Regency Bethesda**

**PLENARY SESSION 5-6**

*(Hyatt Regency Bethesda – Crystal Ballroom)*

| Time          | Code | Session  |
|---------------|------|--|
| 08:30—09:15   | P5   | <b>“The Veritas Adventure: Experiences in the Export of Professional Services”</b><br><i>David Hashim, Founding Principal and Chief Executive Officer, Veritas Design Group, Malaysia</i>  |
| 09:15—10:00   | P5   | <b>“The Veritas Adventure: Experiences in the Export of Professional Services”</b><br>Panel Discussion<br><i>Panel: David Hashim (Veritas Design Group), Gaurav Bhalla (TNS, USA), Linda Schmid (Independent International Trade Policy &amp; Development Consultant, USA)</i> |
| 10:00 – 10:30 |      | Break  |
| 10:30 – 11:15 | P6   | <b>“Non-Market Based Service Systems: The Next Service Frontier”</b> <i>Mark P. Haselkorn, Professor and Director, Pacific Rim Visualization and Analytics Center, Interdisciplinary Program on Humanitarian Relief, University of Washington, USA</i>                         |
| 11:15 – 12:00 | P6   | <b>“Non-Market Based Service Systems: The Next Service Frontier”</b><br>Panel Discussion<br><i>Panel: Mark P. Haselkorn (University of Washington, USA), Ray Fisk (Texas State University-San Marcos, USA), Louisa Raschid, (University of Maryland, USA)</i>                  |

12:00 – 12:15 Conference Closing