

2008 Winner

Janet Turner Parish, Leonard L. Berry, and Shun Yin Lam, "The Effect of the Servicescape on Service Workers" (February 2008)

2008 Finalists

Mark S. Rosenbaum, James Ward, Beth A. Walker, and Amy Ostrom, "A Cup of Coffee With a Dash of Love: An Investigation of Commercial Social Support and Third-Place Attachment" (August 2007)

Celso Augusto de Matos, Jorge Luiz Henrique, and Carlos Alberto Vargas Rossi, "Service Recovery Paradox: A Meta-Analysis" (August 2007)

Kate Walsh, Cathy A. Enz, and Linda Canina, "The Impact of Strategic Orientation on Intellectual Capital Investments in Customer Service Firms" (May 2008)

2007 Winner

Denish Shah, Roland Rust, A. Parasuraman, Richard Staelin, and George S. Day, "The Path to Customer Centricity" (November 2006)

2007 Finalists

Valarie Zeithaml, Ruth Bolton, John Deighton, Timothy Keiningham, Katherine Lemon, and J. Andrew Petersen, "Forward Looking Focus: Can Firms Have Adaptive Foresight?" (November 2006)

Mark Colgate, Vicky Thuy-Uyen Tong, Christina Kwai-Choi Lee, and John Farley, "Back from the Brink: Why Customers Stay" (February 2007)

Michael Jones, Kristy Reynolds, David Mothersbaugh, and Sharon Beatty, "The Positive and Negative Effects of Switching Costs on Relational Outcomes" (May 2007)

2006 Winner

Kevin P. Gwinner, Mary Jo Bitner, Stephen W. Brown and Ajith Kumar, "Service Customization Through Employee Adaptiveness" (November 2005)

2006 Finalists

Gila E. Fruchter and Simon P. Sigué, "Transactions vs. Relationships: What Should the Company Emphasize?" (August 2005)

Adam Finn, "Reassessing the Foundations of Customer Delight" (November 2005)

Lerzan Aksoy, Paul N. Bloom, Nicholas H. Lurie and Bruce Cooil, "Should Recommendation Agents Think Like People?" (May 2006)

2005 Winner

A. Parasuraman, Valarie A. Zeithaml and Arvind Malhotra, "E-S-QUAL: A Multiple-Item Scale for Assessing Electronic Service Quality" (February 2005)

2005 Finalists

Dwayne D. Gremler, "The Critical Incident Technique in Service Research" (August 2004)

Christopher Lovelock and Evert Gummesson, "Whither Services Marketing? In Search of a New Paradigm and Fresh Perspectives" (August 2004)

Peter C. Verhoef, Gerrit Antonides and Arnoud N. de Hoog, "Service Encounters as a Sequence of Events: The Importance of Peak Experiences" (August 2004)

2004 Winner

Timothy L. Keiningham, Tiffany Perkins-Munn and Heather Evans, "The Impact of Customer Satisfaction on Share-of-Wallet in a Business-to-Business Environment" (August 2003)

2004 Finalists

Peter R. Magnusson, Jonas Matthing and Per Kristensson, "Managing User Involvement in Service Innovation: Experiments with Innovating End-Users," (November 2003)

Edward C. Malthouse, James L. Oakley, Bobby J. Calder and Dawn Iacobucci, "Customer Satisfaction Across Organizational Units," (February 2004)

Stephen Vargo and Robert Lusch, "The Four Services Marketing Myths: Remnants of a Good-based, Manufacturing Model," (May 2004)

2003 Winner

John E. Hogan, Katherine N. Lemon and Libai Barak, "What is the True Value of a Lost Customer?" (February 2003)

2003 Finalists

Line Lervik Olsen and Michael D. Johnson, "Service Equity, Satisfaction and Loyalty: From Transaction-Specific to Cumulative Evaluations" (February 2003)

Ruth N. Bolton, Amy K. Smith and Janet Wagner, "Striking the Right Balance: Designing Service to Enhance Business-to-Business Relationships" (May 2003)

2002 Winner

Hennig-Thurau, Thorsten, Kevin P. Gwinner and Dwayne D. Gremler, "Understanding Relationship Marketing Outcomes: An Integration of Relational Benefits and Relationship Quality" (February 2002)

2002 Finalists

Gila E. Fruchter and Ram C. Rao, "Optimal Membership Fee and Usage Price Over Time for a Network Service" (August 2001)

Michel Laroche, Jasmin Bergeron and Christine Goutaland, "A Three-Dimensional Scale of Intangibility" (August 2001)

P.S. Raju and Subhash Lonial, "The Impact of Quality Context and Market Orientation on Organizational Performance in a Service Environment" (November 2001)

2001 Winner

Eugene W. Anderson and Vikas Mittal, "Strengthening the Satisfaction Profit Chain" (November 2000)

2001 Finalists

Craig M. Froehle, Aleda V. Roth, Richard B. Chase and Christopher A. Voss, "Antecedents of New Service Development Effectiveness: An Exploratory Examination of Strategic Operations Choices" (August 2000)

Aimee L. Drolet and Donald G. Morrison, "Do We Really Need Multiple-Item Measures in Service Research?" (February 2001)

James H. Drew, D.R. Mani, Andrew L. Betz and Piew Datta, "Targeting Customers with Statistical and Data Mining Techniques" (February 2001)

2000 Winner

Piyush Kumar, "The Impact of Long-Term Client Relationships on the Performance of Business Service Firms" (August 1999)

2000 Finalists

O. Zeynep Aksin and Patrick T. Harker, "To Sell or Not to Sell: Determining the Trade-offs Between Service and Sales in Retail Banking Phone Centers," (August 1999)

A. Parasuraman, "Technology Readiness Index (TRI): A Multiple-Item Scale to Measure Readiness to Embrace New Technologies," (May 2000)

Stephen M. Shugan and Jinhong Xie, "Advance Pricing of Services and Other Implications of Separating Purchase and Consumption," (February 2000)

1999 Winner

Amy K. Smith and Ruth N. Bolton, "An Experimental Investigation of Customer Reactions to Service Failure and Recovery Encounters: Paradox or Peril," (August 1998)

1999 Finalists

Eugene W. Anderson, "Customer Satisfaction and Word of Mouth," (August 1998)

Wujin Chu, Eitan Gerstner, and James D. Hess, "Managing Dissatisfaction: How to Decrease Customer Opportunism by Partial Refunds," (November 1998)

Gary W. Loveman, "Employee Satisfaction, Customer Loyalty, and Financial Performance: An Empirical Examination of the Service Profit Chain in Retail Banking," (August 1998)

Das Narayandas, "Measuring and Managing the Benefits of Customer Retention: An Empirical Investigation," (November 1998)