

Session 1 10:45 – 11:10 (Continued)

Code	Room	Session
C-1-2	California East	“The Design Lens: Comparing Different Stakeholder’s Quality Assessment of Servicescapes,” <i>Mellie Pullman</i> , Portland State University, USA and <i>Dina Zemke</i> , Cornell University, USA
C-1-3	Essex	“Exploring Service Strategies in Manufacturing Industries in Mexico,” <i>Javier Reynoso</i> and <i>Jose Manuel Sanchez</i> , EGADE - ITESM, Mexico
C-1-4	Hampton	“Brandscape Bundling: Co-branding in the Service Space,” <i>Rob Kwortnik</i> , Cornell University, USA
C-1-5	Borgia	“Pitching a Big Tent for Service Knowledge: Arguments for a Pluralistic Approach,” <i>Roger Epworth</i> , University of New England, Australia, <i>Raymond P. Fisk</i> , Texas State University – San Marcos, USA, and <i>Michael J. Dorsch</i> and <i>Stephen J. Grove</i> , Clemson University, USA
C-1-6	Cambridge	“A Self-Selection Bias in Evaluating Impact of Acquisition Channels on Customer Retention,” <i>Sang-Pil Han</i> and <i>Jae-Hyeon Ahn</i> , Korea Advanced Institute of Science and Technology, South Korea, and <i>Dong-Joo Lee</i> , Hansung University, South Korea
C-1-7	Kent	“Exploiting the Service Innovation Dilemma: A Network Embeddedness Perspective,” <i>Satish Nambisan</i> , <i>Ikenna S. Uzuegbunam</i> , and <i>Manli Chen</i> , Rensselaer Polytechnic Institute, USA
C-1-8	Olympic	“Prerequisites for the Transition to Services within the Manufacturing Business,” <i>Esko Penttinen</i> , Helsinki School of Economics, Finland
C-1-9	Oxford	“What Counts: Practice or Competence? A Study of Professional Service Firms,” <i>Jillian C. Sweeney</i> , <i>Geoffrey N. Soutar</i> , and <i>Claudia Amonini</i> , University of Western Australia, Australia, and <i>Janet R. McColl-Kennedy</i> , University of Queensland, Australia
C-1-10	Victorian	“An Empirical Model of the Practice of Internal Marketing in Service Industry,” <i>ABM Shahidul Islam</i> , Leading University, Bangladesh

Session 2 11:15 – 11:45

Code	Room	Session
C-2-1	BALLROOM (tech track)	“Measuring Information Relevance in Services,” <i>John Handy Bosma</i> , IBM Research and University of Texas at Austin, USA, and <i>Jie Cui</i> , IBM Research, China
C-2-2	California East	“Exploring Customer Rage in Failed Service Encounters Across East-West Cultures,” <i>Paul G. Patterson</i> , University of New South Wales, Australia, <i>Janet McColl-Kennedy</i> , University of Queensland, Australia, <i>Amy K. Smith</i> , George Washington University, USA and <i>Zhi Li</i> , Fudan University, China
C-2-3	Essex	“When Customers Always Co-Create Value, What Do Firms Sell?,” <i>Stefan Michel</i> , Thunderbird, School of Global Management, USA, <i>Stephen W. Brown</i> , Arizona State University, USA, and <i>Stephen L. Vargo</i> , University of Hawaii at Manoa, USA
C-2-4	Hampton	“Educating Students for the Service Economy: An Undergraduate Curriculum in Service Systems Engineering,” <i>Leonard J. Bohmann</i> , <i>Dana Johnson</i> , <i>Kris Mattila</i> , <i>Sheryl Sorby</i> and <i>John Sutherland</i> , Michigan Tech University, USA

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Session 2 11:15 – 11:45 (Continued)

Code	Room	Session
C-2-5	Borgia	“The Hidden Benefit of Complaining: Your Loyal Customers May Be Your Most Active Complainers,” <i>Sajeev Varki</i> , University of South Florida, USA and <i>Christy Ashley</i> , Fairfield University, USA
C-2-6	Cambridge	“The Effect of Service Provider Visibility on Consumers,” <i>Anja Reimer</i> and <i>A. Parasuraman</i> , University of Miami, USA
C-2-7	Kent	“Optimal Service Rules in the Presence of Learning and Forgetting,” <i>Geoff Ryder</i> and <i>Kevin Ross</i> , University of California - Santa Cruz, USA
C-2-8	Olympic	“Forecasting Demand in Large Print Shops,” <i>John C. Handley</i> , <i>Sudhendu Rai</i> and <i>Siddhartha R. Dalal</i> , Xerox Research Center Webster, USA
C-2-9	Oxford	“Meeting the Challenges of Service Science Management and Education in the New York City Area: An Inter-disciplinary Initiative,” <i>Emmanuelle Vaast</i> , <i>Mohammed Ghriga</i> and <i>Christopher League</i> , Long Island University, USA, and <i>Craig Nygard</i> , IBM, USA
C-2-10	Victorian	“Can Sellers Rely on Buyer Commitment?” <i>Gila E. Fruchter</i> , Bar-Ilan University, Israel and <i>Simon P. Sigué</i> , Athabasca University, Canada

Session 3 11:45 – 12:10

Code	Room	Session
C-3-1	BALLROOM (tech track)	“Will the Frog Change into a Prince?: Predicting Future Customer Profitability,” <i>Roland Rust</i> , University of Maryland, USA, <i>V. Kumar</i> , University of Connecticut, USA, and <i>Rajkumar Venkatesan</i> , University of Virginia, USA
C-3-2	California East	“Diversifying Service Enterprises,” <i>Sara Björclin Lidén</i> , WSP, Sweden and <i>Arne Omsén</i> , Omsén Konsult AB, Sweden
C-3-3	Essex	“Servitization in Manufacturing Companies: A Conceptualization, Critical Review, and Research Agenda,” <i>Guangjie Ren</i> and <i>Mike Gregory</i> , University of Cambridge, United Kingdom
C-3-4	Hampton	“Managing the "Softer Side" of Service Recovery: A "Three Es" Approach to Enhance the Customer Experience,” <i>Beverley A. Sparks</i> , <i>Amy K. Smith</i> , George Washington University, USA, and <i>Janet R Mc Coll-Kennedy</i> , University of Queensland, Australia
C-3-5	Borgia	“Servicescapes: A Review of Contemporary Empirical Research,” <i>Treasa Kearney</i> , <i>Joseph Coughlan</i> and <i>Aileen Kennedy</i> , Dublin Institute of Technology, Ireland
C-3-6	Cambridge	“Innovation Using the ‘Product’ vs. ‘Service’ Lens,” <i>Joel Goldhar</i> , Illinois Institute of Technology, USA, <i>Yale M. Braunstein</i> University of California-Berkeley, USA, <i>Daniel Berg</i> , Rensselaer Polytechnic Institute, USA
C-3-7	Kent	“Effectively Translating the Voice of the Customer into an Improved Customer Experience,” <i>John Goodman</i> and <i>Dennis Gonier</i> , TARP, USA and <i>Lisa Arnold</i> , Cisco Systems Inc., USA

Session 3 11:45 – 12:10 (Continued)

Code	Room	Session
C-3-8	Olympic	“Customer Complimenting Behavior - An Affective Events Theoretic Approach,” <i>Bernd Stauss</i> , Catholic University Eichstaett-Ingolstadt, Germany
C-3-9	Oxford	“Information-Driven Service Systems,” <i>Kevin Haas, Mike Ching, Varun Bhagwan, Daniel Gruhl, Savitha Srinivasan and Vikas Krishna</i> , IBM Research, USA
C-3-10	Victorian	“Convergence of Advertising and Publicity in Web 2.0,” <i>Dejan Verèè</i> , Pristop d.o.o., Slovenia, and <i>Ana Tkalac Verèè</i> , University of Zagreb, Croatia

Lunch sponsored by ORACLE

12:10 – 13:10
Italian/Colonial Room

IJSM Editorial Review Board Meeting

12:10 – 13:10
Essex Room

PLENARY SESSION 2

(Westin St. Francis Hotel – Grand Ballroom)

Time	Code	Session
13:10—13:55	P2	“Rating Recommendations: The Good, The Bad and The Ugly” <i>Michel Wedel</i> , PepsiCo Professor of Consumer Science, University of Maryland, USA
13:55—14:40	P2	“Rating Recommendations: The Good, The Bad and The Ugly” Panel Discussion <i>Panel: Michel Wedel (University of Maryland), Wayne Hodgins (Autodesk Inc., USA), Sajeev Varki (University of South Florida, USA)</i>

Afternoon Break

14:40 – 15:10

CONCURRENT SESSIONS, 4-6

(Westin St. Francis Hotel – Breakout Rooms)

Session 4 15:10 – 15:35

Code	Room	Session
C-4-1	BALLROOM (tech track)	“The Adoption of Technology-Based Customer Complaining,” <i>Tor W. Andreassen</i> , BI Norwegian School of Management, Norway, <i>Ko de Ruyter</i> and <i>Sandra Streukens</i> , University of Maastricht, The Netherlands
C-4-2	California East	“Assessing the Impact of Positive Word-of-Mouth on its Sender: An Experimental Study in the Service Industry,” <i>Sabrina Helm</i> , University of Witten/Herdecke, Germany and <i>Ina Garnefeld</i> and <i>Andreas Eggert</i> , University of Paderborn, Germany
C-4-3	Essex	“Leveraging Relationship Marketing Activities in Service Industries Based on Consumer Attachment Styles,” <i>Martin Mende</i> and <i>Ruth Bolton</i> , Arizona State University, USA

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Session 4 15:10 – 15:35 (Continued)

Code	Room	Session
C-4-4	Hampton	“Service Innovation Using Design Patterns,” <i>Robert J. Glushko</i> , University of California – Berkeley, USA
C-4-5	Borgia	“The Service Network Experience: Effects of Partner Firm Performance on Focal Firm Brand Image,” <i>Felicia N. Morgan</i> , University of West Florida, USA, and <i>Mary Jo Bitner</i> and <i>Amy L. Ostrom</i> , Arizona State University, USA
C-4-6	Cambridge	“Managing Customer Experiences: Perspectives on the Temporal Aspects of Service Encounters,” <i>Paulo Rocha e Oliveira</i> , IESE Business School, Spain, <i>Gabriel Bitran</i> Massachusetts Institute of Technology, USA, and <i>Juan Carlos Ferrer</i> , Pontificia Universidad Catolica de Chile, Chile
C-4-7	Kent	“Customer-Supplier Value Creation Strategies in Service Business: Going Beyond the Product–Service Dichotomy,” <i>Mika Westerlund</i> , <i>Arto Rajala</i> , <i>Kristian Möller</i> and <i>Risto Rajala</i> , Helsinki School of Economics, Finland
C-4-8	Olympic	“Service Prototyping as a Model for Systematic Service Testing,” <i>Mike Freitag</i> , Fraunhofer IAO, Germany
C-4-9	Oxford	“Mobile Data Services: Linking Customers Technology Readiness Beliefs to Usability Requirements,” <i>Mitzi Montoya-Weiss</i> , North Carolina State University, USA and <i>Anne P. Massey</i> and <i>Vijay Khatri</i> , Indiana University, USA
C-4-10	Victorian	“‘Service Science’ for Service Innovation Management,” <i>Akio Kameoka</i> , Japan Advanced Institute of Science and Technology, Japan and <i>Tetsuro Fujiwara</i> , Tiffany & Co. Japan, Inc., Japan

Session 5 15:40 – 16:05

Code	Room	Session
C-5-1	BALLROOM (tech track)	“Comparative Analysis of the Russian IT Services Market. Scenarios, Tendencies and Recommendations,” <i>Katerina Frolovicheva</i> , IBM EE/A, Russia Systems and Technology Laboratory, Russia and <i>Tatiana Leonova</i> and <i>Natalia Aluhova</i> , State University of Management, Russia
C-5-2	California East	“A Study on Referral Reward Programs: Effects of Incentives, Metaperception and Tie Strength on Recommendation Behavior,” <i>Jochen Wirtz</i> , and <i>Siok Kuan Tambyah</i> NUS Business School, Singapore, and <i>Patricia Chew</i> , SIM University, Singapore
C-5-3	Essex	“Integrating Management and Engineering Perspectives into Service Design,” <i>Lia Patrício</i> and <i>João Falcão e Cunha</i> , Faculdade de Engenharia da Universidade do Porto, Portugal, and <i>Raymond P. Fisk</i> , Texas State University – San Marcos, USA
C-5-4	Hampton	“Semantics Enrichment Oriented Service Model and the Approach for Service System Development,” <i>Xiaofei X,u</i> and <i>Zhongjie Wang</i> , Harbin Institute of Technology, China
C-5-5	Borgia	“The Impact of Service Literature on Marketing Research: A Co-citation Analysis of the Discipline Over Time,” <i>Werner Kunz</i> , Humboldt-University Berlin, Germany and <i>Jens Hogleve</i> , University of Hagen, Germany

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Session 5 15:40 – 16:05 (Continued)

Code	Room	Session
C-5-6	Cambridge	“IT-enabled Services in Taiwan,” <i>Raymund J. Lin</i> , Institute for Information Industry, Taiwan
C-5-7	Kent	“Customers-at-risk Management – Breaking out of the Growth Trap,” <i>Wolfgang Seidel</i> , Servmark Consulting, Germany
C-5-8	Olympic	“The Role of Professional Identity in Service Culture,” <i>Karolina Wägar</i> , Hanken Swedish School of Economics and Business Administration, Finland
C-5-9	Oxford	“Towards a New Understanding of Interactive and Technology-Mediated Service Scenarios,” <i>Nancy V. Wuenderlich</i> and <i>Florian v. Wangenheim</i> , Technical University of Munich, Germany
C-5-10	Victorian	“Customer Equity and Systematic Stock Price Risk,” <i>Tomás Bayón</i> , Heilbronn Business School, Germany, and <i>Jochen Becker</i> and <i>Jörg Schad</i> , International University in Germany, Germany

Session 6 16:10 – 16:35

Code	Room	Session
C-6-1	BALLROOM (tech track)	“Successful Transformation of Manufacturing Companies into Service Providers,” <i>Anders Gustafsson</i> and <i>Lars Witell</i> , Karlstad University, Sweden, and <i>Stephen W. Brown</i> , Arizona State University, USA
C-6-2	California East	“Relationship Initiation in Business-to-business Professional Services,” <i>Bo Edvardsson</i> , Karlstad University, Sweden, <i>Maria Holmlund-Rytkönen</i> and <i>Tore Strandvik</i> , Hanken, CERS, Finland
C-6-3	Essex	“Getting Over It: A Forgiveness Perspective,” <i>Michael J. Howley Jr.</i> , Drexel University, USA, and <i>Stephen W. Brown</i> and <i>James C. Ward</i> , Arizona State University, USA
C-6-4	Hampton	“Linking Measures of Customer Satisfaction and Loyalty to Measures of Financial Success: Compelling Case Studies from the Business World,” <i>Kunal Gupta</i> , Burke, Inc., USA
C-6-5	Borgia	“Consumers' Perceptions of Offshored Service Providers: Cross-over or Cross-out?,” <i>Shashi Matta</i> , The Ohio State University, USA and <i>Valerie Folkes</i> , University of Southern California, USA
C-6-6	Cambridge	“Event Processing and the Healthcare Service System: Views from a Health Plan,” <i>Jeffrey A. Lasky</i> , Rochester Institute of Technology, USA, and <i>Michael Cardillo</i> , Excellus BlueCross BlueShield, USA
C-6-7	Kent	“Deconstructing the Effects of Dynamic Pricing Strategies on Consumer Response,” <i>Katherine N. Lemon</i> and <i>Richard C. Hanna</i> , Boston College, USA
C-6-8	Olympic	“Use of Customer Rituals by Service Firms with High versus Low Entrepreneurial Orientation,” <i>Cele Otnes</i> , <i>Behice Ece Ilhan</i> and <i>Atul Kulkarni</i> , University of Illinois at Urbana-Champaign, USA

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Session 6 16:10 – 16:35 (Continued)

Code	Room	Session
C-6-9	Oxford	“Bringing Services Theory and Methods to Online Service Applications,” <i>Claudio Pinhanez</i> , IBM TJ Watson Research Center, USA
C-6-10	Victorian	“Exploring Customers’ Intention to Use Mobile Advertising – An Investigation of Seven Services,” <i>Astrid Dickinger</i> , Modul University Vienna., Austria, and <i>Johanna Lengauer</i> and <i>Gregor Matjan</i> , University of Applied Sciences Salzburg, Austria

18:30

RECEPTION AND AWARDS DINNER

Westin St. Francis Hotel (Grand Ballroom)

SATURDAY, OCTOBER 6

08:00 Continental breakfast, **Westin St. Francis Hotel**

PLENARY SESSION 3

(Westin St. Francis Hotel – Grand Ballroom)

Time	Code	Session
08:30—09:15	P3	“Opportunities for Innovation in Technology Services” <i>JB Wood</i> , President & Chief Executive Officer, Service & Support Professionals Association (SSPA), Technology Professional Services Association (TPSA), Association for Services Management International (AFSMI), Service Research & Innovation Initiative (SRII), Electronics Supply Chain Association (ESCA), USA
09:15—10:00	P3	“Opportunities for Innovation in Technology Services” Panel Discussion <i>Panel: JB Wood (SSPA, TPSA, AFSMI, SRII, ESCA), Doug Morse (Oracle, USA), Roland Rust (University of Maryland, USA)</i>

Morning Break

10:00 – 10:45

CONCURRENT SESSIONS, 7-9

(Westin St. Francis Hotel – Breakout Rooms)

Session 7 10:45 – 11:10

Code	Room	Session
C-7-1	BALLROOM (tech track)	“Lessons from a Service Innovation in the Consulting Industry,” <i>Sara Moulton Reger</i> , IBM Research, USA
C-7-2	California East	“The Impact of Service Failure on Customer Trust, Value and Loyalty in Relational Exchange,” <i>Roderick J. Brodie</i> and <i>Laszlo Sajtos</i> , University of Auckland, New Zealand, and <i>James Whittome</i> , Research International, New Zealand

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Session 7 10:45 – 11:10 (Continued)

Code	Room	Session
C-7-3	Essex	“Developing Operational Understanding Service Quality through a Simulation Environment,” <i>Rogelio Oliva</i> , Texas A&M University, USA, <i>Michael Bean</i> , Forio Business Simulation, USA
C-7-4	Hampton	“The DNA of Service Systems,” <i>Steven Alter</i> , University of San Francisco, USA
C-7-5	Borgia	“Component Business Modeling for Effective Enterprise Risk Management,” <i>Fabiana Fournier</i> and <i>Amit Fisher</i> , IBM Haifa Research Lab, Israel
C-7-6	Cambridge	“Individual Differences in Perceptions of Service Failure and Recovery: The Role of Race and Discriminatory Bias,” <i>Thomas L. Baker</i> , Clemson University, USA and <i>Tracy Meyer</i> , University of North Carolina Wilmington, USA
C-7-7	Kent	“Implications of TOC on TCE Sourcing-based Decision,” <i>Priscila Ferraz Soares</i> and <i>Heitor Mansur Caulliraux</i> , Federal University of Rio de Janeiro, Brazil, and <i>Daniel Pacheco Lacerda</i> and <i>Luis Henrique Rodrigues</i> , UNISINOS University, Brazil
C-7-8	Olympic	“Employee Customer Orientation in Manufacturing Organizations: Joint Impact of Customer Proximity and Senior Leadership Team,” <i>Hui Liao</i> , Rutgers, The State University of New Jersey, USA, and <i>Mahesh Subramony</i> , The University of Wisconsin Oshkosh, USA
C-7-9	Oxford	“Virtual Service Delivery Centers,” <i>Ehud D. Karnin</i> and <i>Eugene Walach</i> , IBM Research, Israel
C-7-10	Victorian	“Internet as a Tool for Marketing Communication: The Case of Scientific & Research Institutions in Croatia,” <i>Dubravka Sincic</i> and <i>Tomislav Coric</i> , University of Zagreb, Croatia

Session 8 11:15 – 11:40

Code	Room	Session
C-8-1	BALLROOM (tech track)	“Unlocking the Value of Technology Licenses - When Should Technology Companies Offer which Kind of Services?” <i>Michael Ehret</i> , Freie Universitaet Berlin, Germany
C-8-2	California East	“Services Made in Japan: Challenges for Internationalizing Value Co-Creation Process,” <i>Yoshinori Fujikawa</i> , Hitotsubashi University, Japan
C-8-3	Essex	“The Moderating Influence of Firm-to-Customer Contacts on the Relationship between Perceived Convenience and Service Repurchase,” <i>Kathleen Seiders</i> , Boston College, USA, and <i>Andrea L. Godfrey</i> , University of Texas, Austin, USA
C-8-4	Hampton	“The Paradox of Customer Education in Professional Services,” <i>Simon J. Bell</i> and <i>Omar Merlo</i> , University of Cambridge, United Kingdom, and <i>Andreas B. Eisingerich</i> , University of Southern California, USA
C-8-5	Borgia	“Service Excellence in Government: A Constituent-Centered Model,” <i>Curtis Clark</i> , IBM Public Sector, USA, <i>Janet Wagner</i> and <i>P.K. Kannan</i> , University of Maryland, USA, and <i>Sabine Möller</i> , WHU – Otto Beisheim School of Management, Germany
C-8-6	Cambridge	“Strategic Factors of Service Innovation: Evidence from a 50-cases Study in Italy,” <i>Marco Paiola</i> , University of Padova, Italy, <i>Roberta Sebastiani</i> , Università Cattolica Italy, and <i>Enzo Rullani</i> , Università Cà Foscari, Italy

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Session 8 11:15 – 11:40 (Continued)

Code	Room	Session
C-8-7	Kent	“How Delightful! Non-Linearity in Relationships between e-Service Quality, Satisfaction, Delight, and Behavioral Intentions,” <i>Adam Finn</i> , University of Alberta, Canada
C-8-8	Olympic	“The Costs Employees Pay for Encountering Angry Customers,” <i>Anat Rafaeli, Shy Ravid and Rellie Derfler</i> , Technion - Israel Institute of Technology, Israel
C-8-9	Oxford	CHANGE “Understanding, Measuring, and Managing Brand Experience Multiplier Effects,” <i>Andrew Neely and Howard Lightfoot</i> , Cranfield University, United Kingdom
C-8-10	Victorian	“Designing for Service Systems,” <i>Lindsay Tabas</i> , University of California - Berkeley, USA

Session 9 11:45 – 12:10

Code	Room	Session
C-9-1	BALLROOM (tech track)	“Trends in e-Services, Beliefs about Service Technologies, and Issues Researching the Category: National Technology Readiness Survey -- 1999 - 2007,” <i>Charles L. Colby and Gina Woodall</i> , Rockbridge Associates, Inc., USA
C-9-2	California East	“The Impact of Employee Behavior on Brand Personality Impressions,” <i>Daniel Wentzel and Torsten Tomczak</i> , University of St. Gallen, Switzerland
C-9-3	Essex	“Global Service Economy: Macro Trends and their Implications,” <i>Christopher Lovelock</i> , Yale University, USA and <i>Jochen Wirtz</i> , National University of Singapore, Singapore
C-9-4	Hampton	“Assessing Failure and Recovery in a Service Network,” <i>Steve Tax</i> , University of Victoria, Canada, <i>Amy K. Smith</i> , George Washington University, USA, <i>Murali Chandrashekar</i> , Australian Graduate School of Management, UNSW, Australia, and <i>Walter S. Good</i> , University of Manitoba, Canada
C-9-5	Borgia	“The Effects of External Equity on Satisfaction with Service Recovery: The Moderating Role of Loyalty Program Membership,” <i>Olivier Morrisson</i> , Université de Lyon III, France and <i>John W. Huppertz</i> , Union Graduate College, USA
C-9-6	Cambridge	“Relational Empowerment of Customer-Contact Employees – A Neglected Facet of Empowerment,” <i>Henry Fock, Michael K. Hui and Kevin Au</i> , Chinese University of Hong Kong, Hong Kong
C-9-7	Kent	“The Impact of Learning and Community Design Features on Participation in Customer Communities for Service Support,” <i>Vera Blazevic</i> , University Maastricht, The Netherlands, <i>Caroline Wiertz</i> , City University, United Kingdom, <i>Utpal Dholakia</i> , Rice University, USA and <i>René Algesheimer</i> , GSCM – Montpellier Business School, France
C-9-8	Olympic	“Urge to Splurge - An Examination of Impulse Buying in the Services Context,” <i>Anna S. Mattila and Li Miao</i> , Pennsylvania State University, USA

Session 9 11:45 – 12:10 (Continued)

Code	Room	Session
C-9-9	Oxford	“Servicing for the Future,” <i>Alain Biem</i> , IBM Research, USA
C-9-10	Victorian	“Service Quality in the Motor Industry in South Africa,” <i>Adele Berndt</i> , University of Johannesburg, South Africa

Lunch sponsored by ORACLE

12:10 – 13:10
Italian/Colonial Room

JSR Editorial Review Board Meeting

12:10 – 13:10
Essex Room

PLENARY SESSION 4

(Westin St. Francis Hotel – Grand Ballroom)

Time	Code	Session
13:10—13:55	P4	CHANGE (TITLE)“Next Generation Voice of the Customer Programs: Moving from Customer Listening to Customer Dialogues” <i>Kimarie Matthews</i> , Vice President of Market Research/Strategy for Online Services, Wells Fargo Bank Internet Services Group, USA
13:55—14:40	P4	“Next Generation Voice of the Customer Programs: Moving from Customer Listening to Customer Dialogues” Panel Discussion Panel: <i>Kimarie Matthews</i> (Wells Fargo Bank Internet Services Group), <i>Mary Jo Bitner</i> (Arizona State University, USA), <i>Christof Weinhardt</i> (University of Karlsruhe, Germany)

Afternoon Break

14:40 – 15:10

CONCURRENT SESSIONS, 10-12

(Westin St. Francis Hotel – Breakout Rooms)

Session 10 15:10 – 15:35

Code	Room	Session
C-10-1	BALLROOM (tech track)	“Enhancing Service through Virtual Reality Visualizations,” <i>Charlotte Mason</i> , University of North Carolina, USA, and <i>Nicholas H. Lurie</i> , Georgia Institute of Technology, USA
C-10-2	California East	“Enriching Service Science with the Science of Customer Choices,” <i>Rohit Verma</i> , Cornell University, USA and <i>Mellie Pullman</i> , Portland State University, USA
C-10-3	Essex	“ProACT: A solution for Automatic Customer Satisfaction Analysis and Business Intelligence in Contact Centers,” <i>Shourya Roy</i> , <i>Sumeet Agarwal</i> , <i>Shantanu Godbole</i> , <i>Raghu Krishnapuram</i> and <i>Diwakar Punjani</i> , IBM Research, India

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Session 10 15:10 – 15:35 (Continued)

Code	Room	Session
C-10-4	Hampton	“Is there a Country-of-Service Preference Phenomenon?” <i>Shawn Thelen</i> , Hofstra University, USA, <i>Thomas P. Murphy</i> , Millennium Pharmaceuticals, USA and <i>Earl D. Honeycutt, Jr.</i> , Elon University, USA
C-10-5	Borgia	“Model-based Business Transformation for Engineering Services,” <i>Moises Cases</i> , <i>Bhyrav Mutnury</i> and <i>Candice Coletrane</i> , IBM, USA and <i>William Rouse</i> and <i>Douglas Bodner</i> , Georgia Institute of Technology, USA
C-10-6	Cambridge	“Challenges and Models of Workforce Scheduling for Delivery Center Based IT Support Services,” <i>Zohar Feldman</i> , <i>Segev Wasserkrug</i> , <i>Dagan Gilat</i> , <i>Shai Taub</i> and <i>Vladimir Lipets</i> , IBM Haifa Research Lab, Israel
C-10-7	Kent	“Creating Organizational Dynamics for Service Excellence,” <i>Greg Oxtan</i> , Consortium for Service Innovation, USA
C-10-8	Olympic	“Linking Perceptual and Behavioral Customer Metrics to Multi-Period Customer Profitability: A Comprehensive Service-Profit Chain Application in the Financial Services Industry,” <i>Bart Larivière</i> , Ghent University, Belgium
C-10-9	Oxford	“Service Loyalty: A New Approach for Measurement and Insight into Gender Differences in the Evaluation of Services,” <i>Brian L. Bourdeau</i> , Auburn University, USA, <i>J. Joseph Cronin, Jr.</i> , Florida State University, USA, <i>Clay M. Voorhees</i> , Michigan State University, USA and <i>Angeline G. Close</i> , University of Nevada, Las Vegas, USA
C-10-10	Victorian	“Service Supply Chain Outsourcing Contracts Under Information Asymmetry,” <i>Edieal Pinker</i> and <i>Sameer Hasija</i> , University of Rochester, USA and <i>Robert Shumsky</i> , Dartmouth College, USA

Session 11 15:40 – 16:05

Code	Room	Session
C-11-1	BALLROOM (tech track)	“Fortune Telling – Taking Customer Base Analysis To The Next Level By Applying Support Vector Machines,” <i>Markus Wuebben</i> , Technical University of Munich, Germany/Boston College, USA and <i>Florian v. Wangenheim</i> , Technical University of Munich, Germany
C-11-2	California East	“Foundations of Resource-Integration Theory: Toward an S-D Logic Informed Theory of the Market” <i>Stephen L. Vargo</i> , University of Hawai’i at Manoa, USA
C-11-3	Essex	“Increasing Efficiency of Call Handling Service using Cross-Border Knowledge Search,” <i>Maja Vukovic</i> and <i>Gopal Pingali</i> , IBM Research, USA
C-11-4	Hampton	“Customer Convergence: Patients, Physicians, and Employee Share in the Experience and Evaluation of Healthcare Quality,” <i>Robert J. Wolosin</i> , <i>Paul Alexander Clark</i> , and <i>Goran Gavran</i> , Press Ganey Associates, Inc., USA
C-11-5	Borgia	“Managing Dynamic Customer-Donor Portfolios: A Lifetime Value Approach,” <i>Glenn B. Voss</i> and <i>Zannie Giraud Voss</i> , Southern Methodist University, USA and <i>Wooseong Kang</i> , North Carolina State University, USA

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Session 11 15:40 – 16:05 (Continued)

Code	Room	Session
C-11-6	Cambridge	“Estimating Value in Value Networks: A Case Study from Pharmaceutical Industry,” <i>Christos Nikolaou, Marina Bitsaki, and Giorgos Iacovidis, University of Crete, Greece and Pietro Mazzoleni, Jakka Sairamesh and Stefan Tai, IBM T.J. Watson Research Centre, USA</i>
C-11-7	Kent	“Services-Led Industrialization in India: Assessment and Lessons,” <i>Nirvikar Singh, University of California, Santa Cruz, USA</i>
C-11-8	Olympic	“B2B Offshore Outsourcing Of Services: Buyer-Seller Relationships,” <i>Wendy L. Tate, University of Tennessee, USA, Lisa M. Ellram, Colorado State University, USA and Stephen W. Brown, Arizona State University, USA</i>
C-11-9	Oxford	“Using Organizational Simulation to Support Service Business Transformation,” <i>Doug Bodner and William Rouse, Georgia Institute of Technology, USA and Bhyrav Mutnury, Moises Cases, and Candice Coletrane, IBM, USA,</i>
C-11-10	Victorian	“Performance and Drivers in the Life Insurance Industry: Evidence from a Census Study in Thailand,” <i>Mayuree Aryupong, Assumption University, Thailand and Pipop Udorn, Thammasat University, Thailand</i>

Session 12 16:10 – 16:35

Code	Room	Session
C-12-1	BALLROOM (tech track)	“Peer Prosuming - Service Quality in a C2C-Setting: The Case of Wikipedia,” <i>Christian E. Coenen, Zurich University of Applied Sciences, Switzerland and Gordon Mueller-Seitz, Catholic University of Eichstätt-Ingolstadt, Germany</i>
C-12-2	California East	“Service Arts: Broadening the Services Field,” <i>Raymond P. Fisk, Texas State University - San Marcos, USA, Stephen J. Grove, Clemson University, USA, Aidan Daly, National University of Ireland, Galway, Ireland, and Walter Ganz, Fraunhofer Institut IAO, Germany</i>
C-12-3	Essex	“Understanding Service Innovation Ecosystems,” <i>Yuriko Sawatani., Tokyo Research Laboratory, IBM, Japan</i>
C-12-4	Hampton	“A Micro and Macro Level Examination of Net Promoter,” <i>Timothy L. Keiningham, Ipsos Loyalty, USA, Lerzan Aksoy, Koc University, Turkey, Bruce Cooil, Vanderbilt University, USA and Tor Wallin Andreassen, Norwegian School of Management, Norway</i>
C-12-5	Borgia	“Service Customer Value Perceptions in Online and Offline Environments,” <i>Estela Fernández Sabiote and Sergio Román University of Murcia, Spain</i>
C-12-6	Cambridge	“Designing and Building Technology Enabled Service Systems: Challenges and a Solution Framework -- Two Case Studies,” <i>Lilian Wu, Doug McDavid and Tim Kostyk, IBM, USA</i>
C-12-7	Kent	“Return on Servicescape Investments: Does Remodeling Make a Difference?” <i>Elisabeth Brügggen and Bram Foubert, Maastricht University, The Netherlands and Dwayne Gremler, Bowling Green State University, USA</i>

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Session 12 16:10 – 16:35 (Continued)

Code	Room	Session
C-12-8	Olympic	“CRM as Complaint Relationship Marketing in Business Service Recovery Context,” <i>Martin Savard</i> , University of Quebec in Montreal and HEC Montreal, Canada and <i>Jean-Charles Chebat</i> and <i>Maud Demperat</i> , HEC Montreal, Canada
C-12-9	Oxford	“Modeling Productivity and Performance Growth in Labor-based, Custom Services Firms,” <i>Matthew Denesuk</i> , IBM, USA
C-12-10	Victorian	“Towards Services Innovation in Japan,” <i>Kazuyoshi Hidaka</i> , IBM Tokyo Research Laboratory, Japan

18:30 **EVENING DINNER EVENT**
Harbor Cruise on the “California Hornblower”
 Pier 3 on the Embarcadero

SUNDAY, OCTOBER 7

08:00 Continental breakfast, **Westin St. Francis Hotel**

PLENARY SESSION 5-6

(*Westin St. Francis Hotel – Grand Ballroom*)

Time	Code	Session
08:30—09:15	P5	“Leveraging your IT Investment using Business Intelligence” <i>Tom Cook</i> , Chief Executive Officer, TCI, USA
09:15—10:00	P5	“Leveraging your IT Investment using Business Intelligence” Panel Discussion <i>Panel: Tom Cook (TCI), Brenda Dietrich (IBM T J Watson Research Center, USA), Rogelio Oliva (Texas A&M University, USA)</i>
10:00 – 10:30		Break
10:30 – 11:15	P6	“Service Innovation and Company Profit” <i>Joe Pinto</i> , Senior Vice President for Customer Advocacy, Cisco Systems, Inc., USA
11:15 – 12:00	P6	“Service Innovation and Company Profit” Panel Discussion <i>Panel: Joe Pinto (Cisco Systems, Inc.), Jim Spohrer (IBM Almaden Research Center, USA), Jochen Wirtz, (National University of Singapore, Singapore)</i>

12:00 – 12:15 Conference Closing

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