20th Annual
Frontiers in Service Conference
June 30 - July 3, 2011
Columbus, Ohio
USA
Current Topics:
- Service Science
- Service Marketing
- Service Innovation
- Service Information Technology
- Empirical Studies of Service
- Theoretical Perspectives on Service
- Globalization
- Government Policy
- Public Sector
- Service Human Resources
- Customer Relationship Management
- E-Government
- E-Service
- Service Engineering
- Healthcare Service
- Service Design
- Service Productivity
- Service Operations
- Trade in Service
- Other topics in service research

Conference Committee:

Co-Chair – Neeli Bendapudi
Professor of Marketing
Director, Initiative for Managing Services
The Ohio State University, USA

Co-Chair – Shashi Matta
Assistant Professor of Marketing
The Ohio State University, USA

Co-Chair – Roland T. Rust
Distinguished University Professor
Executive Director, Center for Excellence in Service
University of Maryland, USA

Yuriko Sawatani
Japan Science and Technology Fellow
Japan

Tom DeWitt
Chair, AMA Services Special Interest Group
University of Hawaii at Hilo, USA

Grace Lin
Chair, INFORMS Service Science Section
Columbia University, USA

Paulo Rocha e Oliveira
Assistant Professor of Marketing
Princeton University, USA

Jim Lyski
Chief Marketing Officer
Scotts Miracle-Gro Company, USA

The Perfect Conference For:
- Senior Executives
- E-Commerce Managers
- Marketing Managers
- Service Operations Managers
- Customer Satisfaction Managers
- Government Policy Makers
- Quality Managers
- Marketing Researchers
- Public Sector and Nonprofit Managers
- Retail Managers
- Service Academics
- CRM Managers

Included in the Conference Registration:
- Thursday evening reception;
- Friday, Saturday and Sunday refreshment breaks;
- Breakfast, lunch on Friday and Saturday;
- Friday evening networking event;
- Saturday evening awards dinner;
- Transportation to all events; and
- Conference materials and admittance to all sessions.

Conference Hotel - The Blackwell Inn
Overflow Hotel - The Hilton Garden Inn
SCHEDULE OF EVENTS • JUNE 30-JULY 1

THURSDAY, June 30
18:00 – 21:00  Welcome Reception  Blackwell Inn & Conference Center

FRIDAY, July 1
07:00 – 08:15  Breakfast  Blackwell Ballroom
08:15 – 08:30  Introductory Ceremony and Welcoming Remarks  Blackwell Ballroom

PLENARY SESSION 1  Blackwell Ballroom
08:30 – 09:15  “From Strategy to Execution: Driving Service Excellence”
   Matt Jauchius, EVP, Chief Marketing and Strategy Officer, Nationwide

09:15 – 10:00  Panel Discussion
   Fred Miller, Principal, Bright Light Consulting
   Parshu Parasuraman, University of Miami

10:00 – 10:30  Morning Break  Blackwell Inn

CONCURRENT SESSIONS 1-3  Schoenbaum and Pfahl Hall

10:30 – 10:55  SESSION 1  Schoenbaum and Pfahl Hall

1.1  140 Pfahl Hall
   “Multichannel Marketing and its Influence on Multichannel Consumer Behavior: An Example From “Big Bang”, a Leading Slovenian Consumer Electronic Retailer”
   (Best Practitioner Paper Award Finalist)
   Patrick Vesel, Big Bang, d.o.o., Slovenia
   Jay Kandampully, The Ohio State University, USA

1.2  202 Pfahl Hall
   “Efficient Machine Translation Assist for Service Delivery Environments”
   Ankur Gandhe, Software Engineer, IBM
   Karthik Visweswariah, IBM Research, India
   Virendra K. Varshneya, IBM

1.3  302 Pfahl Hall
   “Users Hidden Needs – The Key to Service Innovation”
   Staffan Movin, Marketing Technology Center, Sweden
   Marie Wahlstrom, Marketing Technology Center, Sweden
   Eugenie Pettersson, Vasca AB, Privately Owned Consultant Company, Sweden
   Per Kristensson, CTF at Karlstad University, Sweden
   Carina Sjödin, Mälardalen University, Sweden
   Camilla Delac, Parken Zoo, Sweden

1.4  205 Schoenbaum Hall
   “Service Level Engineering: Towards the Quantification of Services’ Value and Impact on Business”
   Sid Saleh, University of Colorado, USA
   Axel Kieninger, Karlsruhe Institute of Technology, Germany

1.5  210 Schoenbaum Hall
   “No More Tiers for Customer Support!”
   Greg Oxton, Consortium for Service Innovation, USA

1.6  300 Schoenbaum Hall
   “Development of Internet-based Services in the Machinery and Plant Engineering Sector: Results of an Empirical Study and Derived Implications for Practitioners”
   Marc Münster, Fraunhofer IAO, Germany
   Walter Ganz, Fraunhofer IAO, Germany

1.7  310 Schoenbaum Hall
   “Healthcare Service Quality: A Comparative Study in India and Qatar”
   Mohd. Nishat Faisal, Qatar University, Qatar
   Yasser Mahfooz, Aligarh Muslim University, India
   Asif Akhter, Aligarh Muslim University, India

1.8  315 Schoenbaum Hall
   “The Effect of Service Guarantees on Financial Performance”
   Jeffrey Meyer, Bowling Green State University, USA
   Dwayne D. Gremler, Bowling Green State University, USA

1.9  320 Schoenbaum Hall
   “The Role of Firm’s Strength of Service Culture and Customer Status on Employees’ Displayed Emotions and Service Recovery Responses – A Field Experiment”
   Christina Jerger, University of Paderborn, Germany
   Jochen Wirtz, National University of Singapore, Singapore
   Michael Frese, Leuphana - University of Lueneburg, Germany

1.10  330 Schoenbaum Hall
   “The Rule of Reciprocity: How to Increase Profits by Giving Things Away for Free”
   Michael Giebelhausen, Cornell University, USA
   Stephaine Lawson, Suffolk University, USA

11:00 – 11:25  SESSION 2  Schoenbaum and Pfahl Hall

2.1  140 Pfahl Hall
   “Cross-Channel Participation of B2B Customers in Online Communities and its Influence on Loyalty and Repurchase”
   (Best Practitioner Paper Award Finalist)
   Sterling A. Bone, Brigham Young University, USA
   Paul W. Fombelle, Northeastern University, USA
   Katherine N. Lemon, Boston College, USA
   Kristal R. Ray, Oracle, USA
2.2 202 Pfahl Hall
“People Services: Efficient Work Processes Leveraging the Power of the Crowd”
Gerhard Satzger, Karlsruhe Institute of Technology/IBM Germany
Andreas Pasing, buw Group, Germany/Gerhard Pfau, IBM, Germany
Ronald Fritz, IBM, Germany

2.3 302 Pfahl Hall
“Context Management Approach to Value Co-Creation: Process Model of Customer as Value Co-Creator”
Yoshinori Fujikawa, Hitotsubashi University, Japan
Satoshi Akutsu, Hitotsubashi University, Japan
Joji Ono, Meiji Gakuin University, Japan

2.4 205 Schoenbaum Hall
“On Dynamic Resource Allocation in IT Outsourcing Project: Integrating Managerial Attention, Categorization and Interruptions in an Agent-Based Model”
William Rand, University of Maryland, USA
Anand Gopal, University of Maryland, USA
Balaji Koka, Rice University, USA

2.5 300 Schoenbaum Hall
“A Systematic Classification of Services for Theory and Strategic Advancement: A Focus on Consumers, Service Providers and Operations”
Myra Mabel Perez-Rivera, University of Puerto Rico, Puerto Rico

2.6 315 Schoenbaum Hall
“Ambidexterity - Employees Simultaneous Pursuit of Service and Sales Goals in a Services Context”
Paul Patterson, University of New South Wales, Australia
Ting Yu, University of Technology, Sydney
Ching-Fu Chen, National Cheng Kung University, Taiwan

2.7 320 Schoenbaum Hall
“Too Ashamed to Complain? How Impersonal Complaint Channels Increase Likelihood of Customer Voice”
Jens Hogreve, University of Paderborn, Germany
Toennjes F. Eller, University of Paderborn, Germany
Dwayne D. Gremler, Bowling Green State University, USA

2.8 330 Schoenbaum Hall
“Electronic Service Quality: A New Scale that Allows Comparison to Traditional Service Settings”
Rebeca Perren, University of Central Florida, USA
Carolyn Massiah, University of Central Florida, USA
Ronald Michaels, University of Central Florida, USA

3.1 140 Pfahl Hall
(best Practitioner Paper Award Finalist)
Timothy Keiningham, Ipsos Loyalty, USA
Lerzan Aksoy, Fordham University, USA
Carly M. Frennea, Rice University, USA
Alexander Buoye, Ipsos Loyalty, USA
Vikas Mittal, Rice University, USA

3.2 202 Pfahl Hall
“How to Measure Service Science Research Projects Success?: Service Research Management Based on Value Co-Creation”
Yuriko Sawatani, Japan Science and Technology, Japan

3.3 302 Pfahl Hall
“Innovating and Engineering the Service Solution: The Service Science Innovation Lab”
Gerhard Gudergan, FIR at RWTH Aachen University, Germany
Ralf Frombach, FIR at RWTH Aachen University, Germany
Boris Anorge, FIR at RWTH Aachen University, Germany

3.4 205 Schoenbaum Hall
“The Influence of Environmental Cues on Shopping Street Patronage Choice”
Xiaqin Ma, Yancheng Institute of Technology, China

3.5 210 Schoenbaum Hall
“Service Innovation Types and Factor Influencing Service Innovation in Healthcare Services”
Laphasrada Changkaew, Chulalongkorn University, Thailand
Pakpachong Wattanasin, Chulalongkorn University, Thailand

3.6 300 Schoenbaum Hall
“Universities as Complex Service Systems: External and Internal Perspectives”
Guang-Jie Ren, IBM Research, USA
Giovanna Lella, University of Rome, Italy
Antonio Fiischettito, University of Rome, Italy
Vittorio Cesariotti, University of Rome, Italy
James Spohrer, IBM Research, USA

3.7 310 Schoenbaum Hall
“Linking Key Antecedents and Outcomes of Employee Engagement for the Service Firm”
Donald Barnes, SUNY Fredonia, USA
Joel E. Colloer, Mississippi State University, USA
3.8 315 Schoenbaum Hall
“B to B Customer Induced Innovations in the Telecommunication Service: The Moderating Effect of Cultural and Institutional Environments”
Yonggui Wang, University of International Business and Economics, USA
Jay Kandampull, The Ohio State University, USA

3.9 320 Schoenbaum Hall
“Paying for a Higher Workload? An Experimental Investigation of the Relationship Between Customer Co-Production and Willingness-to-Pay”
Nicola Bilstein, University of Paderborn, Germany
René Fahr, University of Paderborn, Germany
Jens Hogreve, University of Paderborn, Germany
Christina Sichtmann, University of Vienna, Austria

3.10 330 Schoenbaum Hall
“Stressed Out and Unsatisfied Customers? Antecedents and Consequences of Perceived Stress in Self-Service Encounters”
Silke Bartsch, Ludwig-Maximilians-University Munich, Germany
Christoph Ullmer, Ludwig-Maximilians-University Munich, Germany
Marc Girard, Ludwig-Maximilians-University Munich, Germany
Anton Meyer, Ludwig-Maximilians-University Munich, Germany

12:00 – 13:00 Lunch Blackwell Inn
12:00 – 13:00 IBM Student Networking Lunch 3rd Floor Lobby, Pfahl Hall

PLENARY SESSION 2 Blackwell Ballroom

13:00 – 13:45 “Innovation and Knowledge Management in Services”
Steve Baggott, Procter & Gamble, USA

13:45 – 14:30 Panel Discussion
Michael D. Smith, The Ohio State University, USA
Alexandra-Medina Borja, University of Puerto Rico, Puerto Rico

14:30 – 15:00 Afternoon Break Blackwell Inn

CONCURRENT SESSIONS 4-6 Schoenbaum and Pfahl Hall

15:00 – 15:25 SESSION 4

4.1 140 Pfahl Hall
(Best Practitioner Paper Award Finalist)
Jeanette Blomberg, IBM Research, USA
Melissa Cefkin, IBM Research, USA

4.2 202 Pfahl Hall
“Optimizing the Profitability of Services Products Using Trade-off Analysis (Product Optimizer)”
Charles L. Colby, Rockbridge Associates, Inc., USA

4.3 320 Pfahl Hall
“Big Idea vs. Future Uncertainty – Boost Innovation Perspectives”
Ralf Frombach, FIR at RWTH Aachen University, Germany
Christian Grefrath, FIR at RWTH Aachen University, Germany

4.4 205 Schoenbaum Hall
“Having a Surprise in Store” - The Importance of Surprising the Customer in Service Settings
Matthias Gouthier, EBS Business School, Germany
Andreas Giese, EBS Business School, Germany
Christopher Bartl, EBS Business School, Germany
Tobias Kraemer, EBS Business School, Germany
Andreas Pasing, buw Holding GmbH, Germany

4.5 300 Schoenbaum Hall
“How Much Manual Service Dispatching Can Be Optimized?”
Claudio Pinhanez, IBM Research, Brazil
Victor Cavalcante, IBM Research, Brazil
Cleidson R. de Souza, IBM Research, Brazil

4.6 310 Schoenbaum Hall
“Drivers of Innovation Among Small and Medium Sized Non-Profit Service Providers”
Florian Zach, Temple University, USA

4.7 315 Schoenbaum Hall
“Lemonade Out of Lemons: An Examination of the Potential Benefits of Service Spillover Following an Initial Service Failure at an Unrelated Firm”
Clay Voorhees, Michigan State University, USA
Stacey Robinson, Florida State University, USA
Alexis Allen, Florida State University, USA

4.8 300 Schoenbaum Hall
“Customer Participation In Context: An Investigation of Context Complexity, Information Sharing, and Interational Control in Value Co-Creation”
Si Wang (Helen), Arizona State University, USA
Mary Jo Bitner, Arizona State University, USA
Amy L. Ostrom, Arizona State University, USA

4.9 330 Schoenbaum Hall
“Issues and Proposed Methods for Modeling Inter-Cultural Service Encounters: An Inter-Disciplinary Research Agenda”
Alexandra Medina-Borja, University of Puerto Rico, USA
William Hefley, University of Pittsburgh, USA
15:30 – 15:55  SESSION 5

5.1  140 Pfahl Hall
“New Developments in Customer Service Measures for Personnel Selection: Validation Findings”
John Bateson, Granada Learning, United Kingdom
Eugene Burke, The SHL Group, United Kingdom
Carly Vaughan, SHL Group Ltd, United Kingdom
Jochen Wirtz, Singapore University, Singapore

5.2  202 Pfahl Hall
“Assessing and Monitoring Customer Intimacy in B2B Services”
François Habryn, Karlsruhe Institute of Technology, Germany
Gerhard Satzger, Karlsruhe Institute of Technology, Germany
Berhard Kölmel, CAS Software AG, Germany
Thomas Herzig, Karlsruhe Institute of Technology, Germany

5.3  302 Pfahl Hall
“Assets for IT Transformation Services”
Birgit Pfitzmann, IBM, USA
Nikolai Joukov, IBM, USA

5.4  205 Schoenbaum Hall
“At the Mercy of Airlines: Investigating the Experience and Behavioral Implications of Anger and Dissatisfaction of Ancillary Airline Fees”
Sven Tuzovic, Pacific Lutheran University, USA
Merl Simpson, Pacific Lutheran University, USA
Volker G. Koppelwieser, University of Leipzig, Germany
Joerg Finsterwalder, University of Canterbury, New Zealand

5.5  210 Schoenbaum Hall
Iris Vilnai-Yavetz, Ruppin Academic Center, Israel
Shaked Gilboa, Ruppin Academic Center, Israel

5.6  300 Schoenbaum Hall
“Analyzing Product Performance and Image from User Generated Content – A Text Mining Approach”
Astrid Dickinger, MODUL University Vienna, Austria
Wolfgang Koerbitz, MODUL University Vienna, Austria

5.7  310 Schoenbaum Hall
“CAS Learning Solutions: Responding to Customer Needs Worldwide”
Jayne Knoop, American Chemical Society, USA

5.8  315 Schoenbaum Hall
“Alan P. Fiske's Relational Models Framework: Implications for Customer Relationship Management (A Review of an Area)”
Velitchka D. Kaltcheva, Loyola Marymount University, USA
Robert D. Winsor, Loyola Marymount University, USA
A. Parasuraman, University of Miami, USA

5.9  320 Schoenbaum Hall
“What do Online Complainers Want?: Understanding and Managing the Vigilante vs. Reparation-Oriented Complainers”
Yany Gregoire, HEC Montreal, Canada
Renaud Legoux, HEC Montreal, Canada
Soaneer Sarker, The Pennsylvania State University, USA

5.10 330 Schoenbaum Hall
“The Next Table Over: The Impact of Others’ Service Experiences on Emotions, Perceived Justice, and Satisfaction”
Anna S. Mattila, The Pennsylvania State University, USA
Lydia Hanks, The Pennsylvania State University, USA
Chenya Wang, The Pennsylvania State University, USA

16:00 – 16:25  SESSION 6

6.1  140 Pfahl Hall
“Innovation for Service Space Communication by Voice Tweets in Nursing and Caring: Concept and Approach in Japanese National Project”
Naoshi Uchihira, Toshiba Corporation, Japan
Kentarou Torii, Toshiba Corporation, Japan
Yuji Hirabayashi, Shimizu Corporation, Japan
Taro Sugihara, JAIST, Japan

6.2  202 Pfahl Hall
“Geographic Expansion or Diversification: Analysis of Growth Strategies for Japanese Food Service Industry”
Taku Kato, Tokyo Institute of Technology, Japan
Kyoichi Jim Kijima, Tokyo Institute of Technology, Japan

6.3  302 Pfahl Hall
“How to Right Size Customer Care? An Approach for Modeling Sustainable Service Level Agreements”
Thiago Giulio Barroero, University of Pavia, Italy
Gianmario Motta, University of Pavia, Italy
Marco Della Vedova, University of Pavia, Italy
Marco Durante, Assoscontat, Italy

6.4  205 Schoenbaum Hall
“The Use of Technology to Compete for Students, Resources and Reputation”
Tom Hayes, Xavier University, USA
Mary Walker, Xavier University, USA

6.5  210 Schoenbaum Hall
“Helping Customers to Help Themselves”
Tim Hughes, University of the West of England, UK
Ed Little, University of the West of England, UK
Toni Hilton, University of Westminster, UK
SATURDAY, JULY 2, 2011

07:15 – 07:30  Transportation from hotels to University

07:30 – 08:30  Breakfast Blackwell Inn

PLENARY SESSION 3 Blackwell Ballroom

8:30 – 09:15  “Service in a Multi-Unit-World”
Atila Noronho, US QSCVP, Ohio Region, McDonalds, USA

09:15 – 10:00  Panel Discussion
Jim Stewart, Teredata, USA
Paul Patterson, University of New South Wales, Australia

10:00 – 10:30  Morning Break Blackwell Inn

CONCURRENT SESSIONS 7-9

10:30 – 10:55  SESSION 7

7.1  140 Pfahl Hall
“Service Infusion in Product-Dominant Companies: Findings from a Multi-Company Study and an Agenda for Future Research”
Valerie A. Zeithaml, University of North Carolina, USA
Stephen W. Brown, Arizona State University, USA
Mary Jo Bitner, Arizona State University, USA

7.2  202 Pfahl Hall
“Predicting Cash Flow Variability Using Customer Characteristics: Consistency Across Different Service Contexts”
Crina Tarasi, Central Michigan University, USA
Ruth Bolton, Marketing Science Institute, USA
Anders Gustafsson, Karlstad University, Sweden
Beth Walker, Arizona State University, USA

7.3  302 Pfahl Hall
“The Complex Role of Time in Service Systems (and Why it Matters)”
Susan Stucky, IBM Research-Almaden, USA
Ben Shaw, IBM Research-Almaden, USA
Melissa Cefkin, IBM Research-Almaden, USA

7.4  200 Schoenbaum Hall
Lerzan Aksoy, Fordham University, USA
Alex Buoye, IPSOS Loyalty, USA
Pelin Aksoy, George Mason University, USA
Bart Lariviere, Ghent University, Belgium
7.5 205 Schoenbaum Hall
“The Trusted Advisor: An Emerging Services Role in Personal Selling”
Wayne A. Neu, California State University San Marcos, USA
Gabriel R. Gonzalez, Arizona State University, USA
Michael W. Pass, Sam Houston State University, USA

7.6 210 Schoenbaum Hall
“Has Co-Creation of Value Any Influence Over Purchase Behavior? Insights From an Online Purchase Scenario”
Lorena Blasco-Arcas, University of Zaragoza, Spain
Blanca Hernández-Ortega, University of Zaragoza, Spain
Julio Jiménez-Martínez, University of Zaragoza, Spain

7.7 220 Schoenbaum Hall
“Broadening the Concept of Service: A Tripartite Value Co-Creation Perspective for Sustainable Cities”
Kunio Shirahada, Japan Advanced Institute of Science and Technology, Japan
Raymond P. Fisk, Texas State University, USA

7.8 230 Schoenbaum Hall
“Reducing Racial Bias in Inter-Ethnic Service Encounters-Application of a Stress and Coping Approach.”
Simon Brach, University of Koblenz-Landau, Germany
Gianfranco Walsh, University of Koblenz-Landau, Germany
Patrick Hille, University of Koblenz-Landau, Germany

7.9 315 Schoenbaum Hall
“Dr. Eve!: Using Life-Like Agents in Health Care Service”
M. Saleh Torkestani, Unitec, New Zealand
Robert Davis, Unitec, New Zealand
Abdolhossein Sarrafzadeh, Unitec, New Zealand

7.10 320 Schoenbaum Hall
“Towards a Productivity-Oriented Model of Service Systems”
Fabian Howahl, Karlsruhe Institute of Technology (KIT), Germany
Peter Hottum, Karlsruhe Institute of Technology (KIT), Germany

11:00 – 11:25 SESSION 8

8.1 140 Pfahl Hall
“Service Innovation: It’s All About Improving Adoption”
Giulia Calabretta, BI Norwegian School of Management, Norway
Tor W. Andreassen, BI Norwegian School of Management, Norway

8.2 202 Pfahl Hall
“Service System Modeling to Improve Population Health”
Cheryl Kieliszewski, IBM Research, USA
Melissa Cefkin, IBM Research, USA
Paul Maglio, IBM Research, USA

8.3 302 Pfahl Hall
“A Systems-Disciplines Framework for Visualizing the Scope of Service Science”
Wendy Murphy, IBM Global University, USA
Haluk Demirkan, Arizona State University, USA
Jim Spohrer, IBM Global University, USA

8.4 200 Schoenbaum Hall
“Service Lifecycle Management for Mechanical Engineering Companies - A New Approach to Increase in Service Productivity”
Sabine Janeschek, EBS Business School, Germany
Matthew Gouthier, EBS Business School, Germany

8.5 205 Schoenbaum Hall
“An Evolutionary Theory of Market and Service Growth”
Steven M. Shugan, University of Florida, USA
Debanjan (Deb) Mitra, University of Florida, USA

8.6 210 Schoenbaum Hall
Dominik Loeber, European Business School, Germany

8.7 215 Schoenbaum Hall
“Implementing Social Service Software for Public Urban Decisions of a Local City”
Takao Terano, Tokyo Institute of Technology, Japan
Setsuya Kurahashi, University of Tsukuba, Japan
Kenichi Yoshida, University of Tsukuba, Japan
Kazuhiko Tsuda, University of Tsukuba, Japan
Hiroshi Takahashi, Kio University, Japan

8.8 220 Schoenbaum Hall
“Designing Complex Services for Multiple Stakeholders: Applying Systems Theory to Electronic Health Records”
Nelson Figueiredo de Pinho, University of Porto, Portugal
Lia Patrício, University of Madeira, Portugal
Raymond Fisk, Texas State University, USA
Nuno Nunes, University of Madeira, Portugal

8.9 230 Schoenbaum Hall
“The Impact of Multiple Marketing Signals on Professional Service Customer Choice”
Kristina Maiksteniene, ISM University of Management and Economics, Lithuania

11:30 – 11:55 SESSION 9

9.1 140 Pfahl Hall
“The Satisfaction-Productivity Tradeoff: Motivating Executives to Seek the Right Balance”
Ming-Hui Huang, National Taiwan University, Taiwan
Roland Rust, University of Maryland, USA
### SCHEDULE OF EVENTS • JULY 2

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>9.2</td>
<td>“Knowledge Management in AMS with an Emphasis on Quality Data and Customizable Data Privacy”&lt;br&gt;Debapriyo Majumdar, IBM Research, India&lt;br&gt;Rose Catherine, IBM Research, India&lt;br&gt;Shajith Ikbal, IBM Research, India</td>
<td>202 Pfahl Hall</td>
</tr>
<tr>
<td>9.3</td>
<td>“Safelite Drives Improvement by Focusing on Net Promoter Score”&lt;br&gt;Tom Feeney, Safelite Group, USA</td>
<td>302 Pfahl Hall</td>
</tr>
<tr>
<td>9.4</td>
<td>“Mobile Service Prototyping: A Holistic View of the Service Experience”&lt;br&gt;Teresa Sarmento, University of Porto, Portugal&lt;br&gt;Lia Patrício, University of Porto, Portugal</td>
<td>200 Schoenbaum Hall</td>
</tr>
<tr>
<td>9.5</td>
<td>“The Sales and Service Delivery Interface: A Determinant of Service Infusion Success”&lt;br&gt;Jim Salas, Arizona State University, USA&lt;br&gt;Stephen W. Brown, Arizona State University, USA&lt;br&gt;Michael Hutt, Arizona State University, USA</td>
<td>205 Schoenbaum Hall</td>
</tr>
<tr>
<td>9.6</td>
<td>“The Influence of Customer Participation on Service Failure Attribution: The Role of Self-Efficacy”&lt;br&gt;Chia-Yi Chen, National Pingtung University of Science and Technology, Taiwan&lt;br&gt;Chia-Chi Chang, National Chiao Tung University, Taiwan</td>
<td>215 Schoenbaum Hall</td>
</tr>
<tr>
<td>9.7</td>
<td>“The Effect of Self-Service Technology Initiatives on Firm Valuation”&lt;br&gt;Jiun-Sheng Chris Lin, National Taiwan University, Taiwan&lt;br&gt;Woan-Yuh Jang, National Taiwan University of Science and Technology, Taiwan</td>
<td>220 Schoenbaum Hall</td>
</tr>
<tr>
<td>9.8</td>
<td>“Research in Sustainable Services”&lt;br&gt;Sandra Dijk, University Leipzig, Germany&lt;br&gt;Dubravko Radic, Duesseldorf, Germany</td>
<td>230 Schoenbaum Hall</td>
</tr>
<tr>
<td>9.9</td>
<td>“Challenges Involved in the Development and Implementation of a Technology-Based Service: The UID Case Study”&lt;br&gt;Suneeta Kudaravalli, Accenture, USA&lt;br&gt;Venkat Mummalaneni, Virginia State University, USA</td>
<td>315 Schoenbaum Hall</td>
</tr>
</tbody>
</table>

#### PLENARY SESSION 4

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>13:00</td>
<td>“Digital Service”&lt;br&gt;Nita Rollins, Resource Interactive, USA</td>
<td>202 Pfahl Hall</td>
</tr>
<tr>
<td>13:45</td>
<td>Panel Discussion&lt;br&gt;Kathyryne Reeves, Nationwide, USA</td>
<td>205 Schoenbaum Hall</td>
</tr>
<tr>
<td>14:30</td>
<td>Afternoon Break</td>
<td>Blackwell Inn</td>
</tr>
</tbody>
</table>

#### CONCURRENT SESSIONS 10-12 Schoenbaum and Pfahl Hall

<table>
<thead>
<tr>
<th>Time</th>
<th>Session 10</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>13:00</td>
<td>“A Twenty-Year Retrospective on the Frontiers in Service Conference: Contributions to Service Knowledge and Service Community”&lt;br&gt;Raymond P. Fisk, Texas State University, USA&lt;br&gt;Michael J. Dorsch, Clemson University, USA&lt;br&gt;Stephen J. Grove, Clemson University, USA</td>
<td>140 Pfahl Hall</td>
</tr>
<tr>
<td>13:45</td>
<td>“Motivating Online Crowds: Towards an Effective Incentives Framework”&lt;br&gt;Maja Vukovic, IBM, USA&lt;br&gt;Erika Garces, King Abdullah University of Science and Technology, Saudi Arabia</td>
<td>202 Pfahl Hall</td>
</tr>
<tr>
<td>14:30</td>
<td>“Creating a Compelling Customer Experience: A Holiday Inn Case Study”&lt;br&gt;Craig LaRosa, Continuum, USA&lt;br&gt;Steve Markman, Markman Speaker Management, USA</td>
<td>302 Pfahl Hall</td>
</tr>
<tr>
<td>15:00</td>
<td>“Understanding the Success of Third Places: The Contribution of the Attachment Theory”&lt;br&gt;Chourouk Mzahi, Université Paul Cézanne Aix-Marseille III, France</td>
<td>200 Schoenbaum Hall</td>
</tr>
<tr>
<td>15:00</td>
<td>“Who are the Winners? Consumer Involvement in the Innovation Process”&lt;br&gt;Mirella Kleijnen, VU University Amsterdam, The Netherlands&lt;br&gt;Corine Noordhoff, VU University Amsterdam, The Netherlands</td>
<td>205 Schoenbaum Hall</td>
</tr>
<tr>
<td>16:00</td>
<td>“Service-Oriented Business Models in the Development of Electric Road Systems”&lt;br&gt;Stefan Tongur, Industrial Economics and Management, Sweden&lt;br&gt;Henrik Blomgren, Industrial Economics and Management, Sweden</td>
<td>210 Schoenbaum Hall</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>12:00</td>
<td>Lunch Blackwell Inn</td>
<td>210 Schoenbaum Hall</td>
</tr>
<tr>
<td>12:00</td>
<td>JSR Editorial Review Board Meeting</td>
<td>210 Schoenbaum Hall</td>
</tr>
</tbody>
</table>
10.7 215 Schoenbaum Hall
“Retail Service Team Goal Orientation and Performance: The Role of the Team Leader”
Linda J. Robinson, RMIT University, Australia, Tania Bucic, University of New South Wales, Australia

10.8 220 Schoenbaum Hall
“Does the Visibility of Preferential Treatments Affect Customers?”
Tillmann Wagner, WHU – Otto Beisheim School of Management, Germany
Thorsten Hennig-Thurau, University of Muenster, Germany
Susanne Neckermann, Centre for European Economic Research, Germany

10.9 230 Schoenbaum Hall
“The Role of Complexity in Servicescape Design: An Individual Perspective”
Christiane Solf, Christian-Albrechts-University Kiel, Germany
Ulrich R. Orth, Christian-Albrechts-University Kiel, Germany
Jochen Wirtz, National University of Singapore

10.10 315 Schoenbaum Hall
“Strategic Partnership “Productivity of Services” - Public Private Partnership Fostering Service Productivity”
Walter Ganz, Fraunhofer Institute for Industrial Engineering IAO, Germany
Inka C. Moerschel, Fraunhofer Institute for Industrial Engineering IAO, Germany
Tobias Ulmer, Fraunhofer Institute for Industrial Engineering IAO, Germany

15:30 – 15:55 SESSION 11

11.1 140 Pfahl Hall
“The Co-Creation Experience from the Customer Perspective:”
Katrien Verleye, University of North Carolina, USA
Valarie Zeithaml, University of Carolina, USA

11.2 202 Pfahl Hall
“Social Agent-Based Simulation as a Framework for Health Care Services”
Yolanda Rankin, IBM Research, USA
Peter Molnar, Clark Atlanta University, USA
Pam Hull, Tennessee State University, USA
Jakita Thomas, Spelman College, USA
Marcus Shute, Clark Atlanta University, USA

11.3 302 Pfahl Hall
“Japanese-style Value Co-Creation Concept Applied to Service Business”
Kotaro Nakamura, Japan Advanced Institute of Science & Technology, Japan
Masakaze Gotoh, Recruit Works Institute, Japan

11.4 200 Schoenbaum Hall
“Sanitary Services: Evaluating the Environmental Performance of Two Companies”
Miguel Sellitto, Unisinos University, Brazil, Miriam Borchardt, Unisinos University, Brazil
Giancarlo Pereira, Unisinos University, Brazil

11.5 205 Schoenbaum Hall
“Drivers of Customer Equity: Does Relationship Equity Matter?”
Karin Teichmann, Department of Strategic Management, Austria
Nicola Stokburger-Sauer, Department of Strategic Management, Austria

11.6 210 Schoenbaum Hall
“Formal Principles of Service Science”
Koiti Hasida, SITR, AIST, Japan

11.7 215 Schoenbaum Hall
“Keeping Up with the Joneses: Status as an Important Driver of Customer Retention in Loyalty Programs”
Jens Zimmermann, Catholic University of Eichstaett-Ingolstadt, Germany
Nils Löber, Catholic University Eichstaett-Ingolstadt, Germany

11.8 220 Schoenbaum Hall
“When Do We Want to Work AND Play? The Influence of Hedonic and Utilitarian Functionalities on Customer Adoption and Usage of Goods and Services”
Kathryn K. Eaton, Arizona State University, USA
Mary Jo Bitner, Arizona State University, USA
Douglas Olsen, Arizona State University, USA

11.9 230 Schoenbaum Hall
“The Impact of Servicescape on the Authenticity Assessment of Ethnic-oriented Services”
Chen-ya Wang, The Pennsylvania State University, USA
Anna S. Mattila, The Pennsylvania State University, USA

11.10 315 Schoenbaum Hall
“Building Customer Equity Model through Managing CRM Programs”
Shu-Tzu Huang, National Kaohsiung First University of Science and Technology, Taiwan
Yin-Chiech Hsu, National Kaohsiung First University of Science and Technology, Taiwan

16:00 – 16:25 SESSION 12

12.1 140 Pfahl Hall
“A Configurational Analysis of New Service Purchase Intentions”
Andrea Ordanini, Bocconi University, Italy
Gaia Rubera, Michigan State University, USA
A. Parasuraman, University of Miami, USA
SCHEDULE OF EVENTS • JULY 2-3

12.2 202 Pfahl Hall
"Using a Service-Dominant Logic Approach to Analyze Medical Tourism Service"
Gloria Ng, National University of Singapore
Choo Zhi Min, National University of Singapore
Bo Edvardsson, Karlstad University, Sweden
Robert Firth, National University of Singapore
Saisudha Rajagopal, National University of Singapore
Ding Yi, National University of Singapore

12.3 302 Pfahl Hall
"Application Service Composition for Business Service Cloud"
Jing Min Xu, IBM Research, China
Stacy F. Hubson, IBM Research, USA

12.4 205 Schoenbaum Hall
"Customer Opportunistic Complaints Management: From Employees' Perspective"
Heejung Ro, University of Central Florida, USA
June Wong, University of Central Florida, USA

12.5 215 Schoenbaum Hall
"Synergism in Multichannel Service Delivery"
Marjan Aslanzadeh, University of Canberra, Australia
Byron Keating, University of Canberra, Australia
Byron Keating, University of Canberra, Australia

12.6 220 Schoenbaum Hall
"The Role of “Third Place” Social Support in Cancer Patients’ Quality of Life"
Mark S. Rosenbaum, Northern Illinois University, USA
Jill Smallwood, Living Well Cancer Resource Center, USA

12.7 230 Schoenbaum Hall
“Excusez-Moi, Je N’Ai Pas Compris”: The Impact of Language Differences on Service Encounter Evaluations"
Yves Van Vaerenbergh, Ghent University, Belgium
Jonas Holmqvist, Hanken School of Economics, Finland

SUNDAY, JULY 3

08:00 – 08:30  Breakfast Blackwell Inn

PLENARY SESSION 5 Blackwell Ballroom

08:30 – 09:00  “Emotional Bonds in Services”
Kelly Cook, CMO, DSW Shoes, USA

09:00 – 09:15  Panel Discussion
Jim Sullivan, LOYALTYONE/COLOQUY’S, USA

PLENARY SESSION 6 Blackwell Ballroom

09:15 – 10:00  “Exploring the Next Frontiers in Services Research: Perspectives from SERVSIG Career Contribution Award Winners”
Valarie Zeithaml (Career Contribution Award, 2001)
Roland T. Rust (Career Contribution Award, 2002)
Mary Jo Bitner (Career Contribution Award, 2003)
Raymond Fisk (Career Contribution Award, 2005)

10:00 – 10:30  Morning Break Blackwell Inn

PLENARY SESSION 7 Blackwell Ballroom

10:30 – 11:15  “Frontiers in Customer Equity Management”
Bernd Skiera, University of Frankfurt, Germany

11:15 – 12:00  Panel Discussion
Roland T. Rust, University of Maryland, USA

12:00 – 12:15  Conference Closing

18:45  Awards Dinner The Ohio Union, Ohio State Campus
To view a video on Columbus, snap the code with your smartphone, or visit http://go.osu.edu/CXY.

To download a free smartphone app visit http://go.osu.edu/CXa

SPONSORED BY: