21ST Annual
Frontiers in Service Conference

June 14-17, 2012
College Park, Maryland

Major Sponsors

CES | Center for Excellence in Service
ROBERT H. SMITH SCHOOL OF BUSINESS
AT THE UNIVERSITY OF MARYLAND

IBM

AMERICAN MARKETING ASSOCIATION

informs
Thank you for joining us at the Frontiers in Service Conference, the premier event of its kind. As you explore the Conference Program and decide how to spend the next few days, we hope you will find many new and exciting ways to learn from and interact with your fellow attendees. From the very beginning, my fellow co-chairs, Janet Wagner and Hui Liao, and the rest of the Conference Committee have focused on creating the kind of conference that is inspired by the innovative spirit, rich diversity, and creative nature of the 42 countries represented. Please be sure to explore Washington, DC and we invite you to join us for the IBM Networking Reception at the Newseum, Washington, DC. We have arranged a brief scenic tour where you can see the skyline of our nation’s capital. Please be sure to visit the Registration Desk, and retrieve your reserved ticket to explore the Newseum at your leisure.

In addition, we are very excited about our plenary sessions, which are designed for a broad, general audience and presented by leading practitioners and academics, and our concurrent sessions, which offer more in-depth research talks on a wide variety of service topics. During Sunday’s closing plenary sessions, thought leaders will excite and encourage us with new ideas about digital services and online word-of-mouth. And at our opening plenary, you’ll learn how cultural competencies can help a service company’s bottom line.

We hope you find this conference to be engaging, educational, and inspiring. The Conference Committee is eager to learn what went well and what we can improve, so please don’t forget to fill out an evaluation form. Finally, I’d like to offer my sincere gratitude to the members of the Conference Committee and the dedicated staff who have helped shape this terrific program. We hope you enjoy it as much as we have valued the opportunity to plan it.

Roland T. Rust
Conference Founder and Co-Chair
Distinguished University Professor
David Bruce Smith Chair in Marketing
Executive Director, Center for Excellence in Service
Executive Director, Center for Complexity in Business
Robert H. Smith School of Business
University of Maryland

Janet Wagner
Associate Professor of Marketing
Director, Center for Excellence in Service
University of Maryland, USA

Hui Liao
Associate Professor of Management
Research Director, Center for Excellence in Service
University of Maryland, USA

Sabine Moeller
Chair, AMA Services Special Interest Group
Lekkerland Endowed Chair for Convenience and Marketing
EBS Business School, Germany

Timothy Keiningham
Global Chief Strategy Officer and Executive Vice President
IPSOS Loyalty, USA

Ming-Hui Huang
Distinguished Professor of Electronic Commerce
National Taiwan University, Taiwan

Shashi Matta
Assistant Professor of Marketing
Ohio State University, USA
# 21st Annual Frontiers in Service Conference

## Thursday, June 14, 2012

<table>
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<tr>
<th>Time</th>
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<tbody>
<tr>
<td>17:00 - 20:00</td>
<td>Early Registration</td>
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<tr>
<td>18:00 - 20:00</td>
<td>Welcome Reception</td>
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## Friday, June 15, 2012

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<tr>
<td>07:00 - 17:00</td>
<td>Registration</td>
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<tr>
<td>07:30</td>
<td>Transportation From Hyatt Regency Bethesda to the University of Maryland (Buses will shuttle back and forth throughout the day)</td>
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<tr>
<td>08:15</td>
<td>Continental Breakfast</td>
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<tr>
<td>08:45 - 09:00</td>
<td>Welcoming Remarks</td>
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<tr>
<td>09:00 - 09:45</td>
<td>Plenary 1</td>
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<tr>
<td>09:45 - 10:30</td>
<td>Panel Discussion</td>
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<td>10:30 - 11:00</td>
<td>Morning Break</td>
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<tr>
<td>11:00 - 11:25</td>
<td>Concurrent Sessions 1</td>
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<tr>
<td>11:30 - 11:55</td>
<td>Concurrent Sessions 2</td>
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<td>12:00 - 12:25</td>
<td>Concurrent Sessions 3</td>
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<td>14:15 - 15:00</td>
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<td>15:00 - 15:30</td>
<td>Afternoon Break</td>
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<tr>
<td>15:30 - 15:55</td>
<td>Concurrent Sessions 4</td>
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<tr>
<td>16:00 - 16:25</td>
<td>Concurrent Sessions 5</td>
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<td>16:30 - 16:55</td>
<td>Concurrent Sessions 6</td>
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<tr>
<td>17:15</td>
<td>Transportation to Hyatt Regency Bethesda</td>
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<tr>
<td>19:00</td>
<td>Cocktail Reception</td>
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<td>19:30 - 22:00</td>
<td>Awards Dinner</td>
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## Saturday, June 16, 2012

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<td>15:00 - 15:30</td>
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<tr>
<td>19:00 - 21:00</td>
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## Sunday, June 17, 2012

**Hyatt Regency Bethesda**

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<tr>
<td>11:15 - 12:00</td>
<td>Panel Discussion</td>
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<tr>
<td>12:00 - 12:15</td>
<td>Conference Closing</td>
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**Schedule at a Glance**
FEATURED KEYNOTE SPEAKERS

P.K. Kannan
Ralph J. Tyser Professor of Marketing Science
Marketing Department Chair,
Robert H. Smith School of Business
University of Maryland

Barak Libai
Associate Professor of Marketing
Recanati Graduate School of Business
Tel-Aviv University

Gary Swart
CEO
oDesk

KEYNOTE PANELISTS

Laurel Anderson  Mark Huselid  Bert Jarreau  William Rand  Mark Rosenbaum  Florian Wangenheim
General Information

Meals and Additional Tickets

Meals are included in your registration fee. Included in the conference registration is Thursday and Saturday evening receptions, Friday, Saturday and Sunday refreshment breaks, lunch on Friday and Saturday and the Saturday evening Awards Dinner. Conference attendees may purchase extra meal tickets for guests. Thursday Evening Reception tickets are $70, Friday Reception and Awards Dinner ticket are $80 and the Saturday Networking Reception ticket is $70. Tickets are limited and can be purchased at the Registration Desk.

Meeting Space

Seating at all conference sessions is first-come, first-served. Meeting room assignments are based on past session attendance. If a session is overcrowded, we regret the inconvenience and welcome your suggestions for future improvements.

Name Badges

Your conference name badge is required for admission to all conference functions. Please remember to remove your conference badge when you are outside of the conference space.

Session Handouts and Resource Materials - A GREENER CONFERENCE

The Frontiers in Service Conference provides handouts and resource materials the paperless way - on your Conference Flash drive. Each attendee is provided a flash drive to review session Abstracts, Presenter Biographical Information and Presentations. At the end of the conference, recycle your badge holder by turning in your used plastic holder and then hooking the badge cord to your flash drive.

Dress

Casual business attire is appropriate during the conference. We also suggest that you bring a sweater or light jacket to meeting rooms and for the evenings.

Parking

Visitor's parking for the Robert H. Smith School of Business/Van Munching Hall can be found in Mowatt Lane Parking Garage on the top two levels, in numbered spots. Pay stations are located by the elevators. The GPS address for Van Munching Hall is 7621 Mowatt Lane, College Park, MD 20742. Hyatt Regency Discount Parking cards can be retrieved at the Registration desk.

Newseum Tickets

Please be sure to visit the Registration Desk, and retrieve your reserved ticket to explore the Newseum at your leisure.

Visit our Exhibitors

New to the Frontiers in Service Conference is the Exhibitor Area. Please take a moment to visit our supporting organizations.
THURSDAY, JUNE 14, 2012

17:00 - 20:00  Registration
18:00 - 20:00  Welcome Reception
                Concours Terrace, Hyatt Regency Bethesda

FRIDAY, JUNE 15, 2012

07:00 - 17:00  Registration - Van Munching Hall
07:30  Transportation from Hyatt Regency to University of Maryland (Buses will shuttle back and forth throughout the day)

08:15 - 0900  Continental Breakfast
                Van Munching Hall Foyer

PLENARY SESSION 1
Frank Auditorium, Van Munching Hall

09:00 - 09:45  “How Cultural Competence Can Help Your Bottom Line. The Business Case For Diversity”
                Apoorva Gandhi, Vice President of Multicultural Markets and Alliances, Marriott International

09:45 - 10:30  Panel Discussion
                Laurel Anderson, Associate Professor, W.P. Carey, Arizona State University
                Apoorva Gandhi, Vice President of Multicultural Markets and Alliances, Marriott International

10:30 - 11:00  Morning Break  - Van Munching Hall Foyer

CONCURRENT SESSIONS 1-3  VAN MUNCHING HALL

11:00 - 11:25  SESSION 1

                Session Room - 1511
                (BEST PRACTITIONER PAPER AWARD FINALIST)
                Kristal R. Ray, Oracle, USA
                Sander F.M. Beckers, University of Groningen, The Netherlands
                Sterling A. Bone, Brigham Young University, USA
                Paul W. Fombelle, Northeastern University, USA
                Katherine N. Lemon, Boston College, USA
                Jenny van Doorn, University of Groningen, The Netherlands

                Nicola Bilstein, Catholic University of Eichstaett-Ingolstadt, Germany
                Shashi M. Matta, Ohio State University, USA
                Jens Hogreve, Catholic University of Eichstaett-Ingolstadt, Germany

“Contrary Effects of Standardization on Cost Estimation and Pricing in Service”
                Session Room - 1520
                Tobin Lehman, IBM Research, USA
                Sechan Oh, IBM Research, USA
                Ray Strong, IBM Research, USA
                Ben Shaw, IBM Research, USA

“Patient’s Perceptions of Hospitals: The Role of Organizational and Market Characteristics”
                Session Room - 1412
                Suzanne C. Makarem, Virginia Commonwealth University, USA
                Mona Al-Amin, Suffolk University, USA

“Vertical Take-Off for Aviation Services a Lean Process, Flexible Resources, High Profits”
                Session Room - 1330
                Michael Gassner, Stuttgart Airport - Flughafen Stuttgart GmbH, Germany
                Rainer Ngele, Fraunhofer IAO, Germany
                Florian Kicherer, Fraunhofer IAO, Germany

“Dethroning the Cult of Personality: Creating Influential Hubs Through Activation of the Hub Self-Concept”
                Session Room - 1333
                Cinthia B. Satornino, Florida State University, USA
                Demetra Andrews, Florida State University, USA
                Michael K. Brady, Florida State University, USA
                Rebeca Perren, University of Central Florida, USA

“Service Globalization: De-Contextualization and Re-Contextualization of Value Co-Creation Processes”
                Session Room - 1336
                Satoshi Akatsu, Hitotsubashi University, Japan
                Mayomi Haga, Hitotsubashi University, Japan
                Joji Ono, Aoyama Gakuin University, Japan
                Yoshinori Fujikawa, Hitotsubashi University, Japan

“Deepening Product-Service-System Models Enabled by ‘Smarter’ Technologies”
                Session Room - 1415
                Matthew Denesuk, IBM Venture Capital Group, USA
                Axel Hochstein, IBM, USA
                Hyung-il Ahn, IBM, USA
                Ying Leung, IBM, USA

“Developing a Model-Based Service Design Process”
                Session Room - 1518
                Jorge Grenha Teixeira, University of Porto, Portugal
                Lia Patricio, University of Porto, Portugal
                Leonel Nóbrega, University of Madeira, Portugal
                Larry Constantine, Madeira Interactive Technologies Institute, Portugal
                Raymond P. Fisk, Texas State University-San Marcos, USA
11:30 - 11:55  SESSION 2

“Using Computer Simulation to Engineer Better Incident Management Policies in Service Delivery”  
(Listing Paper Award Finalist)
Santos Pinheiro, IBM Research, Brazil
Marcos Dias de Assun, IBM Research, Brazil
Victor Fernandes Cavalcante, IBM Research, Brazil
Maira Athanazio de Cerqueira Gatti, IBM Research, Brazil
Marco Aurlio Stelmar Netto, IBM Research, Brazil
Cleidson B. de Souza, Federal University of Para, Brazil

“Does the Service Profit Chain Hold True? A Meta-Analytical Approach”  
Session Room - 1528
Jens Hogreve, Catholic University of Eichstaett-Ingolstadt, Germany
Toennjes F. Eiller, Catholic University of Eichstaett-Ingolstadt, Germany
Anja Iske, University of Paderborn, Germany
Klaus G. Derfuss, University of Hagen, Germany

“Robust, Efficient and Scalable Quality Management for Paid Crowdsourcing Platforms”  
Session Room - 1505
Hansjoerg Fromm, Karlsruhe Institute of Technology, Germany
Robert Korn, Karlsruhe Institute of Technology, Germany
Jan Meller, Karlsruhe Institute of Technology, Germany
Antje Guenther, Clickworker.com, Inc., Germany
Christian Roszenich, Clickworker.com, Inc., Germany

Session Room - 1520
Enrico Secchi, Clemson University, USA
Aleda V. Roth, Clemson University, USA
Rohit Verma, Cornell University, USA

Designing Customer-Valued Service Experiences: The Role of Front-Line Employees”  
Session Room - 1412
Gaurav Bhalla, Knowledge Kinetics, USA
James Mendelsohn, McKinsey & Company, USA

“Making Promises versus Keeping Promises: Exploring Mechanisms that Determine Brand Loyalty”  
Session Room - 1330
Laszlo Saiatos, The University of Auckland, New Zealand
Henning Kreis, Free University of Berlin, Germany
Roderick J Brodie, The University of Auckland, New Zealand

“The Power of Pride: Why Organizational Pride Matters More Than Job Satisfaction When it Comes to Service Employee Customer Orientation”  
Session Room - 1333
Matthias Gouthier, EBS Business School, Germany
Tobias Kraemer, EBS Business School, Germany
Andreas Pasing-Husemann, buw Holding GmbH, Germany
Lennart Etelberg, buw Holding GmbH, Germany

“Loyal Customers or Brand Fans? - Who Get Most Involved in What Value Co-Creation Activities?”  
Session Room - 1336
Mayomi Haga, Hitotsubashi University, Japan
Satoshi Akutsu, Hitotsubashi University, Japan

12:00 - 12:25  SESSION 3

“The Satisfaction, Repurchase Intentions and Shareholder Value Linkage: A Longitudinal Examination of Fixed and Firm Specific Effects”  
(Listing Paper Award Finalist)
Timothy Keingham, Ipos Loyalty, USA
Lerzan Aksoy, Fordham University, USA
Bart Larivière, Ghent University, Belgium
Sunil Mithas, University of Maryland, USA
Forrest Morgeson, University of Michigan, USA
Atakan Talcin, Koc University, Turkey

“Customer Experiences Worth Talking About: A Cross-Country and Cross-Industry Empirical Examination of The Link Between Customer Experience and Online Behavior”  
Session Room - 1528
Paulo Rocha e Oliveira, IESE Business School, Spain
Carlos Molina, IZO, Spain

“When Less is More: Novice and Expert Assessments of Perceived Health Care Quality”  
Session Room - 1505
Tor W. Andreassen, BI Norwegian Business School, Norway
Sandra Streukens, Hasselt University, Belgium
Janet McColl-Kennedy, University of Queensland, Australia

“When Green Gets In the Way: The Impact of Servicescape Sustainability Messaging on Consumption”  
Session Room - 1520
Stacey G. Robinson, East Carolina University, USA
Michael Giebelhausen, Cornell University, USA
Mark Gleim, University of Toledo, USA
Stephanie Lawson, Suffolk University, USA
Helen Chun, Cornell University, USA

“Increasing IT Services Quality through Collective Intelligence”  
Session Room - 1412
Maja Vukovic, IBM, T.J. Watson Research Center, USA
Arjun Natarajan, IBM, T.J. Watson Research Center, USA

“The Dialog Manager: Knowledge Management for IT Services”  
Session Room - 1330
Jeaha Yang, IBM, T.J. Watson Research Center, USA
Rangachari Anand, IBM, T.J. Watson Research Center, USA
Juhnyoung Lee, IBM, T.J. Watson Research Center, USA
“Cultural Affordance View of Value Co-Creation: Toward an Interactive and Dynamic Value Co-Creation Model of the Firm, Customer, and Environment”  Session Room - 1333
Satoshi Akutsu, Hitotsubashi University, Japan
Yoshinori Fujikawa, Hitotsubashi University, Japan
Joji Ono, Aoyama Gakuin University, Japan
Fumikazu Morimura, Kyoto Sangyo University, Japan

“3D Enterprise Resource Planning System Configuration”  Session Room - 1336
Pietro Mazzoleni, IBM, T.J. Watson Research Center, USA
Richard Goodwin, IBM, T.J. Watson Research Center, USA

“Designing for Transformative Services: Fostering Sustainability in Home Energy Consumption”  Session Room - 1415
Rita Viana, University of Porto, Portugal
Lia Patricio, University of Porto, Portugal

“A Reusable Approach to Managing Business Applications as a Service”  Session Room - 1518
Rong Liu, IBM Research, USA
Juhyoung Lee, IBM Research, USA
Krishna Ratakonda, IBM Research, USA
Jeaha Yang, IBM Research, USA

12:30 – 13:30  Lunch  Van Munching Hall Foyer

PLENARY SESSION 2
Frank Auditorium, Van Munching Hall

13:30 - 14:15  “Innovative Trends in Government Services”  Session Room - 1505
Curtis Clark, Global Director for Regional and Local Government and Director of the IBM Institute for Electronic Government

14:15 - 15:00  Panel Discussion
Bert Jarreau, CIO for the National Association of Counties
Curtis Clark, Global Director for Regional and Local Government and Director of the IBM Institute for Electronic Government

15:00 - 15:30  Afternoon Break  Van Munching Hall Foyer

CONCURRENT SESSIONS 4-6  VAN MUNCHING HALL

“Consumer Response to the Content Characteristics of Online Consumer Reviews”  Session Room - 1511
Breffni Noone, Pennsylvania State University, USA
Kelly McGuire, SAS Institute, Inc., USA

“The Evolution of Self-Service Technology”  Session Room - 1528
Charles F. Hofacker, Florida State University, USA
Eileen Bridges, Kent State University, USA
Jamie Murphy, Murdoch University, Australia

“In Pursuit of the Elusive Transaction Price”  Session Room - 1505
Tobin J. Lehman, IBM, USA
Wesley P. Humphrey, IBM, USA

“Government Data as a Platform for Innovation: A Study of Singapore’s Open Data Initiative”  Session Room - 1520
Lei Guo, National University of Singapore, Singapore
Pallab Saha, National University of Singapore, Singapore

“Sorry Sir, Your Flight has been Cancelled! The Role Of Employee Competencies in Emotionally Charged Service Encounters”  Session Room - 1412
Cecile Delcourt, HEC-Ulg, Belgium
Dwayne D. Gremler, BGSU, USA
Allard C. R. van Riel, Radboud University, The Netherlands
Marcel van Birgelen, Radboud University, The Netherlands

“Synthesizing Different Perspectives Toward an Interdisciplinary Approach to Service Design”  Session Room - 1330
Lia Patricio, University of Porto, Portugal
Raymond P. Fisk, Texas State University, USA

“Rapid Energy Performance Indexing For Building Energy Efficiency Related Products in Building Type and Geo-Location Context”  Session Room - 1333
Jeaha Yang, IBM, T.J. Watson Research Center, USA
Rui Zhang, IBM, T.J. Watson Research Center, USA
Jane L. Snowdon, IBM, T.J. Watson Research Center, USA
Khee Poh Lam, Carnegie Mellon University, USA

“Can Customer Relationships Improve by Studying Physician-Patient Interactions?”  Session Room - 1336
Phil Verghis, The Verghis Group, USA
Judith A. Hall, Northeastern University, USA

“Dynamic Updating Process of Customer’s Motivation for Participating in Value Co-Creation”  Session Room - 1415
Joji Ono, Aoyama Gakuin University, Japan
Shoko Itaka, Hitotsubashi University, Japan
Mayomi Haga, Hitotsubashi University, Japan
Satoshi Akutsu, Hitotsubashi University, Japan
Yoshinori Fujikawa, Hitotsubashi University, Japan

“Measuring Malfunctioning in European Services Markets: a Non-Parametric Approach”  Session Room - 1518
Luis Rubalcaba, University of Alcala, Spain
Andres Maroto, University Automa de Madrid, Spain

16:00 - 16:25  SESSION 5

“Improving Customer Care through Productivity Games”  Session Room - 1511
Maja Vukovic, IBM, T.J. Watson Research Center, USA
Valentina Salapura, IBM, T.J. Watson Research Center, USA

“Geysers or Bubbling Hot Springs? East-West Customer Rage Expressions”  Session Room - 1528
Janet McColl-Kennedy, University of Queensland, Australia
Paul G. Patterson, University of New South Wales, Australia
Michael K. Brady, Florida State University, USA
“Information Technology and Globalization: Theory and Evidence”
Session Room - 1505
Jonathan Whitaker, University of Richmond, USA
Sunil Mithas, University of Maryland, USA
Ali Taiﬁ, University of Illinois Urbana-Champaign, USA

“OR/MS-Based Innovation in Patient Management at the Tsukuba University Hospital”
Session Room - 1520
Hideaki Takagi, University of Tsukuba, Japan
Hisashi Kurata, University of Tsukuba, Japan
Yukihiro Okada, University of Tsukuba, Japan
Keizo Yamashita, Tsukuba University Hospital, Japan
Akiko Yoshise, University of Tsukuba, Japan

“Need for Uniqueness and Product Publicity”
Session Room - 1412
Szu-Jyh Chung, Need for Uniqueness and Product Publicity

“Brand Attachment and Customer Loyalty: The Moderating Roles of KOITI Hasida, AIST, Japan
Antonio Hyder, University de Toulouse
Enrique Bigne, University of Valencia, USA

“Personal Life Repository as Foundation of B2C Services”
Session Room - 1415
Koiti Hasida, AIST, Japan

“A Combined Consumer’s Technology Methodology for the Assessment of Online Consumer Behavior”
Session Room - 1336
Enrique Bigne, University of Valencia, USA
Antonio Hyder, University de Toulouse- Barcelona Campus, Spain

“Antecedents to Achieving a Culture of Innovativeness in B2B Service”
Session Room - 1333
Steven Fehl, PerkinElmer Health Science, USA

“Payments as a Virtual Lock-In: Reversing The Relationship Between Retention and Customer Duration”
Session Room - 1330
Iri Nitzan, Ben Gurion University of the Negev, Israel
Barak Libai, Tel Aviv University, Israel
Danit Ein-Gar, Tel Aviv University, Israel

“Introduction to Intelligent Decision Engines”
Session Room - 1333
Rajesh Radhakrishnan, IBM, USA

“Value Creating Service Systems: A Transdisciplinary Research Agenda”
Session Room - 1505
Irene Ng, University of Warwick, UK
Ralph Badinelli, Virginia Tech, USA
Gerard Briscoe, University of Cambridge, UK
Ian Leslie, University of Cambridge, UK
Roger Maull, University of Exeter, UK

“Understanding the Impact of Technology-Based Self-Services on Customer Relationships”
Session Room - 1520
Anne Scherer, Technische Universitaet Muenchen, Germany
Nancy V. Wuenderlich, University of Paderborn, Germany
Florian v. Wangenheim, Technische Universitaet Muenchen, Germany

“What if I Made the Wrong Decision? The Role of Anticipated Regret in Switching Barrier Based Service Retention”
Session Room - 1330
Jiun-Sheng Chris Lin, National Taiwan University, Taiwan

“Antecedents to Achieving a Culture of Innovativeness in B2B Service”
Session Room - 1333
Steven Fehl, PerkinElmer Health Science, USA

“Improving HR Processes In A Financial Services Distribution Company”
Session Room - 1336
Sumit Negi, IBM Research, India
Vishal S Batra, IBM Research, India
Prasad M Deshpande, IBM Research, India

“Is This a Good Service?  Analyzing Service Levels of Individuals and Organizations Through Agent-Based Modeling”
Session Room - 1415
Takao Terano, Tokyo Institute of Technology, Japan
Tomomi Kobayashi, Tokyo Institute of Technology, Japan
Satoshi Takahashi, Tokyo Institute of Technology, Japan

“The Cure Scale: A Formative Index of Service Recovery Strategy”
Session Room - 1518
Cristiana R. Lages, Loughborough University, UK
Rania Mostafa, Damanhur University, Egypt
Maria Sääksjärvi, Delft University of Technology, The Netherlands

16:30 - 16:55  SESSION 6

“Smarter Service Delivery for Building Modeling and Simulation”
Session Room - 1511
Jeaha Yang, IBM, USA
Rui Zhang, IBM, USA
Jane Snowdon, IBM, USA
Rangachari Anand, IBM, USA
Juhnyoung Lee, IBM, USA

“Bundling in Service Lines”
Session Room - 1528
Steven M. Shugan, University of Florida, USA
Nanda Kumar, University of Texas at Dallas, USA

17:15  Transportation to hotel

19:00 - 19:30  Cocktail Reception
Crystal Ballroom Foyer, Hyatt Regency, Bethesda

19:30 - 22:00  Awards Dinner
Crystal Ballroom, Hyatt Regency, Bethesda

Congratulations to the 2012 Award Winners

SPECIAL THANKS TO THE
BEST PRACTITIONER PAPER JUDGING COMMITTEE
Irene Ng, University of Warwick
Douglas Morse, Services Transformation and Innovation Group LLC
Lucio Lescano-Duncan, CAME- Institute

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SATURDAY, JUNE 16, 2012

07:00 - 17:00  Registration
07:30  Transportation from Hotel to University
08:15  Continental Breakfast
        Foyer Van Munching Hall

PLENARY SESSION 3

09:00 - 09:45  “Work 3.0: A Conversation About the Future of Work”
        Gary Swart, CEO, oDesk

09:45 - 10:30  Panel Discussion
        Mark Huselid, Professor of HR Strategy, School of Management and Labor Relations, Rutgers University
        Gary Swart, CEO, oDesk

Morning Break - Sponsored by

ROCKBRIDGE

Van Munching Hall  Foyer

CONCURRENT SESSIONS 7-9
VAN MUNCHING HALL

11:00 - 11:25  SESSION 7

“Does Loyalty Span Domains? Examining the Relationship between Consumer Loyalty and Other Loyalties and It’s Influence on Happiness”  Session Room - 1511
        Bart Larivière, Ghent University, Belgium
        Timothy Keiningham, Ipsos Loyalty, USA
        Lerzan Aksoy, Ipsos Loyalty, USA
        Alexander Buoye, Ipsos Loyalty, USA
        Luke Williams, Ipsos Loyalty, USA
        Ian Wilson, Staffordshire University, UK

“If You Break It, Should I Fix It?”  Session Room - 1528
        Line Lervik Olsen, BI Norwegian Business School, Norway
        Tor W. Andreassen, BI Norwegian Business School, Norway
        Anders Gustafsson, Karlstad University, Sweden

“Operations Management in Consulting”  Session Room - 1505
        Maria Hammarstrom, KTH, The Royal Institute of Technology, Sweden
        Fredrik Lagergren, KTH Executive School, Sweden
        Mats Engwall, KTH, The Royal Institute of Technology, Sweden

Sensitivity Neglect: The Effect Of Information Type and Valence on Voluntary and Involuntary Information Sharing  Session Room - 1520
        Sajeev Varki, University of South Florida, USA
        Hsiao-Ching Kuo, University of South Florida, USA

“Success and Failures: Factors in New Service Development in Mobile Banking”  Session Room - 1330
        Paloma Bernal Turnes, University of Maryland, USA

“Balancing Reusability vs. Feasibility of Services in Development Scenarios”  Session Room - 1333
        Kalapriya Kannan, IBM India Research Labs, India
        Gandhi Sivakumar, IBM Global Business Services, Australia
        Nanjungud C. Narendra, IBM STG, India

“Customer Coping With Switching Costs: A Cross-Cultural Perspective”  Session Room - 1336
        Mina Rohani, HEC-Montreal University, Canada
        Narjes Haj Salem, HEC-Montreal University, Canada
        Jean Charles Chebat, HEC-Montreal University, Canada

“Service in Practice: The Role and Responsibility of First-Line Managers in Technical Consultancy Companies”  Session Room - 1415
        Anna Jerbrant, The Royal Institute of Technology, Sweden
        Maria Hammarstrom, The Royal Institute of Technology, Sweden

“Better Recommendation Engines: Combining Conjoint, Consumer Choice and Crowdsourcing”  Session Room - 1518
        Ely Dahan, UCLA Medical School, USA
        Rob Hardy, Edmunds.com, USA

11:30 - 11:55  SESSION 8

“Technology Readiness Index 2.0: Revising a Scale to Reflect a Changing Services Technology Landscape”  Session Room - 1511
        Charles L. Colby, Rockbridge Associates, USA
        A. Parasuraman, University of Miami, USA

“Return on Time: Conceptualization, Measurement, and Implications for Service Innovations”  Session Room - 1528
        Giulia Calabretta, TU Delft, Netherlands
        Tor W. Andreassen, BI Norwegian Business School, Norway
        Line Lervik Olsen, BI Norwegian Business School, Norway

“Influencing the Customer Experience with Gifts and Greetings”  Session Room - 1505
        Martin Lofgren, Karlstad University, Sweden
        Lars Witell, Karlstad University, Sweden
        Anders Gustafsson, Karlstad University, Sweden
        Paul Fombelle, Northeastern University, USA

“Challenges and Solutions for Services Transition”  Session Room - 1520
        Axel Martens, IBM, T.J. Watson Research Center, USA
        Kaan Katircioglu, IBM, T.J. Watson Research Center, USA
        Ta-Hsin Li, IBM, T.J. Watson Research Center, USA

“The Impact of Training on Service Employees, Case Studies in Peru”  Session Room - 1412
        Lucio Lescano-Duncan, CAME- Institute, Peru
### SCHEDULE OF EVENTS - JUNE 16

#### 12:00 - 12:25 SESSION 9

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<th>Topic</th>
<th>Session Room</th>
<th>Speakers</th>
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| **“Challenges and Requirements on Privacy in Enabling Evidence Use** | 1330         | XinXin Zhu, IBM, T.J. Watson Research Center, USA  
Pei-Yun Sabrina Hsueh, IBM, T.J. Watson Research Center, USA  
Tyrone Grandison, IBM, T.J. Watson Research Center, USA  
Henry Chang, IBM, T.J. Watson Research Center, USA  
Hao-ting Pai, National Chung Cheng University, Taiwan |
| **“Getting Out of the Wrong Side of Bed? Employee Ruminations after Customer Mistreatment and Negative Mood in the Next Morning”** | 1520         | Hui Liao, University of Maryland, USA  
Mo Wang, University of Florida, USA  
Yaping Gong, Hong Kong University of Science and Technology, China  
Junqi Shi, Peking University, China |
| **“Predicting Transition Phase Trouble Improves Service Delivery Management”** | 1412         | Wesley Gifford, IBM, T.J. Watson Research Center, USA  
Rose Williams, IBM, T.J. Watson Research Center, USA |
| **“Collaborative Value Creation (CVC): A Conceptual Framework of Value Types and Customer Roles”** | 1333         | Robert Petrut Andrei Cuchita, Maastricht University, The Netherlands  
Sabine Moeller, EBS Business School, Germany  
Dominik Mahr, Maastricht University, The Netherlands  
Gaby Odekerken-Schröder, Maastricht University, The Netherlands  
Martin Fassnacht, WHU - Otto Beisheim School of Management, Germany |
| **“Understanding Privacy From a Consumers Perspective”** | 1336         | Liliana Bove, University of Melbourne, Australia  
Jo En Yap, RMIT University, Australia  
Michael Beverland, University of Bath, UK |
| **“Customer Co-Creation in Health Care Services: Knowledge Creation in Peer-to-Peer Platforms”** | 1415         | Sarah Van Oerle, University of Antwerp, Belgium  
Anouk Lievens, University of Antwerp, Belgium  
Dominik Mahr, Maastricht University, The Netherlands |
| **“Analyzing Customer Feedback on Resource Utilization: A Case Study Review of Compliments and Complaints through Text Mining”** | 1518         | Francisco Villarroel Ordenes, Manchester Business School, Chile  
Jaime Burton, Manchester Business School, UK  
Thorstén Gruber, Manchester Business School, UK  
Mohamed Zaki, Manchester Business School, UK  
Babis Theodoulidis, Manchester Business School, UK |

#### 13:30 - 14:12 SESSION 10

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<th>Topic</th>
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| **“Consumer Participation and Perceived Service Quality in Extended Service Delivery and Consumption”** | 1300         | Shruti Saxena-Iyer, Thunderbird School of Global Management, USA  
Ruth N. Bolton, Arizona State University, USA  
Mary Jo Bitner, Arizona State University, USA  
Michael Mokwa, Arizona State University, USA  
I’ll Tell You Something Private And You’ll Buy From Me Effects of Self-Disclosure On Reciprocity | 1333         | Pernille K. Andersson, Service Research Center - CTF, Sweden  
Anders Gustafsson, Service Research Center - CTF, Sweden  
Per Kristensson, Service Research Center - CTF, Sweden  
Erik Wastlund, Service Research Center - CTF, Sweden |
| **“Active Versus Passive Consumers: Investigating Drivers of Interaction Behavior in Intensive E-Service Encounters”** | 1336         | Karin Teichmann, Department of Strategic Management, Austria  
Nicola Stokburger-Sauer, Department of Strategic Management, Austria  
Andreas Strobl, Department of Strategic Management, Austria  
Andreas Plank, Department of Strategic Management, Austria |
| **“From Brand Communities to Company Social Networks: New Challenges for Service Companies Online Practices”** | 1518         | Carla Martins, University of Porto, Portugal  
Lia Patricio, University of Porto, Portugal |
| **“Collaborative Value Creation (CVC): A Conceptual Framework of Value Types and Customer Roles”** | 1333         | Robert Petrut Andrei Cuchita, Maastricht University, The Netherlands  
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#### 15:30 - 16:15 SESSION 11

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| **“Co-Creation Styles in Customer-Centric Service Innovations: A Cross-Country Analysis”** | 1505         | Laurel Anderson, Arizona State University, USA  
Andrea Ordanini, Bocconi University, Italy  
Mary Jo Bitner, Arizona State University, USA  
Antonella Caru, Bocconi University, Italy  
Andrew Gallan, Case Western Reserve University, USA  
Lijin Qiu, Fudan University, China |
| **“Getting Out of the Wrong Side of Bed? Employee Ruminations after Customer Mistreatment and Negative Mood in the Next Morning”** | 1520         | Hui Liao, University of Maryland, USA  
Mo Wang, University of Florida, USA  
Yaping Gong, Hong Kong University of Science and Technology, China  
Junqi Shi, Peking University, China |
| **“Predicting Transition Phase Trouble Improves Service Delivery Management”** | 1412         | Wesley Gifford, IBM, T.J. Watson Research Center, USA  
Rose Williams, IBM, T.J. Watson Research Center, USA |
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Martin Fassnacht, WHU - Otto Beisheim School of Management, Germany |
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Thorstén Gruber, Manchester Business School, UK  
Mohamed Zaki, Manchester Business School, UK  
Babis Theodoulidis, Manchester Business School, UK |

#### 18:30 - 19:30 JSR Editorial Review Board Meeting

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<td><strong>JSR Editorial Review Board Meeting</strong></td>
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<td>Van Munching Hall Foyer</td>
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<td>12:30 - 13:30</td>
<td>Lunch</td>
<td>Van Munching Hall Foyer</td>
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<tr>
<td>12:30 - 13:30</td>
<td>JSR Editorial Review Board Meeting</td>
<td>Room 2333 B-C , Van Munching Hall</td>
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PLENARY SESSION 4

13:30 - 14:15  “Developing Customer-Focused Service Strategies via E-Listening”
George Assimakopoulos
Vice President - Digital Media Services

14:15 - 15:00  Panel Discussion
Mark Rosenbaum, Kohl’s Corporation Professor of Retail Marketing, Northern Illinois University
George Assimakopoulos, Vice President - Digital Media Services

15:00 - 15:30  Afternoon Break - Sponsored by
Rockbridge

CONCURRENT SESSIONS  10 – 12 VAN MUNCHING HALL

15:30 - 15:55  SESSION 10

“Extending the ACSI to Goodwill: Predicting Donor Satisfaction and Engagement”  Session Room - 1511
Richard Michon, Ryerson University, Canada
Atul Tandon, Tandon Institute, USA

“Adaptive Personalization Using Social Networks”  Session Room - 1528
Michel Wedel, University of Maryland, USA
Tuck Siong Chung, Nanyang Technological University, Singapore
Roland T. Rust, University of Maryland, USA

“There Is No Free Lunch. Value Contributions of Non-Paying Customers”  Session Room - 1505
Jan H. Schumann, Technische Universitaet Muenchen, Germany
Eva Anderl, Technische Universitaet Muenchen, Germany
Armin Maerz, Technische Universitaet Muenchen, Germany

“Risk Adjusted Pricing for Fixed Price IT Services Contracts”  Session Room - 1520
Wesley M. Gifford, IBM Research, USA
Nianjun Zhou, IBM Research, USA
Krishna Ratakonda, IBM Research, USA

“Measuring Critical Performance Indicators and Customer Loyalty: The How Matters More Than the What!”  Session Room - 1412
Arne De Keyser, Ghent University, Belgium
Bart Lariviére, Ghent University, Belgium

“Ownership or Access? Understanding Consumption Mode Choice”  Session Room - 1330
Florian V. Wangenheim, Technische University Muenchen, Germany
Christoph Baumeister, Technische University Muenchen, Germany

“What Goes Around, Comes Around: How to Measure the Frontline Employees Interaction Competence in Industrial Services Industries”  Session Room - 1333
Alke Töllner, TU Dortmund University, Germany
Markus Blut, TU Dortmund University, Germany
Jasmin Ulrich, TU Dortmund University, Germany
David M. Woisetschläger, Technische Universität Braunschweig, Germany

“An Empirical Approach to Leveraging Social Networking Sites (SNS) for Promotion of Green Products and Services”  Session Room - 1336
Neeraj Pandey, NITIE, India
Gaganpreet Singh, Viom Networks, India

“Investigating the Impact of Customer Emotions on Work Engagement”  Session Room - 1415
Stacey Robinson, East Carolina University, USA
Donald Barnes, University of North Carolina Wilmington, USA
Joel E. Collier, Mississippi State University, USA

“Innovating Backward: The Cases of Reverse R&D Process in Service Innovation”  Session Room - 1518
Ivanka Vissnjic, Ramon Llull University, Spain
Taija Turunen, Aalto University, Finland

16:00 - 16:25  SESSION 11

“Service Branding For Chinese Direct Selling Companies: Confucian Culture Perspective”  Session Room - 1511
Jian He, Nanjing University, China
Kim-Shyan Fam, Victoria University of Wellington, New Zealand
Shunping Han, Nanjing University, China

“Unlearning Innovation and Learning Service Innovation!”  Session Room - 1528
Anders Gustafsson, Service Research Center (CTF), Sweden
Paul Fombelle, North Eastern University, USA
Lars Witell, Service Research Center, Sweden
Per Kristensson, University of Sweden, Sweden

“Administrative Marketing - Searching a New Theory”  Session Room - 1505
Abm Shahidul Islam, University of Dhaka, Bangladesh

“The Impact of Organizational Service Climate of a Manufacturer’s Distributors on Customer Experiential Value, Satisfaction and Loyalty Towards Products and After-sales Services”  Session Room - 1520
Sharon Vandoosselaere, Ghent University and BMW Group Belux, Belgium
Bart Lariviére, Ghent University, Belgium
Paul MatthysSENS, Antwerp University, Belgium

“Satisfaction with Technology-Mediated Services”  Session Room - 1412
Stefanie Paluch, TU Dortmund University, Germany
Markus Blut, TH Dortmund University,

“Strategic Heterogeneity of the Lodging Industry: Competitive Advantage and Strategic Positions”  Session Room - 1330
Ying Hong, McMaster University, Canada
Hui Liao, University of Maryland, USA
Michael C. Sturman, Cornell University, USA
“Engagement: An Important Bridging Concept for Theorizing about Service”  
Roderick J Brodie, University of Auckland Business School, New Zealand  
Sandy Smith, University of Auckland Business School, New Zealand  
Linda Hollebeek, University of Auckland Business School, New Zealand

“Intrafirm Network Effects On Market Orientation and Innovation”  
Tao Zhu, University of Groningen, The Netherlands  
Roger Leenders, University of Tilburg, The Netherlands  
Wilfred Dolfsm, University of Groningen, The Netherlands  
Thijs Broekhuizen, University of Groningen, The Netherlands

“The Effect of Service Provider Apology and Consumer Forgivingness on Brand Loyalty”  
Yelena Tsarenko, Monash University, Australia  
Dewi Tojib, Monash University, Australia

“Optimal Service-Capacity Rationing For Stratified Customers Under Upgrade Policy”  
Yoo S. Hong, Seoul National University, South Korea

“Improving Application Management Services Through Optimal Clustering of Service Requests and Resources”  
Ying Li, IBM, T. J. Watson Research Center, USA  
Kaan Katircioglu, IBM, T. J. Watson Research Center, USA

“Can Corporate Social Responsibility Mitigate the Harmful Effects of Service Failures?”  
Anna S. Mattila, Pennsylvania State University, USA  
Lisa E. Bolton, Pennsylvania State University, USA

“Non-Ownership Services at the Base of the Pyramid”  
Tobias Schaefer, EBS Business School, Germany  
Roger Moser, EBS Business School, Germany

“From Customer Experience to Customer Equity”  
Douglas Morse, Services Transformation and Innovation Group LLC, USA  
Dan Wiersma, Services Transformation and Innovation Group LLC, USA  
Haluk Demirkan, Arizona State University, USA

“The Dynamic Motivations Of Collaborative Consumption”  
Stephanie J. Lawson, Suffolk University, USA  
Rebecca Perren, University of Central Florida, USA  
Cinthia Satornino, Florida State University, USA  
Carolyn Massiah, University of Central Florida, USA

“Service Innovation: Building Structures and Capabilities for Exploration”  
Manfred Dasselaar, Ericsson Global Services Research, Sweden  
Erik Sundstram, Karlstad University, Sweden

“The Significance of Impartiality for Manufacturers in Developing Solutions”  
Chris Raddats, University of Liverpool, England  
Jamie Burton, University of Manchester, England

“Examining Higher Education as a Service System”  
Babis Theodoulidis, Manchester Business School, UK  
Mohamed Zaki, Manchester Business School, UK  
David Diaz, Manchester Business School, UK

“Dematerialization, Density and a New Business Model for Co-Creation: ‘The Case of Chocolate’”  
Susan Wakenshaw, University of Warwick, UK  
Irene Ng, Professor, Warwick University, UK  
Eminegul Karababa, University of Southern Denmark, Denmark  
Liang Hao, University of Exeter, UK  
Julian Amey, Business Consultant, UK

17:15  Transportation from University to Hotel  
19:00 - 21:00  IBM Networking Reception  
Newseum, Washington DC
**SUNDAY, JUNE 17, 2012**

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<td>08:00</td>
<td><strong>Continental Breakfast</strong></td>
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<td>Hyatt Regency Bethesda</td>
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<td>Crystal Ballroom Foyer</td>
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**PLENARY SESSION 5 - CRYSTAL BALLROOM**

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| 08:30 - 09:15 | "Designing and Marketing Digital Content Services"  
|            | P.K. Kannan, Ralph J. Tyser Professor of Marketing Science, Marketing Department Chair  
|            | Robert H. Smith School of Business, University of Maryland  
| 09:15 - 10:00 | **Panel Discussion**  
|            | Florian v. Wangenheim, Technische University Muenchen  
|            | P.K. Kannan, Ralph J. Tyser Professor of Marketing Science, Marketing Department Chair  
|            | Robert H. Smith School of Business, University of Maryland  
| 10:00 - 10:30 | **Morning Break**  
|            | Crystal Ballroom Foyer                     |

**PLENARY SESSION 6 - CRYSTAL BALLROOM**

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| 10:30 - 11:15 | “Social Retention and Social Value – How Word of Mouth Shapes the Profitability of Customers”  
|            | Barak Libai, Associate Professor of Marketing, Recanati Graduate School of Business, Tel-Aviv University  
| 11:15 - 12:00 | **Panel Discussion**  
|            | William Rand, Director, Center for Complexity in Business, Assistant Professor in Marketing, Decision, Operations & Information Technology, and Computer Science, University of Maryland  
|            | Barak Libai, Associate Professor of Marketing, Recanati Graduate School of Business, Tel-Aviv University  
| 12:00 - 12:15 | **Conference Closing**  
|            | Crystal Ballroom  

After the conference, please take a minute to complete the conference evaluation to let us know what you thought about:

- Any of the concurrent and plenary sessions you attended
- Networking and Special Events

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