

Winners of the 2010 Fisher IMS & AMA SERVSIG Dissertation Proposal Award

The Initiative for Managing Services (IMS) at the Ohio State University's Fisher College of Business, and the American Marketing Association's Services Special Interest Group (SERVSIG) are pleased to announce the winners of the "2009 Fisher IMS and AMA SERVSIG Dissertation Proposal Competition" for the best doctoral dissertation proposals on Services. This is the fourth year of this annual award. The awards include three cash prizes (\$2,000 for the First Place Winner, and \$1,000 each for the First and Second Runners-up), and two honorable mentions. The first place winner and the two runners-up will present their research at a special session at the 2009 AMA Winter Educators' Conference in New Orleans, LA (February 19-22, 2010).

FIRST PLACE WINNER: NITA UMASHANKAR

Affiliation: University of Texas at Austin

Advisor: Raji Srinivasan

Proposal: Rethinking Revenue Generation: Cross-Selling in the Customer Service Context

FIRST RUNNER-UP: JEFFREY MEYER

Affiliation: Texas A&M University

Advisors: Venkatesh Shankar and Leonard L. Berry

Proposal: Essays on Hybrid Bundle Pricing

SECOND RUNNER-UP: JEONGHYE CHOI

Affiliation: University of Pennsylvania

Advisor: David Bell

Proposal: Demand Evolution of Internet Retail Service over Space and Time

HONORABLE MENTION I: NANCY SIRIANNI

Affiliation: Arizona State University

Advisor: Mary Jo Bitner

Proposal: Branded Customer Service: How Aligning Employee Behavior with Brand Image Impacts Customer-Based Brand Equity

HONORABLE MENTION II: ELISABETH HONKA

Affiliation: University of Chicago

Advisor: Pradeep Chintagunta

Proposal: Quantifying Search and Switching Costs in the U.S. Auto Insurance Industry