19TH ANNUAL AMA SERVSIG DOCTORAL CONSORTIUM

June 14, 2012
Bethesda, Maryland

CONSORTIUM PROGRAM

Supported Through Donations By:

Arizona State University’s Center for Services Leadership

CENTER for SERVICES LEADERSHIP
W. P. CAREY SCHOOL OF BUSINESS
ARIZONA STATE UNIVERSITY
CONSORTIUM OVERVIEW

AMA’s Services Marketing Special Interest Group (SERVSIG) is pleased to announce the 19th Annual Services Doctoral Consortium, preceding the 21st Annual Frontiers in Service Conference. The consortium will take place on Thursday, June 14th, from 8:30 am to 5:00 pm. All events of the consortium will take place at the Hyatt Regency Bethesda, Maryland (http://bethesda.hyatt.com/hyatt/hotels/index.jsp). The consortium is designed to help doctoral students and new faculty members in their academic careers in services marketing. By promoting an intimate and collegial atmosphere, the consortium provides a unique opportunity for participants to interact with the field’s leading and emerging scholars. The consortium is supported by registration fees and generous donations from Arizona State University’s Center for Services Leadership.

SCHOLARSHIP RECIPIENTS

Liam Glynn was a Lecturer at the University College Dublin in the Smurfit Graduate School of Business. The first Director of the UCD Centre for Quality and Services Management, Liam published services marketing articles in France, Ireland, Italy, the United Kingdom, and the United States. Co-editor of Understanding Services Management in 1995, he was the Membership Coordinator for the AMA SERVSIG and co-chaired the first AMA SERVSIG Conference on services research in 1999. He was 40 when his long battle with cancer ended. SERVSIG created an annual travel scholarship in Liam’s name to honor his memory.

This scholarship is supported through donations made by Arizona State’s Center for Services Leadership. For the 2012 consortium, we are pleased to announce three scholarship winners:

- Sander F.M. Beckers, University of Groningen
- Cinthia B. Satornino, Florida State University
- Gielis A.H. van der Heijden, Eindhoven University of Technology

Additionally, thanks to the generous donation from an anonymous Journal of Service Research reviewer of the year award recipient, we would like to recognize the recipient of the second JSR Reviewer Award Travel Scholarship:

- Toennjes F. Eller, Catholic University Eichstaett-Ingolstadt

LOCATION AND TIME

Thursday, June 14, 2012
- 8:30 pm – 5:00 pm

Hyatt Regency Bethesda
One Bethesda Metro Center (7400 Wisconsin Ave)
Bethesda, Maryland
Phone: +1 301 657 1234
# PROGRAM SCHEDULE

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
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<tbody>
<tr>
<td>8:30 AM – 8:45 AM</td>
<td>WELCOME, INTRODUCTIONS &amp; RECOGNITIONS</td>
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<td>Tillmann Wagner, WHU – Otto Beisheim School of Management; SERVSIG Mentoring Officer</td>
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<td>8:45 AM – 10:00 AM</td>
<td>GETTING PUBLISHED: AUTHOR EXPERIENCES</td>
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<td><strong>Session Overview:</strong> Researchers provide reflections on the publication process. Presenters may discuss a piece of research, its conceptualization, journey through the review process, and lessons learned. The goal of this session will be to demonstrate the unusual paths that many research projects take to get published and provide some guidance for navigating this process.</td>
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|               | **Consortium Fellows:** Michael “Mike” Brady, Florida State University  
Dwayne Gremler, Bowling Green State University  
Jagdip Singh, Case Western Reserve University |
| 10:00 AM – 10:15 AM | MID-MORNING BREAK                             |
| 10:15 AM – 11:15 AM | GETTING PUBLISHED: JOURNAL EXPECTATIONS      |
|               | **Session Overview:** Two current editors provide advice on the opportunities and expectations associated with publishing contemporary service research. The editors outline best practices in submitting and revising manuscripts. |
|               | **Consortium Fellows:** Steven “Steve” Brown, University of Houston; Area Editor, Journal of Marketing  
Katherine “Kay” Lemon, Boston College; Editor, Journal of Service Research |
| 11:15 – 12:00 PM | STARTING YOUR CAREER                          |
|               | **Session Overview:** Presenters discuss a variety of topics related to completing and publishing a services dissertation, succeeding on the job market, and making the transition to a junior faculty member. Through these initial discussions, each presenter will share insight into things they wish they had been told earlier in their careers. |
|               | **Consortium Fellows:** Gavin Fox, Texas Tech University  
Nancy Sirianni, Texas Christian University |
| 12:00 PM – 1:30 PM | LUNCH                                       |
1:30 PM – 2:30 PM: DELIVERING TEACHING EXCELLENCE

Session Overview:
This session will focus on teaching services. Specifically, two award winning educators lead a discussion regarding novel approaches to designing and delivering course content for a new generation of students across varying academic programs.

Consortium Fellows:
Raymond “Ray” Fisk, Texas State University
Thomas Dotzel, McGill University

2:30 PM – 3:30 PM: DEVELOPING QUALITY RESEARCH

Session Overview:
The first presentation will provide advice on how to develop impactful research streams, conceptualize original ideas, and position them for publication. The second presentation will reflect on how to organize the research process including issues such as time management and goal setting.

Consortium Fellows:
Roland Rust, University of Maryland
Tillmann Wagner, WHU – Otto Beisheim School of Management

3:30 PM – 3:45 PM: AFTERNOON BREAK

3:45 PM – 4:45 PM: ESTABLISHING INDUSTRY COLLABORATIONS

Session Overview:
Speakers will reflect on their experiences with developing productive research partnerships. Relevant issues may pertain to identifying keys to successful industry partnerships and obstacles to avoid, as well as formulating win-win research questions.

Consortium Fellows:
Kevin Burkhard, Arizona State University
Amy Ostrom, Arizona State University
Florian von Wangenheim, Technische Universität München