



**2001**  
Washington D.C.

**2002**  
Maastricht, The Netherlands

**2003**  
Washington, D.C.

**2004**  
Miami, Florida



**2005**  
Tempe, Arizona

**2006**  
Brisbane, Australia



# 21st Annual Frontiers in Service Conference

## June 14 -17, 2012

### University of Maryland, College Park

*Sponsored by the Center for Excellence in Service at the University of Maryland's Robert H. Smith School of Business, INFORMS and the American Marketing Association.*

#### About the Frontiers in Service Conference:

Founded in 1992 by Roland Rust, the Frontiers in Service Conference is considered by many to be the world's leading annual conference on service research. The conference has a global nature and draws about 250 attendees from more than 35 countries around the world. Additionally, it is held outside the United States every third year and is hosted by various organizations worldwide. It features a unique international mix of business people and academics, and a cross-functional list of topics, including service science, service innovation, service marketing, service operations, service human resources, service information technology, e-service, service innovation, and customer relationship management. Speakers at the conference include many of the world's leading service experts, including high-ranking executives and prominent academics.

#### A Sample of Recent Featured Speakers:

- **Robert Morris**, Vice President, Services Research, IBM
- **John Seely Brown**, former Chief Scientist, Xerox Corporation
- **Heather Evans**, Managing Director, Morgan Stanley
- **David Dinka**, Head of Experience Research, Skype
- **Rod Wakefield**, CEO, The Coffee Club, Australia
- **Brian Arthur**, Santa Fe Institute
- **J.B. Wood**, President & CEO, Service & Support Professionals Assoc.
- **Tom Cook**, CEO, TCI
- **Joe Pinto**, Senior Vice President for Customer Advocacy, Cisco Systems
- **John Caron**, Executive Vice President, Olive Garden
- **Matt Jauchius**, Executive Vice President, Nationwide
- **Jim Wolfston**, President, CollegeNET, Inc.
- **David Hashim**, CEO, Veritas Architects, Malaysia
- **Roland Rust**, University of Maryland, USA
- **Valarie Zeithaml**, University of North Carolina
- **Bernd Skiera**, University of Frankfurt, Germany

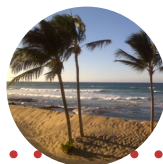
#### Conference Committee 2012:

- Co-Chair – Roland T. Rust**  
Distinguished University Professor; Executive Director, Center for Excellence in Service  
University of Maryland, USA
- Co-Chair – Janet Wagner**  
Director, Center for Excellence in Service  
University of Maryland, USA
- Co-Chair – Hui Liao**  
Research Director, Center for Excellence in Service  
University of Maryland, USA
- Sabine Moeller**  
Chair, AMA Services Special Interest Group; Lekkerland Endowed Chair for Convenience & Marketing  
EBS Business School, Germany
- Timothy Keiningham**  
Senior Vice President  
IPSOS Loyalty, USA
- Ming-Hui Huang**  
Distinguished Professor of Electronic Commerce  
National Taiwan University, Taiwan
- Shashi Matta**  
Ohio State University, USA



**2007**  
San Francisco, California

**2008**  
Washington, D.C.



**2009**  
Honolulu, Hawaii

**2010**  
Karlstad, Sweden

**2011**  
Columbus, Ohio

**2012**  
Washington D.C.

