

AMA Services Special Interest Group (AMA SERVSIG)

SERVSIG Newsletter *Summer 2010*

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2010-2011 AMA SERVSIG Officers

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SERVSIG Awards

The American Marketing Association's Services Marketing Special Interest Group (SERVSIG) is pleased to announce the following SERVSIG awards, which were given at the 2010 Frontiers In Service Conference. SERVSIG is a co-sponsor of the conference. Congratulations to the following 2010 SERVSIG Award Winners:

Christopher Lovelock Career Contributions to the Services Discipline Award

James Heskett at Harvard University is the recipient of the 2010 Christopher Lovelock Career Contributions to the Services Discipline Award

2010 AMA Best Services Article Award

Goutam Challagalla, R. Venkatesh and Ajay Kohli are the recipients of the 2010 AMA Best Services Article Award for their 2009 Journal of Marketing paper: Challagalla, Goutam, R. Venkatesh, and Ajay Kohli (2009), "Proactive Postsales Service: When and Why Does It Pay Off?," Journal of Marketing, 73, (March), 70-87.

Arizona State University Center for Service Leadership/Liam Glynn Research Scholarship Awards

Jillian Ney and Nicola Laugwitz are the recipients of the 2010 Arizona State University Center for Service Leadership/Liam Glynn Research Scholarship Awards.

SERVSIG Doctoral Consortium

The 2010 SERVSIG Doctoral Consortium was held June 9-10 in conjunction with the Frontiers in Services Conference in Karlstad, Sweden. Special thanks to Clay Voorhees for running an excellent consortium featuring well known service scholars and an international audience of students.

The 2011 AMA SERVSIG Doctoral Consortium will be held June 29 - 30, 2011 in conjunction with the Frontiers in Services Conference in Columbus, OH. More information concerning the consortium, including application procedures for the ASU/CSL Liam Glynn Scholarships, will be available in early 2011. If you require any information prior to that please contact Sterling Bone at sterling_bone@byu.edu.

Special thanks to Arizona State University's Center for Services Leadership and the Ohio State University's Initiative for Managing Services for their continued support of the SERVSIG Doctoral Consortium.

SERVSIG International Service Conference

The 2010 SERVSIG International Service Conference was held June 17-19, 2010 in Porto, Portugal. Special thanks to Conference Chair, Lia Patrício, Faculdade de Engenharia da Universidade do Porto. Lia hosted a spectacular conference, with record attendance and fantastic weather, too. For a photographic taste of what you experienced (or missed) follow this link: <https://conference.inegi.up.pt/servsig2010/fotos.php>

SERVSIG holds its International Service Conference every two years in a different city. Our brand promise is that we won't repeat a city, so you will only have one chance to visit our next host city. Details are still being worked out for the SERVSIG International Service Conference in the summer of 2012 and will be announced on our SERVSIG website – www.servsig.org

AMA Summer Marketing Educators' Conference 2010

Marriott Copley, Boston, Massachusetts, August 13 – 16, 2010

Co-Chairs

Easwar Iyer - University of Massachusetts, Amherst
Robin Coulter - University of Connecticut

AMA Services Presentations and Special Session

Session 6: Co-production and Customer Participation in Services Marketing
Saturday, August 14, 8:30 to 10:00 am, Boston Copley: Room 6

“Customer co-production behavior in technology-based self-service delivery process: the influence of store knowledge”

- *Shu Tzu Huang - National Kaohsiung First University of Science and Technology, Taiwan*
- *Kuan-Yin Lee - Chaoyang University of Technology, Taiwan*
- *Shih-Hao Wu - National Kaohsiung First University of Science and Technology, Taiwan*
- *Yin-Chiech Hsu - National Kaohsiung First University of Science and Technology, Taiwan*

“Discretionary Collaborative Behavior: Consumers Help Themselves to Better Service”

- *Audrey Guskey - Duquesne University*

“Satisfaction in the Context of Customer Co-Production”

- *David Hunt - University of Wyoming*
- *Stephanie Oneto - University of Wyoming*
- *Philip Varca - University of Wyoming*

“Managing customer participation through customer education: A research agenda”

- *Mohamed Sobhy Ahmed Hassan Temerak - Cairo University, Egypt*
- *Sally Hibbert - Nottingham University Business School*
- *Heidi Winklhofer - Nottingham University Business School*

Session 30: ServSIG Special Session- Service Arts: New Perspectives on Serving Customers
Saturday, August 14, 3:30 to 5:00 pm, Boston Copley: Room 4

The goal of this SERVSIG supported special session is to emphasize the role of the arts in service. Four authors are presenting papers on various aspects of service arts, which includes aesthetics and theatre. At the end of the session, participants will understand that there is an art to serving customers.

- “Services Arts: An Overview of Emerging Service Research” - *Raymond P. Fisk - Texas State University - San Marcos*
- “Innovation Using Forum Theatre” - *Aidan Daly - National University of Ireland, Galway*
- “Connecting with Customers through Service Aesthetics: Implications and Considerations” - *Stephen J. Grove - Clemson University and Michael J. Dorsch - Clemson University*

Chair: Mark Scott Rosenbaum - Northern Illinois University

Session 42: Insights into Service Providers and Service Pricing Strategy

Sunday, August 15, 8:30 to 10:00 am, Boston Copley: Room 6

“The unattended effects of satisfying professional services clients: The influence of client satisfaction and attitudinal congruence on employee retention”

- *Regina Viola Frey - German Graduate School of Management and Law*
- *Tomás Bayón - German Graduate School of Management and Law*

“Service Quality and Enterprise Agility: Employee Perceptions of Retailer Flexibility”

- *Joseph C. Miller - Rochester Institute of Technology*
- *Roger J. Calantone - Michigan State University*
- *Clay Voorhees - Michigan State University*

“Revisiting the extrinsic - intrinsic conundrum: Which reward helps to improve frontline employee performance?”

- *Neeru Malhotra – Aston University, Birmingham, UK*
- *Avinandan Mukherjee - Montclair State University*
- *David Gilliland - Colorado State University*

“Pricing of Services: Offer Characteristics' Impact on Success of Strategic Pricing Decisions of Innovative SMEs”

- *Jonas Kaiser - RWTH Aachen University*
- *Timo Moeller, RWTH Aachen University*
- *Malte Brettel, RWTH Aachen University*

Session 53: Service Failure and Recovery Expectations

Sunday, August 15, 10:30 to 12:00 pm, Boston Copley: Room 6

“An Exploratory Study of Failed Relationship Transitions in Nonprofit Service Patrons”

- *Brooke Reavey - Drexel University*
- *Michael J Howley - Drexel University*
- *Daniel Korschun - Drexel University*

“Service Provider's Babyfaces and Customer Satisfaction in Service Failure Situations”

- *Chun-Ming Yang - Ming Chuan University, Taiwan*
- *I-Ling Ling - National Chia-Yi University, Taiwan*
- *Edward Ku - National Kaohsiung Hospitality College, Taiwan*

“Understanding the Influence of National Culture on Service Recovery Expectations”

- *Thorsten Gruber - The University of Manchester*
- *Ilma Nur Chowdhury - North South University*

“I am the best happy customer and I am your worst nightmare as an unhappy customer: Do customers forgive service failures?”

- *Yelena Tsarenko - Monash University*
- *Yuliya Strizhakova, Rutgers University – Camden*

Session 60: The Service Experience: Online, Offline, and International Contexts

Sunday, August 15, 1:30 to 3:00 pm, Boston Copley: Room 6

“Perceived Credibility of Online Consumer Reviews: An Investigation across Three Service Categories”

- *Pradeep Racherla – West Texas A&M University*

“The Customers' Experience of Surfing a Website: An Empirical Comparison between Goods and Services”

- *Ebrahim Mazaheri – Concordia University*
- *Marie-Odile Richard - University of Montreal*
- *Michel Laroche - Concordia University*

“The Moderating Effects of Customer Predisposition Characteristics in Service Experience: Imaginary Orientation and Participation Desirability”

- *Ping Dong - Hong Kong Baptist University*
- *Noel Yee-Man Siu - Hong Kong Baptist University*

“Identification and Classification of quality attributes in a gymnasium's service setting: A study conducted in the Indian context”

- *Nirmalya Bandyopadhyay - Goa Institute of Management, India*

AMA SERVSIG Saturday Reception

The SERVSIG Reception will be on Saturday from 5:00-6:30 pm.

Keep Us Informed

Provide us with information and increase the value of the SERVSIG Newsletter. Send your information to:

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