

SERVSIG NEWSLETTER

Fall 2007

SERVSIG MISSION:

The goal of the Services Marketing Special Interest Group (SERVSIG) is to be the best full-service system for keeping in touch with services events, and knowledge of services marketing and management issues. We strive to be an open, flexible, and fun organization.

WELCOME:

As the 2007 – 2008 SERVSIG Chair, I want to introduce the SERVSIG Officers for this year and to thank you for your SERVSIG Membership. Together we (i.e., the SERVSIG leadership team and membership) will continue building on SERVSIG's strong tradition. For example, the SERVSIG leadership team will continue to keep SERVSIG members aware of services related events through newsletters, periodic e-mails, and maintaining a current web page. In addition, we will continue to encourage networking among services scholars and to maintain our visibility in AMA conference settings. For instance, we encourage the use of SERVIPEDIA, which is located on the SERVSIG web page. We will also take an active role in encouraging service-related sessions at the AMA conferences, providing member receptions, and supporting the development of Services related mini-conferences and research conferences. In keeping with our mission, 2007-2008 promises to be a very busy year. We hope that you will accept our invitation to participate in the SERVSIG activities.

2007 – 2008 SERVSIG OFFICERS:

The slate of SERVSIG Officers for 2007- 2008 are

SERVSIG Chair: Mike Dorsch (Clemson University)

SERVSIG Chair-elect: Ray Fisk (Texas State University – San Marcos)

Mentoring Officer: Tom DeWitt (University of Hawaii – Hilo)

Mentoring Officer – designate: Shashi Matta (Ohio State University)

Communications Officer: Christopher Lovelock (Yale University)

Electronic Media Officer: Clay Voorhees (Michigan State University)
Programs Officer: Felicia Morgan (University of West Florida)
Program Officer – designate: Mark Rosenbaum (Northern Illinois University)

SERVSIG AWARDS:

SERVSIG continues to honor contributions to services marketing with the AMA Career Contributions to the Services Discipline Award and the AMA Best Services Article Award. The Career Contributions Award is presented annually to the individual whose teaching, research and/or service have had the greatest long-term impact on the development of the services discipline. The AMA Best Services Article award is presented annually to the author(s) of the best services marketing article in the services literature published during the previous calendar year. These awards will be presented at the upcoming Frontiers in Service Conference in San Francisco.

Congratulations to last year's SERVSIG winners:

Professor Benjamin Schneider received the 2006 AMA Career Contribution to the Services Discipline Award.

Professors Shashi Matta and **Valerie Folkes** received the AMA Best Services Article award for their 2005 article, entitled "Inferences about the Brand from Counterstereotypical Service Providers," which appeared in the *Journal of Consumer Research*, Vol. 32, No. 2.

CONFERENCE SCHEDULE:

Upcoming Conferences that may be of interest to SERVSIG members:

2007

1. **2007 Frontiers in Service Conference**, October 4 -7, 2007, San Francisco, CA. For more information visit:
<http://www.rhsmith.umd.edu/ces/frontiersconference.html>

2. **14th Annual SERVSIG Doctoral Consortium**, October 3- 4, 2007, San Francisco, CA. The consortium is held in conjunction with the Frontiers in Service Conference. For more information visit:
<http://www.servsig.org/consortium.htm>
3. **2007 Society for Marketing Advances**, November 7 – 10, 2007, San Antonio, TX. For more information visit:
<http://www.marketingadvances.org/displaycommon.cfm?an=6>

2008

4. **2008 Winter AMA Educators' Conference**, February 15 – 18, 2008, Hyatt Hotel, Austin TX. For more information visit:
http://www.marketingpower.com/aevent_event24857.php
5. **10th International Research Seminar in Service Management**, May 27 – 30, 2008, La Londe-Les-Maures, France. For more information visit:
<http://www.cerog.org/lalondeCB/SM/>
6. **5th SERVSIG International Research Conference**, June 5 – 7, 2008, Liverpool, UK. For more information visit: <http://www.servsig2008.org/>

2009

7. **QUIS 11**, (the 11th International Research Symposium on Service Excellence in Management) will be held in Germany for the first time. Mark the date: June 11 – 15, 2009, in Wolfsburg. More information will be forthcoming.

SERVSIG THANKS THE ARIZONA STATE UNIVERSITY CENTER FOR SERVICE LEADERSHIP (ASU CSL):

SERVSIG thanks the Arizona State University Center for Service Leadership (ASU CSL) for its continuing contributions to the SERVSIG Doctoral Consortium. Specifically, the ASU CLS continues to be the lead sponsor and host for this year's SERVSIG doctoral consortium. The ASU CSL also sponsors the ASU CLS/Liam Glynn Scholarship, created in memory of the late Dr. Liam Glynn, a faculty member of University College, Dublin and respected service researcher. This scholarship is awarded on a competitive basis to provide partial financial support

for selected doctoral students and/or new faculty to attend the SERVSIG Doctoral Consortium.

CONGRATULATIONS TO JSR!

SERVSIG congratulates the *Journal of Service Research* (JSR) on its recent ISI Web of Knowledge Impact Factor ranking. The ranking, which is well-deserved, reflects the strong editorial leadership provided by Parsu Parasuraman and Roland Rust, the efforts of an outstanding set of reviewers, and the contributions of a global community of service researchers. We wish JSR continued success in disseminating high quality service research and thank the Journal for a job well done. The Journal Citations Report just released by the ISI Web of Knowledge ranks the JSR as 13th among all business journals in terms of impact – ahead of many prestigious publications such as *Harvard Business Review*, as well as other service-focused journals. JSR’s impact factor for 2006 is an impressive 1.722.

SERVICES DOCTORAL STUDENTS: THE 2008 FISHER IMS AND AMA SERVSIG DISSERTATION PROPOSAL COMPETITION.

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 “2008 Fisher IMS and AMA SERVSIG Dissertation Proposal Competition” for the best doctoral dissertation proposals on services. This is the second year of this annual award. Fisher IMS will grant one winner’s award of \$2,000 and up to two runners-up awards of \$1,000 each. The first place winner will be awarded an additional \$1,000 to attend the SERVSIG doctoral consortium preceding the 2008 Frontiers in Service Conference. To be eligible for the competition, submissions must be sent between October 1 and October 31, 2007. Submissions received after October 31, 2007 will not be considered. Winners will be announced in January 2008. The complete Call for Proposals can be downloaded from the SERVSIG website at: www.servsig.org

SERVSIG WEB PAGE:

SERVSIG is in the process of making improvements to its web page and in its

communication with SERVSIG members. The SERVSIG web page contains information on many topics including SERVSIG events, Services Conferences, Teaching and Research insights, among others. In addition, SERVIPEDIA was recently added to the SERVSIG web page. SERVIPEDIA is an online wiki that was developed as a special project for SERVSIG by Charlie Hofacker. SERVSIG owes Charlie a BIG THANK YOU for his efforts. For the uninitiated, SERVIPEDIA is a collaborative encyclopedia on the topic of Services Marketing and SERVSIG members are encouraged to contribute to it. Visit us often at www.servsig.org.

SERVSIG VOLUNTEER NEEDED:

SERVSIG is in need of someone to serve as 2007 – 2008 Electronic Media Officer – designate. The selected person will then become the Electronic Media Officer for 2008 - 2009. The Electronic Media Officer is responsible to maintaining the SERVSIG web page and for SERVSIG's digital communications with our membership. Clay Voorhees is in the process of redesigning the SERVSIG Web page, including revising its architecture in order to simplify the Web page updating process. Interested persons are asked to contact Clay Voorhees (Voorhees@bus.msu.edu) for more information about the position.

SERVSIG MEMBERSHIP STATUS:

In our continuing efforts to better serve our members, we ask SERVSIG members to contact us in order to verify that their membership status is active. If you are not a member, but want to be, please contact us. In addition, we are always looking for members with an interest in volunteering their talents to help SERVSIG provide high quality value to its membership. Interested in volunteering; contact us. For more information about SERVSIG, including contact information, please visit us at www.servsig.org.

SERVSIG UNDERGROUND:

SERVSIG is interested in sharing good news about its members. Please submit news that may be of interest to our membership (e.g., job postings, promotions, new positions, upcoming conferences and workshops, special journal issues devoted to services issues, and so on) to us and we will post it in the next

SERVSIG Newsletter. Please send your news to Mike Dorsch, 2007-2008
SERVSIG Chair (mdorsch@clermson.edu).

Did you know that ...

Tom DeWitt recently joined the University of Hawaii at Hilo as an
Assistant Professor of Marketing.

Ray Fisk recently joined Texas State University – San Marcos as Professor
and Chair of the Marketing Department.

Felicia Morgan recently joined the University of West Florida as an
Assistant Professor of Marketing.

Congratulations to our colleagues, and we wish them the best in their new
positions.

SERVSIG SUGGESTION BOX:

To better serve our membership, we are interested in hearing from you. Please
send your suggestions for changes and ideas for improving the SERVSIG
experience to Mike Dorsch (mdorsch@clermson.edu), who will then share them
with the SERVSIG Leadership Team. While it may not be possible to implement
every suggestion/idea, we can promise that each idea/suggestion will be
acknowledged and given thoughtful consideration.

MUSINGS FROM THE CHAIR:

This is an exciting time to be a services scholar – really!! I admit that in recent
years, services marketing research, as a whole, appears to be devoting greater
attention to increasingly narrow issues in an effort to gain a deeper understanding
of existing services issues. Such an approach is a sign of a maturing discipline.
However, there is also evidence to suggest that the services marketing discipline
itself is evolving and appears to be taking steps to re-invent itself. For example,
there are calls made in recent journal articles and conferences that challenge us to
consider broader services marketing issues by re-examining the domain and
theoretical foundation on which the services marketing discipline is based. Let
each of us heed the call to take an active role in helping to advance our discipline

though new insights. In particular, I encourage open and critical discussions about the continued usefulness of the current domain and theoretical foundation(s) that drive our understanding of services marketing. In addition, I invite services scholars to consider conducting trailblazing research that help to reshape our boundaries and to establish sound theoretical foundations that enable new and deeper insights into services marketing issues. Good luck to the trail blazers!!

MESSAGE FROM THE EDITOR:

We hope you enjoy this latest edition of the SERVSIG Newsletter, find the contents useful, and are encouraged by the continuing progress of our field! Your SERVSIG board hopes to see many of you in San Francisco at the upcoming Frontiers in Service Conference. The next edition will be published in early 2008, and will include a report on the Frontiers conference (including profiles of award winners); it will also feature at least one invited column. We welcome your suggestions for future content, which can be passed to me (ch@lovelock.com), Mike Dorsch (mdorsch@clemsun.edu), or any SERVSIG officer. However, please note that it's our policy not to promote new publications (books, articles, etc.) unless they win a recognized award.

Christopher Lovelock
Communications Officer