

Winners of the 2008 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 "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. 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 2008 AMA Winter Educators' Conference in Austin, TX (February 15-18, 2008).

FIRST PLACE WINNER: MARTIN MENDE

Affiliation: Arizona State University
Advisor: Ruth N. Bolton
Proposal: Leveraging Relationship Marketing In Light Of Customer Attachment Styles Towards Service Firms

FIRST RUNNER-UP: LINDA ROBINSON

Affiliation: University Of New South Wales
Advisors: Tania Bucic And Ko De Ruyter
Proposal: Antecedents And Consequences Of Team Efficacy

SECOND RUNNER-UP: SUNGJOON NAM

Affiliation: University Of Chicago
Advisors: Puneet Manchanda And Pradeep Chintagunta
Proposal: The Effects Of Service Quality And Word Of Mouth On Customer Acquisition, Retention And Usage

HONORABLE MENTION I: ROMANA GARMA

Affiliation: The University Of Melbourne
Advisors: Liliana L. Bove And Virginia K. Bratton
Proposal: Customer Citizenship Behavior: A Coping Mechanism In The Stressor-Strain-Psychological Job Outcomes Model

HONORABLE MENTION II: DANIEL WENTZEL

Affiliation: University Of St. Gallen
Advisors: Torsten Tomczak And Andreas Herrmann
Proposal: Stereotyped Or Individuated? The Impact Of Service Employees On Brand Personality Impressions

2008 Competition Co-Chairs:

Neeli Bendapudi (Fisher College of Business, The Ohio State University)

Shashi Matta (Fisher College of Business, The Ohio State University)

Michael Dorsch (College of Business and Behavioral Sciences, Clemson University)