

SERVSIG Report of the Chair to the Membership
Submitted by Sue Keaveney
SERVSIG Chair 2001-02

July 1, 2002

FAREWELL AND THANKS, from the Chair

It has been my honor to serve SERVSIG for the past year. SERVSIG is one of the larger and more active SIGs and I am pleased to report on our many activities and accomplishments during the past year. We can offer these activities only because of the committed involvement of the membership. I am pleased to report that we welcomed many new colleagues this year as reviewers, awards committee members, track chairs, and officers. If you have been thinking about getting involved--do it! We welcome new faces! How? I have included a section on "Getting Involved" at the end of this report to provide you with some ideas on how to get started. Thank you for the opportunity to serve this outstanding group of educators and scholars.

SERVSIG CONFERENCES

SERVSIG sponsors or co-sponsors a number of conferences and conference tracks. We thank the SERVSIG members listed below who made these activities a success!

AMA 2001 Winter Educator's Conference: Track Chairs Mary Jo Bitner and Lois Mohr.

AMA 2001 Summer Educator's Conf.: Track Chairs Kevin Gwinner and Dwayne Gremler.

AMA 2002 Summer Educator's Conference: Track Chair Shirley Taylor.

2001 SERVSIG Bi-annual International Conference was held in May 2001 in Australia, thanks to Co-Chairs Jim Barnes and Greg Elliot.

2003 SERVSIG Bi-annual International Conference will be held June 2003 in Reims. Contact Denis Lapert at Denis.Lapert@Reims-ms.fr for more information.

2001 Frontiers in Services Conference moved to Washington D.C. under the leadership of Roland T. Rust and Ray Fisk of the AMA Academic Council.

2002 Frontiers in Services Conference was held June 27-30, 2002 in Maastricht, the Netherlands, thanks to Co-Chairs Jos Lemmink and Ko de Ruyter of Maastricht and Roland T. Rust of the University of Maryland Center for e-Services.

2003 Frontiers in Services Conference will be held October 23-26 in Washington D.C. See the website at www.rhsmith.umd.edu/ces/FrontiersConference.htm for more information.

This is a list of SERVSIG-sponsored conferences and tracks only. For information on other Services-related conferences you will soon be able to check SERVSIG's new website! Watch for an announcement--soon--over ServNet that the site is up and running.

AWARDS

SERVSIG has three annual awards, described below. Traditionally, presentations are made at the annual Frontiers in Services conference. Calls for nominations go out over ServNet. Awards committees are typically comprised of five SERVSIG members, including the prior year's award winner, and Chaired by a SERVSIG officer. Because of the timing of the 2002 Frontiers in Services Conference, both the 2001 and 2002 awards were awarded during this term.

“AMA Career Contributions to the Services Discipline” Award is presented annually by SERVSIG to the individual whose teaching, research and service have had the greatest long-term impact on the development of the services discipline.

In 2001, the eighth annual Career Contributions to the Services Discipline Award was presented to *Professor Valarie Zeithaml*. We thank SERVSIG members who served on the 2001 committee: Joby John, Chair; Evert Gummesson, Mary Gilly, Doug Hoffman, and Amy Smith.

In 2002, the ninth annual Career Contributions to the Services Discipline Award was presented to *Professor Roland T. Rust*. We thank SERVSIG members Mark Gabbot, Chair; Ruth Bolton, Scott Kelley, Chuck Lamb, and Valarie Zeithaml for serving on the 2002 committee.

“AMA Best Services Article Award” is presented annually by SERVSIG to the author(s) of the best article in the services literature during the previous calendar year.

In 2001, the eighth annual award was presented to *Professors Michael D. Hartline, James G. Maxham III, and Daryl O. McKee* for their article (2000), “Corridors of Influence in the Dissemination of Customer-Oriented Strategy to Customer Contact Service Employees,” *Journal of Marketing*, Vol. 64, No. 2. We thank the SERVSIG members who served on the 2001 selection committee: Dwayne Gremler, Chair; Steve Tax, Linda Price, Neeli Bendapudi, and Mike Brady.

In 2002, the ninth annual award was presented to *Chezy Ofir and Itamar Simonson* for their (2001) article "In Search of Negative Customer Feedback: The Effect of Expecting to Evaluate on Satisfaction Evaluations," *Journal of Marketing Research*, 38 (2), 170-182. We thank the SERVSIG members who served on the 2002 selection committee: Kevin Gwinner, Chair; Eileen Bridges, Adam Finn, Greg Marshall, and Amy Ostrom.

The **LIAM GLYNN Services Research Award** is awarded annually to emerging services scholars in recognition of their dissertation research. The first **LIAM GLYNN Services Research Award** was presented to **Maria Anne Skaates** of the Copenhagen Business School, for her Ph.D. dissertation titled: “*Danish Architecture Sales to Germany in the 1990s: An IMP/INPM Approach to Examining the Professional Service and Project-Related Internationalization of Danish Architectural Service Firms*.” Liam Glynn was a Lecturer at the University College Dublin in the Smurfit Graduate School of Business, and the first Director of the UCD Centre for Quality and Services Management. His tragic death from cancer at age 40 was a loss to the services community. Please contribute to this worthy cause by contacting Jan Pomerantz at the AMA Foundation at 404-651-1978, or contact Ray Fisk.

For a complete list of previous award winners, contact Sue Keaveney at Susan.Keaveney@cudenver.edu.

MENTORING

SERVSIG hosts an annual **Services Marketing Doctoral Consortium**. The doctoral consortium provides an opportunity for emerging services scholars to learn from highly respected leaders in the services field, to network, and to develop their skills in teaching, research, and managing their academic careers. Thanks to Mentoring Officers Dwayne Gremler and Kevin Gwinner for organizing the 2001 consortium, and to Mentoring Officers Kevin Gwinner and Ray Fisk for organizing the 2002 consortium. Please contact Mentoring officer Ray Fisk (rfisk@uno.edu) or Mentoring-Officer-elect Eileen Bridges (ebridges@bsa3.kent.edu) for information about the 2003 Consortium.

COMMUNICATIONS/ELECTRONIC MEDIA

As you all know, SERVSIG communicates via ServNet, hosted by the ASU Center for Services Leadership. To sign on, send an e-mail message to "Subscribe to ServNet" to Listserv@lists.asu.edu or visit their website at <http://lists.asu.edu/archives/servnet.html>. Please pass this information on to your services colleagues!

SERVSIG is also in the process of establishing a website! Please contact SERVSIG Chair Dwayne Gremler (gremler@cba.bgsu.edu) Media Officer Joe Cronin (jcronin@cob.fsu.edu) or Electronic Media-Officer-elect Mike Brady (bradymp@bc.edu) for more information.

MEMBERSHIP

If you would like to continue to be a member of SERVSIG, be sure to check Services Marketing SIG on your AMA membership renewal form. Remind your services colleagues to join!

LEADERSHIP

SIG leadership changes July 1 of each year. Our newly elected officers and their e-mail addresses follow. Please join me in welcoming them. Do contact us--we welcome your input!

Chair:	Dwayne Gremler	gremler@cba.bgsu.edu
Chair-Elect :	Kevin Gwinner	kgwinner@asu.edu
Past Chair:	Sue Keaveney	Susan.Keaveney@cudenver.edu
Mentoring Officer:	Ray Fisk	RFisk@uno.edu
Mentoring-Off.-elect:	Eileen Bridges	ebridges@bsa3.kent.edu
Electronic Media:	Joe Cronin	jcronin@cob.fsu.edu
Elec.-Media--elect:	Mike Brady	bradymp@bc.edu

ELECTIONS

SERVSIG nominates and votes for new "elect" officers each Spring via ServNet. "Elect" officers observe and assist officers in their first year (currently, July 1 2002-June 30 2003) and serve in their "official" terms the following year (July 1 2003-June 30 2004). Therefore, in Spring 2003 we will nominate and vote for "elect" positions to observe during 2003-04 and serve during 2004-05. Watch for the announcements next Spring -- and get involved!

GETTING INVOLVED

SERVSIG is always looking for a few good people to get involved! One good way to get involved is to volunteer to be a reviewer for our Services Marketing tracks at conferences. Good reviewers are often asked to serve as track chairs and awards committee members...track chairs and awards committee members are nominated for officer positions...and so forth. Watch for Calls for Reviewers over ServNet and volunteer!

Another good way to get involved is to contact the officer responsible for an area that interests you. Let the officers know you're interested! Like to mentor junior colleagues? Contact Ray or Eileen. Like to work on the website? Contact Joe or Mike. Other jobs that you think need doing? Contact Dwayne or Kevin and get the ball rolling. WE WELCOME NEW FACES!!

REMINDER OF UPCOMING EVENTS

2003 SERVSIG Bi-annual International Conference will be held June 2003 in Reims. Contact Denis Lapert at Denis.Lapert@Reims-ms.fr for more information.

2003 Frontiers in Services Conference will be held October 23-26 in Washington D.C. See the website at www.rhsmith.umd.edu/ces/FrontiersConference.htm for more information.

2003 Services Marketing Doctoral Consortium will be held just prior to the 2003 Frontiers in Services Conference. Please contact Mentoring officer Ray Fisk (rfisk@uno.edu) or Mentoring-Office-elect Eileen Bridges (ebridges@bsa3.kent.edu) for information about the 2003 Consortium.

Well, that's all the news that's fit to print...and, thanks again for a great year.

Sue Keaveney, Professor of Marketing
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Past Chair of SERVSIG
July 2002