CONFERENCE REPORT

JULY 2014

Submitted by Rodoula H. Tsiotsou, AMA SERVSIG 2014 Conference Chair
A) NUMBER AND COMPOSITION OF PARTICIPANTS: The AMA SERVSIG 2014 participants reached 283 άτομα (15 were accommodating persons). The conference delegates came from 34 countries and specifically from Japan, Sweden, Taiwan, UK, USA, France, Finland, Australia, Germany, Barbados, Portugal, Canada, Spain, Chile, United Arabic Emirates, Singapore, China, Belgium, Holland, Italy, Austria, New Zealand, Brazil, Mexico, Hong Kong, Turkey, Israel, Switzerland, Norway, Egypt, Slovenia, Cyprus and Greece.

B) QUALITY OF SUBMISSIONS: 355 abstracts were submitted in 17 tracks by academics coming from 52 countries (Table 1). 244 were accepted for presentation (69% acceptance rate). The most papers came from the UK, Greece, Germany, Australia, Finland and USA (Table 2).

Table 1 Submissions by track

<table>
<thead>
<tr>
<th>TRACKS</th>
<th>NUMBER OF SUBMISSIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Branding and Communication in Services</td>
<td>21</td>
</tr>
<tr>
<td>2. Building Sustainability in Services</td>
<td>15</td>
</tr>
<tr>
<td>3. Building Relationships in Services / Developing Service Value</td>
<td>41</td>
</tr>
<tr>
<td>4. Business-to-Business Services</td>
<td>17</td>
</tr>
<tr>
<td>5. Customer Behavior and Misbehavior in Services</td>
<td>29</td>
</tr>
<tr>
<td>6. E-Services and Social Media</td>
<td>23</td>
</tr>
</tbody>
</table>
7. International Marketing in Services

8. Research and Teaching Methods in Services

9. Service Design / Innovation in Services

10. Service Dominant Logic / Customer Experience and Value Co-Creation

11. Service Markets and Networks

12. Service Operations Management / Service Supply Chains

13. Service Productivity


15. Servicescapes, Service Encounters, Service Environment

16. Sport Services / Tourism Services

17. Transformative/Health Services / Public and Non-Profit Services

Table 2 Submission by country (top 12 countries)

<table>
<thead>
<tr>
<th>COUNTRY</th>
<th>AUTHORS</th>
<th>ABSTRACTS SUBMITTED</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. United Kingdom</td>
<td>104</td>
<td>54.76</td>
</tr>
<tr>
<td>2. Greece</td>
<td>71</td>
<td>37.75</td>
</tr>
<tr>
<td>3. Germany</td>
<td>62</td>
<td>33.02</td>
</tr>
<tr>
<td>4. Australia</td>
<td>49</td>
<td>26.17</td>
</tr>
<tr>
<td>5. Finland</td>
<td>49</td>
<td>28.54</td>
</tr>
<tr>
<td>6. United States</td>
<td>46</td>
<td>22.8</td>
</tr>
<tr>
<td>7. New Zealand</td>
<td>23</td>
<td>8.12</td>
</tr>
<tr>
<td>8. Sweden</td>
<td>21</td>
<td>13.4</td>
</tr>
<tr>
<td>9. Taiwan</td>
<td>19</td>
<td>12.5</td>
</tr>
</tbody>
</table>
C) CONFERENCE PROGRAM.

The conference program was a comprehensive one consisting of a) 211 paper presentations, b) 5 Special Sessions (one of which was a “Meet the Editors” session), c) 4 keynote speakers, d) 3 social events, e) one opening ceremony (Picture 1), f) a closing ceremony (Picture 2), g) best paper and highly recommended papers awards and h) 2 Journal special issues.

*Picture 1: The opening remarks by the Chair of AMASERVSIG 2014 Dr. Rodoula H. Tsiotsou, Associate Professor at the University of Macedonia.*
Picture 2: Prof. Ray Fisk received a Contribution Appreciation plaque by the Rector of the University of Macedonia, Prof. Hajidimitriou and the Chair of AMA SERVISG 2014, Rodoula H. Tsiotsou.

Picture 3: Prof. Mark Rosenbaum received a Contribution Appreciation plaque by the Rector of the University of Macedonia, Prof. Hajidimitriou and the Chair of AMA SERVISG 2014, Rodoula H. Tsiotsou.
Picture 4: All keynote speakers received an appreciation plaque by the Rector of the University of Macedonia, Prof. Hajidimitriou and the Chair of AMA SERVISG 2014, Rodoula Tsiotsou. In this picture, Prof. Christian Grönroos receives its plaque.

AMA SERVSIG 2014 KEYNOTE SPEAKERS

Nelly Tzakou-Lambropoulou was appointed General Manager of Retail Banking at NBG in July 2013; she is responsible for Retail Banking, the Branch Network and e-Business & Alternative Channels of the Bank. She is a Member of the NBG Executive Committee. Since December 2012, she held the position of General Manager, Group Head of Operations, Business Processes & IT at the Bank. She holds a BA in Economics from the University of Piraeus and an MBA from the University of Wales & Manchester Business School.

Nelly Tzakou-Lambropoulou, General Manager of Retail Banking, National Bank of Greece, Greece.
Dr. Christian Grönroos is Professor of Service and Relationship Marketing at Hanken School of Economics Finland and member of the board and a former executive director of the research centre CERS Centre for Relationship Marketing and Service Management. In 2011 he was selected the 11th Legend in Marketing by the Sheth Foundation, the first from outside North America. As one of the scholars pioneering modern service marketing, he is a leading scholar in this field and in relationship marketing.

Dr. Christian Grönroos,  
Hanken School of Economics, Finland

Ms. Angela Varela is the General Director for Promotion of the Greek National Tourism Organization (GNTO). She holds a bachelor’s degree in Political and Economic Sciences (Panteion Athens University) as well as a Master’s of Science Degree in Tourism Business Administration (Hellenic Open University). She speaks 4 languages and has worked in various positions for the GNTO both in Greece and abroad.

Ms. Angela Varela  
General Director of Promotion  
Greek National Tourism Organization, Greece.

Chiara Ravara joined Ryanair after nine years’ experience in the travel industry. She worked for five years with Cremona Tourist Board promoting inbound tourism and then four years with AVIAREPS, the worldwide leader agency for Tourist Destination and Aviation representation, where she was Account Manager for International Tourist Boards and Airlines. Tourism, in its widest sense, has always been her primary interest having influenced her studies at University and afterwards as well.

Chiara Ravara  
Sales & Marketing Executive  
Ryanair Ltd., Ireland
AMA SERVSIG 2014 BEST PAPER AND HIGHLY RECOMMENDED PAPERS AWARDS

The Best Paper and Highly Recommended Papers Awards were announced during the Gala Dinner on Saturday, June 14, 2014. Specifically, the awards were:

BEST PAPER AWARD

“The Effect of Guarantee Terms on Service Recovery Fairness”
by Benedetta Crisafulli and Jaywant Singh, Kingston University, UK

HIGHLY RECOMMENDED PAPERS

1. “Prevaricating Pinocchios or Lying Bastards: Dishonesty, Deceit, and Duplicity after Service”

By Lloyd C. Harris, University of Warwick, UK, Jiminy Cricket, University of Collodi, Italy, and Raymond Fisk, University of Texas at San Marcos, US

2. “Pride and Turnover Intentions among Frontline Employees”

By Matthias H.J. Gouthier, University of Koblenz-Landau, Germany, Tobias Kraemer, University of Koblenz-Landau, Germany and Sven Heidenreich, EBS Business School, Germany

3. “Analysis of the Moderator Effects of Switching Costs Types”

By Dahlia El-Manstrly, University of Edinburgh, UK

D) CONFERENCE MATERIAL

Each conference participant received with his/her registration: the conference program, a USB stick with the conference proceedings and their ISBN, a name badge, a folder, a note block, a laptop bag, a pen, a hat, a t-shirt (only session chairs), a registration payment receipt and certificate of attendance/presentation (Picture 5).
Picture 5: The conference material has being liked even by the children of conference participants
E) CONFERENCE VENUE - ROOMS

The conference venue was Makedonia Palace Hotel, a five star hotel by the sea (Picture 6 and 7). Almost 120 conference delegates stayed at the conference venue. 7 rooms with capacity from 40 to 300 people were used for the parallel sessions of the conference. All rooms were equipped with a videoprojector, screens, microphones, and a laptop (Picture 8).

*Picture 6: Lunch breaks took place at Yacht Club of Makedonia Palace.*
Picture 7: Coffee Breaks at Makedonia Palace.
F) SOCIAL EVENTS: In addition to the academic program, the conference had a social program each night. Specifically, there was a Welcome Reception on Friday June 13 at the swimming pool of Makedonia Palace (Picture 9). There was music played by a DJ, a violin and a saxophone.

The Gala Dinner took place on Saturday, June 14 2014 at Kyverneio. The String Orchestra of the Department of Music Science and Art gave a classical music concert whereas a DJ continued with dance music (Pictures 10, 11, 12, 13, 14, and 15). The last social event took place on Sunday, June 15, 2014 with the Folk Night. The Lycee Hellenic of Thessaloniki first performed Greek folk dances and then, showed conference participants how to dance Greek dances.
(Pictures 16a, 16b, 16c, 16d). Videos of the social events are available at http://www.servsig2014.uom.gr/videos.

The String Orchestra of the Department of Music Science and Art of the University of Macedonia

Some of the members of the International Committee of SERVSIG 2014

Best Paper and Highly Recommended Papers awards

Conference delegates dances until late that night.

The Kyverneio

The conference participants at the Gala Dinner
Pictures 16 (a,b,c,d): Conference participants danced Greek folk dances at the last night of AMA SERVSIG 2014

G) PARTICIPANTS SATISFACTION: Conference participants were excited with the conference organization, high quality of papers, venue, atmosphere and social events. After the conference many conference participants sent emails or posted comments on social media (see Appendix A) characterizing the conference: «AMAZING conference», «wonderful conference», «fantastic event», «fabulous conference», «a really great event», «it was a really great ServSig», «a fruitful and enjoyable experience», «a fantastic conference» «very successful both from an academic and a social point of view»!
H) CONFERENCE PROMOTION: WEBSITES AND WEBPAGES

The conference website had 8453 unique users from 117 countries (www.servsig2014.uom.gr) and 45533 page views.

Print Screen 1: AMA SERVSIG 2014 website

Print Screen 2: Google analytics of AMA SERVSIG 2014 website
Print Screen 3: Google Analytics of AMA SERVSIG 2014 website – country information

The Facebook webpage has 401 “friends” (www.facebook.com/AMAServsig2014).

Print Screen 4: AMA SERVSIG 2014 webpage on Facebook
The Linkedin webpage has 109 members (AMA SERVSIG 2014 group).

*Print Screenc 5: The AMA SERVSIG 2014 webpage in Linkedin*

The conference was promoted internationally (Appendix B) and nationally (Appendix C).
Hi Rodoula

I am sure that your mail box will be jammed full of emails of congratulation and thanks but I just wanted to add mine! This has been a fantastic event so many thanks for all of your efforts to make it happen. The food and facilities have been great and I have had some very stimulating academic debates with colleagues I already knew and new ones I have met here. I think there has been a great mix of established academics in the field and new faces. Many thanks for facilitating these conversations. For me, it is these conversations which are most important.

As you know I have been visiting Thessonaliki myself every year for the past 10 years so know personally how wonderful the place is. However you have done an excellent job in putting the place on the services research 'map' so very well done.

I do hope you can find some time to relax and enjoy the greek weather over the coming months

warm regards

Kim Cassidy

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Dear Rodoula

I wanted to thank you for hosting such a fabulous conference! I really enjoyed every single minute of it. You, in my eyes, have easily been the best conference host that has ever taken on the role. So many aspects of the conference were exemplar, a notch above anything that has preceded it.

Kind regards

Tony Patterson
Dear Rodoula,

Thank you very much for the great conference. We were very glad to have been invited for the special session. I hope that we can have further collaborations in the future. I am sorry that I did not have the chance to say good bye in person. I did not find you before I had to leave.

Have a wonderful summer!

All the best,

Patrik Strom

________________________________________
Associate Professor (Docent) "Staffan Helmfrid Pro Futura Fellow"
Centre for International Business Studies
School of Business, Economics and Law
University of Gothenburg, Box 610, S-405 30 Göteborg SWEDEN
Tel. +46 31 786 1404 Fax. +46 31 786 1398
Email. patrik.strom@geography.gu.se

Hi Rodoula

I just wanted to email you to thank you and your team for putting on a really great event. I travelled back with a big bunch of fellow Brits and we all agreed that it was a really great ServSig!

Thanks for all your hard work - we all really appreciated it!

Cheers

Lloyd Harris

Dr Lloyd C. Harris
Professor of Marketing
Dear Rodoula,

I hope that you could take some break after a stressful period.

I am very sorry that I could not say goodbye to you at the Gala dinner however it was too much going around you (-: I left early on Sunday morning.

Thank you for your warm hospitality, excellent organisation of the conference and for the opportunity to present the RESER research at AMA Servsig. I enjoyed the Conference and learned a little bit about the research performed within the marketing association. I hope to meet you at another conference.

Have a relaxing summer,
Metka
Metka Stare

Research Professor
FACULTY OF SOCIAL SCIENCES
University of Ljubljana
Kardeljeva ploscad 5
1000 Ljubljana Slovenia

Dear Rodoula

I just arrived back in Canada. I wanted to thank you for inviting us to the conference and wanted to say that I very much enjoyed the conference. I look forward to the special issue. Thanks and best regards!
Chatura

Chatura Ranaweera, PhD (Cambridge) | Head of the Marketing Area | Associate Professor of Marketing

Co-Editor, Managing Service Quality
Hi Rodoula,

Just a note to say how great the conference was. Congratulations to you, your colleagues and students. I had a fruitful and enjoyable experience. See you in Maastricht if not before.

Best wishes

Steve

Steve Baron
Professor of Marketing
Management School
University of Liverpool
Chatham Street
Liverpool L69 7ZH

Dear Rodoula,

Congratulations once more on a fantastic conference.

Cheers
Ann

Dr Ann Mitsis | Lecturer in Marketing

Faculty of Business and Enterprise | Swinburne University of Technology
P.O. Box 218, Mail H23
Hawthorn VIC 3122 Australia

Dear Rodoula,
Thank you so much for all your hospitality and the great conference you organized. Thank you so much also for allowing my daughter to join – she really enjoyed her time in Thessaloniki and found it most interesting to see professors in action. Hope to see you soon again – this time as a guest at one of the service conferences where you can be much more relaxed.

Warmest wishes,

Jochen Wirtz

Sixaritiria gia to sinedrio

Well done

Best regards

Dimitrios

**Professor Dimitrios Buhalis**
Director eTourism Research Lab [http://www.bournemouth.ac.uk/etourismlab](http://www.bournemouth.ac.uk/etourismlab)
Deputy Director, International Centre for Tourism and Hospitality Research, School of Tourism, Bournemouth University,
Talbot Campus, Poole, Dorset, BH12 5BB, UK
Tel: +44 1202 961517  Email: dbuhalis@bournemouth.ac.uk

Dear Rodoula

Thank you so much for everything. This was a wonderful conference from the organization of every small detail and till the social atmosphere. Great success for which you should get most of the credit.

It was nice to get the links to the photos as a reminder of this event. Thanks again

Iris

Iris Vilnai-Yavetz, Ph.D.
Dear Rodoula

Sorry for my late email. I was traveling to attend another conference right after AMA SERVSIG. Thank you very much for everything. It was a very nice atmosphere that we managed to have another research idea with new colleagues. Very fruitful conference :)

All the best
Elif Karaosmanoglu

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Martina G.Gallarza

Jun 28 (1 day ago)

to me

Yes Rodoula

You can tell everybody that one Spanish colleague came x the first time, knowing just 4 people (one was you) and left with more than 20 new contacts...

So yes it was "open, flexible and fun"

All my best!!!!

MGG
Dear Rodoula

Thank you so much for everything. This was a wonderful conference from the organization of every small detail and till the social atmosphere. Great success for which you should get most of the credit.

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Thanks again
Iris

Iris Vilnai-Yavetz, Ph.D.
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Department of Business Administration
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E-mail: yavetzir@ruppin.ac.il

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Dear Rodoula

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Very fruitful conference :)

All the best
Elif Karaosmanoglu

_____________________________ _______________________

Hi Rodoula,

Thank you for an extremely well organised conference in such a beautiful location!

Have a good summer.

Kind regards, Melanie Levick-Parkin.
P.s.: Attached a photo of my 3rd son in all the conference gear, which he was very happy to claim as his own as soon as I had unpacked.

Dear Rodoula

I wanted to thank you very much for your great work and for providing us with such a great experience. You and your team did a GREAT job. Please keep in touch and do let me know if you come to London.

Once again, thank you very much and please convey this acknowledgment to your team!

Best wishes

Cláudia

Dear Rodoula,

Many thanks for your email, it is much appreciated. I really enjoyed attending SERVSIG and had a great time. I appreciate all of the effort that you and your colleagues went to to organise the conference.

Best wishes,

Kate

Dr Kate L. Daunt (née Reynolds)
Senior Lecturer in Marketing
Cardiff University,

Melanie Levick-Parkin
Senior Lecturer
Advertising & Graphic Design
Sheffield Hallam University
+44 (0) 114 225 3547
Dear Rodoula,

Thank you so much for this kind and caring email which is in the spirit of the whole conference. We have all admired the wonderful conference you have organized. You were simply everywhere all the time, took care of the smallest details, and made sure we all have the best time.

After such a hard work - it is time for you to have a wonderful and carefree summer!!!!

Thank you and best regards,

Dana

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**COMMENTS ON FACEBOOK**

**Dahlia El-Manstrly** It was an AMAZING conference, I also want to say BIG thank you to you, Rodoula and all the lovely people I met in AMA SERVSING this year! (facebook).

**Rebekah Russell-Bennett**
Thanks to Rodoula Tsiotsou and team for a wonderful conference. Your hard work is very much appreciated - I had a ball x (facebook)

**Mark Rosenbaum**
I received this wonderful award from Rodoula Tsiotsou at the end of SERVSIG 2014. Thanks for a great beginning, a wonderful time, and a great ending. — feeling happy with Rodoula Tsiotsou. (facebook)

**Mark Rosenbaum** Rodoula Tsiotsou thanks for making my mom feel so welcomed (facebook)
COMMENTS ON TWITTER

Dr Nadia Zainuddin @Dr_HadiG - 26 likes
Missing Greece & servsig2014 people already! Thanks for the photo. Lloyd!
pic.twitter.com/STOBaVQ1dG

ITMindhoven @ITMindhoven - 15 likes
RT @C_Kowalkowski: Next AWA ServSig Conference to be held in beautiful

ChristianKowalkowski @C_Kowalkowski - 15 likes
My first presentation was on time. Managed to avoid this
pic.twitter.com/5ScCMj3o

Your Conference Presentation
How you Planned it?

Your Conference Presentation
How it Works?

Christian Kowalkowski, Johnstone, and
Christian Kowalkowski - "Modern School of Economics, shoulder

Dr Eek @DilpitMarketing - 15 likes
Ray Fisk. Customer experience modeling - see Tewira et al 2012
omicralsight.com/2012/machines/…/serwisig2014
ChristianKowalikowski @C_Kowalikowski - 13 hrs
Great reception at @AMA_marketing #servaig2014 Conference
pic.twitter.com/J6LJpvaek

Dr Nadia Zaimudin @N. Zaimudin - 18 hrs
So sad never got to run along the promenade. Sign of a good #servaig2014 conference! #Thessaloniki #noisekeeper pic.twitter.com/Q0S39M2zG

Jeroen Schepers @jeroenschepers - 15 hrs
RT @C_Kowalikowski: Next AMA ServSIG Conference to be held in beautiful Maastricht 1-3 July #servaig2014 pic.twitter.com/nv4uAvGts1