

TOPICS IN SERVICES MARKETING

MARK 6390 Section 001

Fall 2015 – Preston Hall 306

Wednesday – 4:00pm to 6:50pm

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Course Overview: This doctoral seminar is designed to introduce you to many of the core foundations and emerging research topics in the field of services marketing. Though the field initially struggled to establish its identity in the 1980s, it has risen to prominence over the past two decades. In recent years, service marketing theory and services dominant logic have greatly influenced the direction of marketing research in other well-established areas, such as consumer behavior and marketing strategy. Through this seminar, I hope that you will come to understand how research in the field of services marketing has developed and catch the excitement of new research opportunities on the horizon.

The readings I've selected are a combination of many of the most highly cited articles in the services literature and recent research papers. Consistent with my primary research orientation, most of the research that we will consider has managerial application. The course readings are drawn mainly from the *Journal of Marketing*, *Journal of Retailing*, *Journal of the Academy of Marketing Science*, and the *Journal of Service Research*, though there are quite a few exceptions. Students will have the opportunity to seek out articles that relate to their unique areas of interests.

Student Learning Outcomes:

- Students develop a historical understanding of the environmental conditions and conceptual challenges that led to the emergence of the services marketing field.
- Students enhance their ability to comprehend (theoretically & methodologically) and express their positions (verbally & in writing) on individual articles and literature streams within services marketing.
- Students develop the competency to write a research proposal pertaining to services marketing of quality similar to papers submitted to national academic conference by the conclusion of the course.

Course Materials:

Required Course Readings may be accessed from the class drive \\iridium.uta.edu\classes\mark6390-001. Refer to the OIT page for instructions on how to map this drive <http://www.uta.edu/oit/cs/files/class.php>.

Some supplementary course readings are available on the class drive and others are from:

- *Services Marketing: Integrating Customer Focus Across the Firm*, by Valarie Zeithaml, Mary Jo Bitner and Dwayne Gremler (6th edition)

Accommodations: Make plans to meet with me during the first week of the semester if you have a disability that you believe may hamper your performance in this course. We will need to discuss making the necessary arrangements to ensure that you will be able to fully participate in this course and have the chance to accurately demonstrate your abilities.

Classroom Etiquette:

- 1) If you have to leave class early, please let me know before class begins.
- 2) Turn off cell phones.
- 3) Keep side communication to a minimum during class discussions.

Descriptions of Graded Assignments:

Thought Question Responses (20% of grade)

Each student will be responsible for preparing written responses to a set of thought questions most weeks. The thought questions are noted after each week's readings in the syllabus. This assignment should include at least one in-text citation to each required article. You will only need to include a reference list if you cite articles that are not included in the assigned or supplemental reading list. These assignments are generally expected to be from 1.5-2 typed pages (excluding appendices and additional references), single-spaced, with 11- or 12-point font. Make sure to include a header in the document with your first and last names, "MARK 6390-001", the week #, and the description "Thought Question Responses" so that I can identify your work after it has been printed. You are to upload the thought question responses to blackboard by 3pm on the day of our class meetings.

I will post a grade for your thought question responses to Blackboard between class meetings, with a score of "10" being the highest possible score. Your overall grade on this component will be the sum of the ten graded assignments.

New Article Summaries (5% of grade)

In weeks 4, 6, 12, and 14, students will need to complete new article summaries, most times in addition to the thought question responses. In these weeks, students' weekly readings will generally be made up of papers that represent the early work in a given stream of services research, and I leave it to you to introduce a paper of interest to you that has been written more recently. More specific instruction on the type of paper you are to find and summarize is provided in the overview of "readings and activities" for the aforementioned weeks. The summaries are not to exceed one typed page, single-spaced, with 11- or 12-point font. To maintain consistency, each article summary should include the following components:

- Header: include your full name, the course number, week, and assignment description
- Complete Citation: in **bold**, at the top of the page (following *JM* format)
- Purpose statement: should describe why the article was written, and how this reading fits in or builds upon a broader stream of research
- Theoretical foundation: should summarize the theoretical argument of the reading, its basic assumptions, and major hypotheses or propositions
- Methodology: should summarize the research design and methodology (if applicable)
- Findings and/or Conclusions: should summarize the results and major discussion points
- Research and Managerial Implications: identify those future research suggestions forwarded by the author(s) that are particularly insightful and/or meaningful managerial implications

You are to post the new articles and their summaries to the class drive "\\iridium.uta.edu\classes\mark6390-001" by 3pm on the day it is due. Save the files using the following naming format "AuthorLastName_Year" for the article and "AuthorsLastName_Year_YourFirstName" for the article summary. I will post a grade for your new article summaries to Blackboard between class meetings, with a score of "5" being the highest possible score. Your overall grade on this component will be the sum of the five graded assignments.

Class Participation (20% of grade)

Students are expected to read and take notes on all of the articles listed as “required reading” and participate meaningfully in discussions during every class session. While students are not expected to read the “supplementary reading” as deeply, these readings will often help to enhance students’ understanding of the weekly topic(s). During our first meeting, we will assign discussion leaders for each of the required articles over the course of the semester. As a discussion leader for an article, you will briefly summarize key aspects of the article for the class, and additionally provide some of your own opinions, criticisms, or research ideas inspired by the article (10 minutes max). You will be expected to use a PPT slide, handout, the whiteboard or some other medium to facilitate your discussion. You may also be required to address questions pertaining to the article raised by other students and/or the instructor. In other weeks, students will be expected to discuss new articles of interest or the status of their research proposal.

When evaluating this component of your grade, I will consider your level of preparedness, general involvement, the clarity of your statements, and how well your questions or comments contribute (or possibly distract) from our exploration of the issues at hand. The *quality* of your participation is paramount. I will post a participation grade to Blackboard after each class, with “10” being the highest possible score and “0” being the score for an unexcused absence. Your overall class participation grade will be the average of these daily grades multiplied by 10.

- **Attendance:** At The University of Texas at Arlington, taking attendance is not required. Rather, each faculty member is free to develop his or her own methods of evaluating students’ academic performance, which includes establishing course-specific policies on attendance. As the instructor of this section, I consider attendance to be a prerequisite for class participation.

Research Proposal (35% of grade)

Over the course of the semester, each student (individually or in a team of two) will write an original research proposal (data is not required). It is expected that the quality of your final proposal will be equivalent to papers submitted to national conferences, such as the Summer/Winter AMA or annual AMS conferences. The proposal should have implications for services research and/or management. All assignments related to the research proposal should be double-spaced and prepared in 12-point font. It is to be submitted as follows:

- **Stage #1, due October 14th at 3pm:** Students are to submit two 1-page idea papers. The goal is that one of the idea papers will be developed more formally into the research proposal for the course. Ideas will require the approval of the instructor before being developed into a paper draft. If you decide to implement an idea that is clearly distinct from either idea paper, you will need to submit another idea paper to instructor for approval before proceeding further. (2% of grade)
- **Stage #2, due November 11th at 3pm:** Students submit a 6- to 8-page draft and a 1-page handout involving a model or graphic to help present your research proposal idea to the class. The draft of the proposal should include all the necessary components of the final paper (see below), except for the title page and abstract. The proposal should build in some way upon one of the ideas approved by the instructor. (8% of grade)
- **Stage #3, due December 9th at 3pm:** Students submit the final paper (20% of grade) and formally present their research proposal (5% of grade). A hardcopy of the PPT slides must be turned in prior to the research presentation. The research proposal must not exceed 20 double-spaced, pages, including references, exhibits, and appendices. Unless otherwise approved by the instructor, the final paper is minimally expected to contain the following sections:
 - Title Page and Abstract (100 words or less)
 - Introduction (begins on page #1)

- Literature Review
- Conceptual Framework
 - Theoretical Base
 - Hypotheses/Propositions
- Proposed Research Design and Methodology
- Potential Implications (Research and Managerial)
- References (Use *Journal of Marketing* style)

Final Exam (20% of grade): A final exam will be given at the end of the semester. The exam will contain questions similar to those included on doctoral comprehensive exams. Thus, you will be expected to think creatively and analytically, while integrating and synthesizing the material we have discussed during the course. In the weeks leading up to the final, we will discuss more about the exam format and administration.

Allocation of Grade Weights:

Item	Points	Percentage
<i>Class Participation</i>	100	20%
<i>Thought Question Responses</i>	100	20%
<i>New Article Summaries</i>	25	5%
<i>Research Proposal</i>		
Idea Papers	10	2%
Paper Draft/Handout	40	8%
Final Paper Presentation	25	5%
Final Paper Write-up	100	20%
<i>Final Exam</i>	100	20%
Total	500	100%

Grading Scale Earned Course Grade

90% or more	A
From 80% to 89.5%	B
From 70% to 79.5%	C
From 60% to 69.5%	D
59.5% or less	F

Academic Integrity: Students enrolled in all UT Arlington courses are expected to adhere to the UT Arlington Honor Code:

I pledge, on my honor, to uphold UT Arlington's tradition of academic integrity, a tradition that values hard work and honest effort in the pursuit of academic excellence.

I promise that I will submit only work that I personally create or contribute to group collaborations, and I will appropriately reference any work from other sources. I will follow the highest standards of integrity and uphold the spirit of the Honor Code.

UT Arlington faculty members may employ the Honor Code as they see fit in their courses, including (but not limited to) having students acknowledge the honor code as part of an examination or requiring students to incorporate the honor code into any work submitted. Per UT System *Regents' Rule* 50101, §2.2, suspected violations of university's standards for academic integrity (including the Honor Code) will be referred to the Office of Student Conduct. Violators will be disciplined in accordance with University policy, which may result in the student's suspension or expulsion from the University.

Mark 6390.001

Fall 2015

Tentative Course Schedule (Modifications may be made, depending on how we proceed.)

Week #	Class Date	Primary Topic(s)	Assignment(s) to Formally Turned In:
1	9/2	Course Overview / The Field of Services Marketing	None
2	9/9	Unique Service Characteristics / Service Dominant Logic	Thought Question Responses
3	9/16	The Service Encounter	Thought Question Responses
4	9/23	Conceptualizing Service Quality	Thought Question Responses; New Article Summary
5	9/30	The Service Profit Chain and Service Models	Thought Question Responses
6	10/7	Relationship Marketing and Services	Thought Question Responses; New Article Summary
7	10/14	Contact/Frontline Service Employees	Thought Question Responses; Idea Papers
8	10/21	Customer Participation and Technology	Thought Question Responses
9	10/28	Service Failure and Recovery	Thought Question Responses
10	11/4	Service Failure and Recovery - Emerging Perspectives	Thought Question Responses
11	11/11	Service Design and Innovation	Paper Draft & Handout
12	11/18	Servicescapes; Measuring Service Quality	Thought Question Responses; New Article Summary
13	11/25	Student Meetings	None
14	12/2	B2B and CB topics	New Article Summaries (2)
15	12/9	Student Research Proposals	Final Research Proposal; PowerPoint Slide Presentation
16	12/16	Final Exam	Exam Write-Up

Readings and Activities by Week

ZBG refers to *Services Marketing: Integrating Customer Focus across the Firm*, by Valarie Zeithaml, Mary Jo Bitner and Dwayne Gremler. The chapters noted correspond to the 6th edition of the textbook.

Week #1 (September 2) – The Field of Services Marketing

Required Reading

- Shostack, G. L. (1977), "Breaking Free from Product Marketing," *Journal of Marketing*, 41 (2): 73-80.
- Berry, Leonard L. and A. Parasuraman (1993), "Building a New Academic Field-- The Case of Services Marketing," *Journal of Retailing*, 69 (1), 13-60.
- Fisk, Raymond P., Stephen W. Brown, and Mary Jo Bitner (1993), "Tracking the Evolution of Services Marketing Literature," *Journal of Retailing*, 69 (1), 61-103.
- Ostrom, Amy L., A. Parasuraman, David E. Bowen, Lia Patrício, and Christopher A. Voss (2015), "Service Research Priorities in a Rapidly Changing Context." *Journal of Service Research* 18 (2): 127-159.

Supplemental Reading

- Lovelock, Christopher H. (1983), "Classifying Services to Gain Strategic Marketing Insights," *Journal of Marketing*, 47 (3), 9-20.
- Bitner, Mary Jo and Stephen W. Brown (2008), "The Service Imperative," *Business Horizons*, 51 (1), 39-46.
- Ostrom, Amy L., Mary Jo Bitner, Stephen W. Brown, Kevin A. Burkhard, Michael Goul, Vicki Smith-Daniels, Haluk Demirkan, and Elliot Rabinovich (2010), "Moving Forward and Making a Difference: Research Priorities for the Science of Service," *Journal of Service Research*, 13 (1), 4-36.
- Anderson, Laurel, Amy L. Ostrom, Canan Corus, Raymond P. Fisk, Andrew S. Gallan, Mario Giraldo, and Jerome D. Williams, et al. (2013), "Transformative Service Research: An Agenda for the Future," *Journal Of Business Research*, 66 (8), 1203-1210.

Thought Questions

1. What do you see as distinguishing characteristics of the field of services marketing compared to other fields or research domains within marketing?
2. In your opinion, which of the recent research priorities seem most interesting and/or promising? Explain how the research priorities you identified align with your interests?

Week #2 (September 9) – Unique Characteristics of Services and Service-dominant Logic

Required Reading

- Zeithaml, Valarie A., A. Parasuraman, and Leonard L. Berry (1985), "Problems and Strategies in Services Marketing," *Journal of Marketing*, 49 (2), 33-46.
- Vargo, Stephen L. and Robert F. Lusch (2004), "The Four Service Marketing Myths: Remnants of a Goods-Based, Manufacturing Model," *Journal of Service Research*, 6 (4), 324-35.
- Lovelock, Christopher and Evert Gummesson (2004), "Whither Services Marketing? In Search of a New Paradigm and Fresh Perspectives," *Journal of Service Research*, 7 (1), 20-41.

- Vargo, Stephen L. and Robert F. Lusch (2004), "Evolving to a New Dominant Logic for Marketing," *Journal of Marketing*, 68 (1), 1-17.
- Vargo, Stephen L. and Robert F. Lusch (2008), "Service-Dominant Logic: Continuing the Evolution," *Journal of the Academy of Marketing Science*, 36 (1), 1-10.
- Vargo, Stephen L. and Robert F. Lusch (2008), "Why "Service?" *Journal of the Academy of Marketing Science*, 36 (1), 25-38.
- Grönroos, Christian (2011), "Value Co-Creation in Service Logic: A critical analysis." *Marketing Theory*, 11(3), 279-301.
- Karpen, Ingo O., Liliana L. Bove, and Bryan A. Lukas (2012), "Linking Service-Dominant Logic and Strategic Business Practice: A Conceptual Model of a Service-Dominant Orientation," *Journal of Service Research*, 15 (1), 21–38.

Supplemental Reading

- ZBG, Chapter 1 – Introduction to Services
- Edgett, Scott and Stephen Parkinson (1993), "Marketing for Service Industries - A Review," *The Service Industries Journal*, 13 (3), 19-39.
- Bolton, Ruth N., George S. Day, John Deighton, Das Narayandas, Evert Gummesson, Shelby D. Hunt, C. K. Prahalad, Roland T. Rust, and Steven M. Shugan (2004), "Invited Commentaries on "Evolving to a New Dominant Logic for Marketing," *Journal of Marketing*, 68 (1), 18-27.
- Lusch, Robert F. and Stephen L. Vargo (2006), "Service-Dominant Logic: Reactions, Reflections and Refinements," *Marketing Theory*, 6 (3), 281-288.
- Lusch, Robert F., Stephen L. Vargo, and Matthew O'Brien (2007), "Competing Through Service: Insights from Service-Dominant Logic," *Journal of Retailing*, 83 (1), 5-18.
- Vargo, Stephen L., and Robert F. Lusch (2008), "From Goods to Service (s): Divergences and Convergences of Logics." *Industrial Marketing Management*, 37 (3), 254-259.

Thought Questions

1. Do you believe that the IHIP framework still has relevance? Why or why not?
2. Summarize how each of the later papers (i.e., 2008 and beyond) built upon or clarified the original service dominant logic article (Vargo and Lusch 2004).

Week #3 (September 16) – The Service Encounter

Required Reading

- Solomon, Michael R., Carol Surprenant, John A. Czepiel, and Evelyn G. Gutman (1985), "A Role Theory Perspective on Dyadic Interactions: The Service Encounter," *Journal of Marketing*, 49 (1), 99-111.
- Bitner, Mary Jo (1990), "Evaluating Service Encounters: The Effects of Physical Surroundings and Employee Responses," *Journal of Marketing*, 54 (2), 69-82.
- Bitner, Mary Jo, Bernard H. Booms, and Mary Stanfield Tetreault (1990), "The Service Encounter: Diagnosing Favorable and Unfavorable Incidents," *Journal of Marketing*, 54 (1), 71-84.
- Price, Linda L., Eric J. Arnould, and Patrick Tierney (1995), "Going to Extremes: Managing Service Encounters and Assessing Provider Performance," *Journal of Marketing*, 59 (2), 83-97.

- Matilla, Anna S. and Cathy A. Enz (2002), "The Role of Emotions in Service Encounters," *Journal of Service Research*, 4 (4), 268-277.
- Hennig-Thurau, Thorsten, Markus Groth, Michael Paul, and Dwayne D. Gremler (2006), "Are All Smiles Created Equal? How Emotional Contagion and Emotional Labor Affect Service Relationships," *Journal of Marketing*, 70 (3), 58-73.
- Ma, Zhenfeng and Laurette Dub (2011), "Process and Outcome Interdependency in Frontline Service Encounters," *Journal of Marketing*, 75 (3), 83-98.
- Sirianni, Nancy J., Mary Jo Bitner, Stephen W. Brown, and Naomi Mandel (2013), "Branded Service Encounters: Strategically Aligning Employee Behavior with the Brand Positioning," *Journal of Marketing*, 77 (6), 108-123.

Supplemental Reading

- Czepiel, John A (1990), "Service Encounters and Service Relationships: Implications for Research." *Journal of Business Research* 20 (1), 13-21.
- Hui, Michael K. and John E. G. Bateson (1991), "Perceived Control and the Effects of Crowding and Consumer Choice on the Service Experience," *Journal of Consumer Research*, 18 (2), 174-84.
- Arnould, Eric J., and Linda L. Price (1993), "River Magic: Extraordinary Experience and the Extended Service Encounter," *Journal of Consumer Research*, 20 (June), 24-45.
- Bitner, Mary Jo and Amy R. Hubbert (1994), "Encounter Satisfaction versus Overall Satisfaction versus Quality," in *Service Quality: New Directions in Theory and Practice*, Roland T. Rust and Richard L. Oliver, Eds. Thousand Oaks, Ca: Sage.
- Bitner, Mary Jo, Bernard H. Booms, and Lois A. Mohr (1994), "Critical Service Encounters: The Employee's Viewpoint," *Journal of Marketing*, 58 (4), 95-106.
- Gremler, Dwayne D. (2004), "The Critical Incident Technique in Service Research," *Journal of Service Research*, 7 (1), 65-89.

Thought Questions

1. Are the later articles (year 2000 and after) consistent with Solomon's role theory perspective of the service encounter? Which articles seem to deviate from this perspective the most? How?
2. Very different methodologies are applied to the three studies from the 1990s. Describe the approach used in each of these articles and discuss what unique insights can be gleaned about service encounters from the differing approaches?

Week #4 (September 23) – Conceptualizing Service Quality

Required Reading

Alternative Conceptualizations

- Gronroos, Christian (1984), "A Service Quality Model and its Marketing Implications," *European Journal of Marketing*, 18 (4), 36-44.
- Parasuraman, A., Valarie A. Zeithaml, and Leonard L. Berry (1985), "A Conceptual Model of Service Quality and Its Implications for Future Research," *Journal of Marketing*, 49 (4), 41-50.
- Parasuraman, A., Valarie A. Zeithaml, and Leonard L. Berry (1988), "SERVQUAL: A Multiple-Item Scale for Measuring Consumer Perceptions of Service Quality," *Journal of Retailing*, 64 (1), 12-40.

- Brady, Michael K. and J. Joseph Cronin Jr (2001), "Some New Thoughts on Conceptualizing Perceived Service Quality: A Hierarchical Approach," *Journal of Marketing*, 65 (3), 34-49.
- Service Quality Antecedents and Consequences
- Bolton, Ruth N. and James H. Drew (1991), "A Multistage Model of Customers' Assessments of Service Quality and Value," *Journal of Consumer Research*, 17 (4), 375-84.
 - Boulding, William, Ajay Kalra, Richard Staelin, and Valarie A. Zeithaml (1993), "A Dynamic Process Model of Service Quality: From Expectations to Behavioral Intentions," *Journal of Marketing Research*, 30 (1), 7-27.
 - Zeithaml, Valarie A., Leonard L. Berry, and A. Parasuraman (1996), "The Behavioral Consequences of Service Quality," *Journal of Marketing*, 60 (2), 31-46.
 - Cronin Jr, J. Joseph, Michael K. Brady, and G. Tomas M. Hult (2000), "Assessing the Effects of Quality, Value, and Customer Satisfaction on Consumer Behavioral Intentions in Service Environments," *Journal of Retailing*, 76 (2), 193-218.

Supplemental Reading

- ZBG, Chapter 2 – “The Gaps Model of Service Quality”
- ZBG, Chapters 3 & 4 – “Customer Expectations/Perceptions of Service”
- Zeithaml, Valarie A., Leonard L. Berry, and Arantharanthan Parasuraman. "The Nature and Determinants of Customer Expectations of Service." *Journal of the Academy of Marketing Science* 21.1 (1993): 1-12.
- Rust, Roland T. and Richard L. Oliver (1994), "Service Quality: Insights and Implications from the Frontier," in *Service Quality: New Directions in Theory and Practice*, Roland T. Rust and Richard L. Oliver, Eds. Thousand Oaks, California: SAGE.
- Dabholkar, Pratibha A., C. David Shepherd, and Dayle I. Thorpe (2000), "A Comprehensive Framework for Service Quality: An Investigation of Critical Conceptual and Measurement Issues through a Longitudinal Study," *Journal of Retailing*, 76 (2), 139-173.

Thought Questions

1. Compare and contrast the alternative conceptualizations of service quality.
2. Based on these research studies, discuss how service quality relates to customer satisfaction.
3. Are the research studies assessing the influence of behavioral intentions truly consistent with the PZB (1985, 1998) conceptualizations? Explain why or why not.

New Article Summary

- Find a post-2000 article of interest to you that features service quality in the conceptual model. The article should not be included in the reading list for this course.

Week #5 (September 30) – The Service Profit Chain and Service Models

Required Reading

Service Profit Chain

- Heskett, James L., Thomas O. Jones, Gary W. Loveman, W. Earl Sasser Jr, and Leonard A. Schlesinger (1994), "Putting the Service-Profit Chain to Work," *Harvard Business Review*, 72 (2), 164-70.
- Loveman, Gary W. (1998), "Employee Satisfaction, Customer Loyalty, and Financial Performance," *Journal of Service Research*, 1 (1), 18-31.

- Anderson, Eugene W. and Vikas Mittal (2000), "Strengthening the Satisfaction-Profit Chain," *Journal of Service Research*, 3 (2), 107-120.
- Homburg, Christian, Jan Wieseke, and Wayne D. Hoyer (2009), "Social Identity and the Service-Profit Chain," *Journal of Marketing*, 73 (2), 38-54.

Service Modeling

- Rust, Roland T., Anthony J. Zahorik, and Timothy L. Keiningham (1995), "Return on Quality (ROQ): Making Service Quality Financially Accountable," *Journal of Marketing*, 59 (2), 58-70.
- Bolton, Ruth N. (1998), "A Dynamic Model of the Duration of the Customer's Relationship with a Continuous Service Provider: The Role of Satisfaction," *Marketing Science*, 17 (1), 45-65.
- Bolton, Ruth N., Katherine N. Lemon, and Peter C. Verhoef (2004), "The Theoretical Underpinnings of Customer Asset Management: A Framework and Propositions for Future Research," *Journal of the Academy of Marketing Science*, 32 (3), 271-292.
- Sivakumar, K., Mei Li, and Beibei Dong (2014), "Service Quality: The Impact of Frequency, Timing, Proximity, and Sequence of Failures and Delights," *Journal of Marketing*, 78 (1), 41-58.

Supplemental Reading

- ZBG, Chapter 16 – "The Financial and Economic Impact of Services"
- Zeithaml, Valarie A (2000), "Service Quality, Profitability, and The Economic Worth of Customers: What We Know and What We Need To Learn." *Journal of the Academy of Marketing Science*, 28 (1), 67-85.
- Berger, Paul D., Ruth N. Bolton, Douglas Bowman, Elten Briggs, V. Kumar, A. Parasuraman, and Creed Terry (2002), "Marketing Actions and the Value of Customer Assets A Framework for Customer Asset Management," *Journal of Service Research*, 5 (1): 39-54.
- Kamakura, Wagner A., Vikas Mittal, Fernando De Rosa, and JosÃ Afonso Mazzon (2002), "Assessing the Service-Profit Chain," *Marketing Science*, 21 (3), 294-317.
- Rust, Roland T. and Chung Tuck Siong (2006), "Marketing Models of Service and Relationships," *Marketing Science*, 25 (6), 560-80.
- Brown, Steven P. and Son K. Lam (2008), "A Meta-Analysis of Relationships Linking Employee Satisfaction to Customer Responses," *Journal of Retailing*, 84 (3), 243-55.

Thought Questions

1. Have the later research articles under the service-profit chain heading enhanced or detracted from the framework put forth in Heskett et al. (1994)? Explain.
2. Each of the papers under the services modeling heading focus on a different outcome variable. Discuss each outcome; develop and justify a model involving all four outcomes that illustrates how they could relate to one another. You may include other variables in your model as well.

Week #6 (October 7) - Relationship Marketing and Services

Required Reading

Relational Benefits/Relationship Quality

- Crosby, Lawrence A., Kenneth A. Evans, and Deborah Cowles (1990), "Relationship Quality in Services Selling: An Interpersonal Influence Perspective," *Journal of Marketing*, 54 (3), 68-81.

- Gwinner, Kevin P., Dwayne D. Gremler, and Mary Jo Bitner (1998), "Relational Benefits in Services Industries: The Customer's Perspective," *Journal of the Academy of Marketing Science*, 26 (2), 101-114.
- Hennig-Thurau, Thorsten, Kevin P. Gwinner, and Dwayne D. Gremler (2002), "Understanding Relationship Marketing Outcomes: An Integration of Relational Benefits and Relationship Quality," *Journal of Service Research*, 4 (3), 230-247.

Customer/Employee Interaction

- Price, Linda L. and Eric J. Arnould (1999), "Commercial Friendships: Service Provider--Client Relationships in Context," *Journal of Marketing*, 63 (4), 38-56.
- Gremler, Dwayne D. and Kevin P. Gwinner (2000), "Customer-Employee Rapport in Service Relationships," *Journal of Service Research*, 3 (1), 82-104.

Mainstream Constructs

- Garbarino, Ellen and Mark S. Johnson (1999), "The Different Roles of Satisfaction, Trust, and Commitment in Customer Relationships," *Journal of Marketing*, 63 (2), 70-87.
- Singh, Jagdip, and Deepak Sirdeshmukh (2000), "Agency and Trust Mechanisms in Consumer Satisfaction and Loyalty Judgments." *Journal of the Academy of Marketing Science*, 28 (1), 150-167.
- Sirdeshmukh, Deepak, Jagdip Singh, and Barry Sabol (2002), "Consumer Trust, Value, and Loyalty in Relational Exchanges," *Journal of Marketing*, 66 (1), 15-37.

Supplemental Reading

- ZBG, Chapter 6 – "Relationship Marketing"
- Berry, Leonard L. (1995), "Relationship Marketing of Services--Growing Interest, Emerging Perspectives," *Journal of the Academy of Marketing Science*, 23 (4), 236-45.
- Bitner, Mary Jo (1995), "Building Service Relationships: It's All About Promises," *Journal of the Academy of Marketing Science*, 23 (4), 246-51.
- Bendapudi, Neeli, and Leonard L. Berry (1997), "Customers' Motivations for Maintaining Relationships with Service Providers," *Journal of Retailing*, 73 (1), 15-37.
- Berry, Leonard L. (2002), "Relationship Marketing of Services Perspectives from 1983 and 2000." *Journal of Relationship Marketing*, 1 (1), 59-77.
- Palmatier, Robert W., Rajiv P. Dant, Dhruv Grewal, and Kenneth R. Evans (2006), "Factors Influencing the Effectiveness of Relationship Marketing: A Meta-Analysis," *Journal of Marketing*, 70 (4), 136-53.

Thought Questions

1. How does the core research on relational benefits/relationships quality fit with the service dominant logic perspective? Explain.
2. Discuss the meaning and implications of a "services marketing relationship" from the perspective of the research studies under the subheadings customer/employee interaction and mainstream topics. How does the concept of a relationship differ across these two sets of studies?

New Article Summary

- Find a post 2002 article of interest to you that relates to relationship marketing in service industries. The article should not be included in the reading list for this course.

Week #7 (October 14) – Customer-Contact/Frontline Employees

Required Reading

- Hartline, Michael D. and O. C. Ferrell (1996), "The Management of Customer-Contact Service Employees: An Empirical Investigation," *Journal of Marketing*, 60 (4), 52-70.
- Singh, Jagdip (2000), "Performance Productivity and Quality of Frontline Employees in Service Organizations," *Journal of Marketing*, 64 (2), 15-34.
- Grandey, Alicia A. (2003), "When "The Show Must Go On": Surface Acting and Deep Acting as Determinants of Emotional Exhaustion and Peer-Rated Service Delivery," *Academy of Management Journal*, 46 (1), 86-96.
- Donavan, D. Todd, Tom J. Brown, and John C. Mowen (2004), "Internal Benefits of Service-Worker Customer Orientation: Job Satisfaction, Commitment, and Organizational Citizenship Behaviors," *Journal of Marketing*, 68 (1), 128-46.
- Di Mascio, Rita (2010), "The Service Models of Frontline Employees," *Journal of Marketing*, 74 (4), 63-80.
- Jasmand, Claudia, Vera Blazevic, and Ko de Ruyter (2012), "Generating Sales While Providing Service: A Study of Customer Service Representatives' Ambidextrous Behavior," *Journal of Marketing*, 76 (1), 20-37.
- Chan, Kimmy Wa and Echo Wen Wan (2012), "How Can Stressed Employees Deliver Better Customer Service? The Underlying Self-Regulation Depletion Mechanism," *Journal of Marketing*, 76 (1), 119-37.
- Brady, Michael K., Clay M. Voorhees, and Michael J. Brusco (2012), "Service Sweethearting: Its Antecedents and Customer Consequences," *Journal of Marketing*, 76 (2), 81-98.

Supplemental Reading

- ZBG, Chapter 11 – "Employees' Role in Service Delivery"
- Kelley, Scott W. (1992), "Developing Customer Orientation among Service Employees," *Journal of the Academy of Marketing Science*, 20 (1), 27-36.
- Chebat, Jean-Charles and Paul Kollias (2000), "The Impact of Empowerment on Customer Contact Employees' Roles in Service Organizations," *Journal of Service Research*, 3 (1), 66-81.
- Hartline, Michael D., James G. Maxham III, and Daryl O. McKee (2000), "Corridors of Influence in the Dissemination of Customer-Oriented Strategy to Customer Contact Service Employees," *Journal of Marketing*, 64 (2), 35-50.
- Harris, Lloyd C., and Emmanuel Ogbonna (2002), "Exploring Service Sabotage the Antecedents, Types and Consequences of Frontline, Deviant, Antiservice Behaviors." *Journal of Service Research* 4 (3), 163-183.
- Harris, Lloyd C., and Emmanuel Ogbonna (2006), "Service Sabotage: A Study of Antecedents and Consequences." *Journal of the Academy of Marketing Science*, 34 (4), 543-558.

Thought Questions

1. Based on these articles, identify and discuss five of the most important constructs to consider measuring if conducting a study focused on customer-contact or frontline employees.
2. When describing boundary-spanning positions, ZBG claims that three requirements of these positions are: 1) emotional labor, 2) ability to handle conflict, and 3) real time trade-offs between quality and productivity on the job. How do this week's research studies contribute to understanding these three issues?

Week #8 (October 21) – Technology and Customer Participation

Required Reading

Technology/Self-Service

- Bitner, Mary Jo, Stephen W. Brown, and Matthew L. Meuter (2000), "Technology Infusion in Service Encounters," *Journal of the Academy of Marketing Science*, 28 (1), 138-149.
- Meuter, Matthew L., Amy L. Ostrom, Robert I. Roundtree, and Mary Jo Bitner (2000), "Self-Service Technologies: Understanding Customer Satisfaction with Technology-Based Service Encounters," *Journal of Marketing*, 64 (3), 50-64.
- Dabholkar, Pratibha A. and Richard P. Bagozzi (2002), "An Attitudinal Model of Technology-Based Self-Service: Moderating Effects of Consumer Traits and Situational Factors," *Journal of the Academy of Marketing Science*, 30 (3), 184-201.
- Giebelhausen, Michael, Stacey G. Robinson, Nancy J. Sirianni, and Michael K. Brady (2014), "Touch Versus Tech: When Technology Functions as a Barrier or a Benefit to Service Encounters," *Journal of Marketing* 78 (4), 113-124.

Customer Participation/Co-Production

- Bendapudi, Neeli and Robert P. Leone (2003), "Psychological Implications of Customer Participation in Co-Production," *Journal of Marketing*, 67 (1), 14-28.
- Dellande, Stephanie, Mary C. Gilly, and John L. Graham (2004), "Gaining Compliance and Losing Weight: The Role of the Service Provider in Health Care Services," *Journal of Marketing*, 68 (3), 78-91.
- Auh, Seigyoung, Simon J. Bell, Colin S. McLeod, and Eric Shih (2007), "Co-production and Customer Loyalty in Financial Services," *Journal of Retailing*, 83 (3), 359-70.
- Chan, Kimmy Wa, Chi Kin Yim, and Simon S. K. Lam (2010), "Is Customer Participation in Value Creation a Double-Edged Sword? Evidence from Professional Financial Services across Cultures," *Journal of Marketing*, 74 (3), 48-64.

Supplemental Reading

- ZBG, Chapter 12 – “Customers’ Roles in Service Delivery”
- Lovelock, Christopher H., and Robert F. Young (1979), "Look to Consumers to Increase Productivity," *Harvard Business Review*, 57 (3), 168-178.
- Parasuraman, A. and Dhruv Grewal (2000), "The Impact of Technology on the Quality-Value-Loyalty Chain: A Research Agenda," *Journal of the Academy of Marketing Science*, 28 (1), 168-174.
- Meuter, Matthew L., Mary Jo Bitner, Amy L. Ostrom, and Stephen W. Brown (2005), "Choosing Among Alternative Service Delivery Modes: An Investigation of Customer Trial of Self-Service Technologies," *Journal of Marketing*, 69 (2), 61-83.
- Reinders, Machiel J., Pratibha A. Dabholkar, and Ruud T. Frambach (2008), "Consequences of Forcing Consumers to Use Technology-Based Self-Service," *Journal of Service Research*, 11 (2), 107-23.
- Yim, Chi Kin, Kimmy Wa Chan, and Simon S.K. Lam (2012), "Do Customers and Employees Enjoy Service Participation? Synergistic Effects of Self-And Other-Efficacy," *Journal of Marketing*, 76 (6), 121-140.

Thought Questions

1. Discuss the pros and cons of relying on technology to deliver service to customers.

2. Discuss some of the factors that should be considered when a provider is attempting to determine the optimal level of participation to elicit from customers in the service process.

Week #9 (October 28) – Service Failure & Recovery

Required Reading

Recovery Paradox/Justice Framework

- Hart, Christopher W. L., James L. Heskett, and W. Earl Sasser Jr (1990), "The Profitable Art of Service Recovery," *Harvard Business Review*, 68 (4), 148-56.
- Smith, Amy K. and Ruth N. Bolton (1998), "An Experimental Investigation of Customer Reactions to Service Failure and Recovery Encounters: Paradox or Peril?" *Journal of Service Research*, 1 (1), 65-81.
- Maxham III, James G. and Richard G. Netemeyer (2002), "A Longitudinal Study of Complaining Customers' Evaluations of Multiple Service Failures and Recovery Efforts," *Journal of Marketing*, 66 (4), 57-71.
- Tax, Stephen S., Stephen W. Brown, and Murali Chandrashekar (1998), "Customer Evaluations of Service Complaint Experiences: Implications for Relationship Marketing," *Journal of Marketing*, 62 (2), 60-76.
- Smith, Amy K., Ruth N. Bolton, and Janet Wagner (1999), "A Model of Customer Satisfaction with Service Encounters Involving Failure and Recovery," *Journal of Marketing Research*, 36 (3), 356-72.
- McCollough, Michael A., Leonard L. Berry, and Manjit S. Yadav (2000), "An Empirical Investigation of Customer Satisfaction after Service Failure and Recovery," *Journal of Service Research*, 3 (2), 121-137.

Meta Analyses

- De Matos, Celso Augusto, Jorge Luiz Henrique, and Carlos Alberto Vargas Rossi (2007), "Service Recovery Paradox: A Meta-Analysis," *Journal of Service Research*, 10 (1), 60-77.
- Orsingher, Chiara, Sara Valentini, and Matteo de Angelis (2010), "A Meta-Analysis of Satisfaction with Complaint Handling in Services," *Journal of the Academy of Marketing Science*, 38 (2), 169-86.

Supplemental Reading

- ZBG, Chapter 7 – Service Recovery
- Blodgett, Jeffrey G., Donna J. Hill, and Stephen S. Tax (1997), "The Effects of Distributive, Procedural, and Interactional Justice on Postcomplaint Behavior." *Journal of Retailing*, 73 (2), 185-210.
- Tax, Stephen S., and Stephen W. Brown (1998), "Recovering and Learning from Service Failure," *Sloan Management Review* 40 (1), 75-88.
- Sparks, Beverley A., and Janet R. McColl-Kennedy (2001), "Justice Strategy Options for Increased Customer Satisfaction in a Services Recovery Setting," *Journal of Business Research*, 54 (3), 209-218.
- McColl-Kennedy, Janet R. and Beverley A. Sparks (2003), "Application of Fairness Theory to Service Failures and Service Recovery," *Journal of Service Research*, 5 (3), 251-266.

- Chebat, Jean-Charles, and Witold Slusarczyk (2005), "How Emotions Mediate the Effects of Perceived Justice on Loyalty in Service Recovery Situations: An Empirical Study," *Journal of Business Research*, 58 (5), 664-673.

Thought Questions

1. Summarize the key tenets of the “service recovery paradox”. Discuss the strategic implications for firms based on the research pertaining to this topic?
2. Compare and contrast the roles of distributive, procedural, and interactional justice in service failure and recovery. Discuss the strategic implications for firms based on the research pertaining to justice/fairness theory.

Week #10 (November 4) - Service Failure & Recovery – Emerging Perspectives

Required Reading

Relational Influences

- Ringberg, Torsten, Gaby Odekerken-Schrader, and Glenn L. Christensen (2007), "A Cultural Models Approach to Service Recovery," *Journal of Marketing*, 71 (3), 194-214.
- Gregoire, Yany, Thomas M. Tripp, and Renaud Legoux (2009), "When Customer Love Turns into Lasting Hate: The Effects of Relationship Strength and Time on Customer Revenge and Avoidance," *Journal of Marketing*, 73 (6), 18-32.
- Sajtos, Laszlo, Roderick J. Brodie, and James Whittome (2010), "Impact of Service Failure: The Protective Layer of Customer Relationships," *Journal of Service Research*, 13 (2), 216-29.
- Wan, Lisa C., Michael K. Hui, and Robert S. Wyer Jr (2011), "The Role of Relationship Norms in Responses to Service Failures," *Journal of Consumer Research*, 38 (2), 260-77.

Other Approaches

- Voorhees, Clay M., Michael K. Brady, and David M. Horowitz (2006), "A Voice from the Silent Masses: An Exploratory and Comparative Analysis of Noncomplainers," *Journal of the Academy of Marketing Science*, 34 (4), 513-27.
- Dong, Beibei, Kenneth R. Evans, and Shaoming Zou (2008), "The Effects of Customer Participation in Co-Created Service Recovery." *Journal of the Academy of Marketing Science*, 36 (1): 123-137.
- Chan, Haksin, Lisa C. Wan, and Leo Y. M. Sin (2009), "The Contrasting Effects of Culture on Consumer Tolerance: Interpersonal Face and Impersonal Fate," *Journal of Consumer Research*, 36 (2), 292-304.
- Roschk, Holger, and Katja Gelbrich (2014), "Identifying Appropriate Compensation Types for Service Failures: A Meta-Analytic and Experimental Analysis," *Journal of Service Research*, 17 (2), 195-211.

Supplemental Reading

- Singh, Jagdip (1990), "Voice, Exit, and Negative Word-of-Mouth Behaviors: An Investigation Across Three Service Categories," *Journal of the Academy of Marketing Science*, 18 (1), 1-15.
- Kelley, Scott W. and Mark A. Davis (1994), "Antecedents to Customer Expectations for Service Recovery," *Journal of the Academy of Marketing Science*, 22 (1), 52-61.
- Webster, Cynthia, and D. S. Sundaram (1998), "Service Consumption Criticality in Failure Recovery." *Journal of Business Research*, 41 (2), 153-159.

- Hess Jr, Ronald L., Shankar Ganesan, and Noreen M. Klein (2003), "Service Failure and Recovery: The Impact of Relationship Factors on Customer Satisfaction," *Journal of the Academy of Marketing Science*, 31 (2), 127-45.
- Gelbrich, Katja, and Holger Roschk (2011), "A Meta-Analysis of Organizational Complaint Handling and Customer Responses," *Journal of Service Research*, 14 (1), 24-43.
- Chen, Rachel R., Eitan Gerstner, and Yinghui Yang (2012), "Customer Bill of Rights under No-Fault Service Failure: Confinement and Compensation," *Marketing Science*, 31 (1), 157-71.

Thought Questions

1. Based on the articles presented this week, summarize how “relational influences” impact service failure and recovery efforts?
2. The articles listed under “other approaches” each deal with a different topic pertaining to service failure and recovery. Briefly discuss each topic and describe a follow-up study that you could conduct to build upon the topic that you found most interesting.

Week #11 (November 11) – Service Design and Innovation

Required Reading

Service Design

- Shostack, G. Lynn (1987), "Service Positioning through Structural Change," *Journal of Marketing*, 51 (1), 34-43.
- Surprenant, Carol F. and Michael R. Solomon (1987), "Predictability and Personalization in the Service Encounter," *Journal of Marketing*, 51 (2), 86-96.
- Zomerdijk, Leonieke G. and Christopher A. Voss (2010), "Service Design for Experience-Centric Services," *Journal of Service Research*, 13 (1), 67-82.
- Patricio, Lia, Raymond P. Fisk, Joao Falcao e Cunha, and Larry Constantine (2011), "Multilevel Service Design: From Customer Value Constellation to Service Experience Blueprinting," *Journal of Service Research*, 14 (2), 180-200.

Service Innovation

- Magnusson, Peter R., Jonas Matthing, and Per Kristensson (2003), “Managing User Involvement in Service Innovation: Experiments with Innovating End Users,” *Journal of Service Research*, 6 (2), 111-124.
- Nijssen, Edwin J., Bas Hillebrand, Patrick A.M. Vermeulen, and Ron G.M. Kemp (2006), “Exploring Product and Service Innovation Similarities and Differences,” *International Journal of Research in Marketing*, 23 (3), 241-251.
- Ordanini, Andrea and A. Parasuraman (2011), "Service Innovation Viewed Through a Service-Dominant Logic Lens: A Conceptual Framework and Empirical Analysis," *Journal of Service Research*, 14 (1), 3-23.
- Thomas Dotzel, Venkatesh Shankar, & Leonard L. Berry (2013), “Service Innovativeness and Firm Value”, *Journal of Marketing Research*, 50 (2), 259-276.

Supplemental Reading

- ZBG, Chapters 8 (Service Design and Innovation)
- Shostack, G. Lynn (1984), "Designing Services that Deliver," *Harvard Business Review*, January-February, 33-39.

- Pine, B. Joseph, and James H. Gilmore (1998) "Welcome to the Experience Economy," *Harvard Business Review*, 76 (July-August), 97-105.
- Bitner, Mary Jo, Amy L. Ostrom, and Felicia N. Morgan (2008), "Service Blueprinting: A Practical Technique for Service Innovation," *California Management Review*, 50 (3), 66-94.
- Patrício, Lia, Raymond P. Fisk, and João Falcão e Cunha (2008) "Designing Multi-Interface Service Experiences the Service Experience Blueprint," *Journal of Service Research*, 10 (4), 318-334.
- Carlborg, Per, Daniel Kindström, and Christian Kowalkowski (2014) "The Evolution of Service Innovation Research: A Critical Review and Synthesis," *The Service Industries Journal*, 34 (5), 373-398.

Week #12 (November 18) – Servicescapes; Measuring Service Quality

Required Reading

Servicescapes

- Bitner, Mary Jo (1992), "Servicescapes: The Impact of Physical Surroundings on Customers and Employees," *Journal of Marketing*, 56 (2), 57-71.
- Baker, J., Parasuraman, A., Grewal, D., & Voss, G. B (2002), "The influence of Multiple Store Environment Cues on Perceived Merchandise Value and Patronage Intentions," *Journal of Marketing*, 66 (2), 120-141.
- Bruggen, Elisabeth C., Bram Foubert, and Dwayne D. Gremler (2011), "Extreme Makeover: Short- and Long-Term Effects of a Remodeled Servicescape," *Journal of Marketing*, 75 (5), 71-87.

Service Quality Measurement

- Babakus, Emin and Gregory W. Boller (1992), "An Empirical Assessment of the SERVQUAL Scale," *Journal of Business Research*, 24 (3), 253-68.
- Cronin Jr, J. Joseph and Steven A. Taylor (1992), "Measuring Service Quality: A Reexamination and Extension," *Journal of Marketing*, 56 (3), 55-68.
- Brown, Tom J., Gilbert A. Churchill Jr, and J. Paul Peter (1993), "Research Note: Improving the Measurement of Service Quality," *Journal of Retailing*, 69 (1), 127-39.
- Parasuraman, A., Leonard L. Berry, and Valarie A. Zeithaml (1991), "Refinement and Reassessment of the SERVQUAL Scale," *Journal of Retailing*, 67 (4), 420-450.
- Parasuraman, A., Valarie A. Zeithaml, and Leonard L. Berry (1994), "Reassessment of Expectations as a Comparison Standard in Measuring Service Quality: Implications for Further Research," *Journal of Marketing*, 58 (1), 111-24.

Supplemental Reading

- ZBG, Chapter 5 (Listening to Customers through Research)
- ZBG, Chapter 10 (Physical Evidence and the Servicescape)
- Teas, R. Kenneth (1993), "Expectations, Performance Evaluation, and Consumers' Perceptions of Quality," *Journal of Marketing*, 57 (4), 18-34.
- Cronin Jr, J. Joseph, and Steven A. Taylor (1994), "SERVPERF versus SERVQUAL: Reconciling Performance-Based and Perceptions-Minus-Expectations Measurement of Service Quality," *Journal of Marketing*, 58 (1), 125-131.

- Parasuraman, A., Valarie A. Zeithaml, and Arvind Malhotra (2005), "E-S-QUAL: A Multiple-Item Scale for Assessing Electronic Service Quality," *Journal of Service Research*, 7 (3), 213-33.
- Morin, Sylvie, Laurette Dube, and Jean-Charles Chebat (2007), "The Role of Pleasant Music in Servicescapes: A Test of the Dual Model of Environmental Perception," *Journal of Retailing*, 83 (1), 115-30.

Thought Questions

1. How does the research on servicescapes relate to the research on service design and innovation?
2. Outline the major issues and criticisms of the SERVQUAL scale. Which problems were addressed by the 1991 revision of the scale? Which ones do you believe are the hardest to overcome for potential users of the scale going forward?

New Article Summary

- Find a post 1996 article that develops an instrument to measure service quality in a context of interest to you. The article you select should not be included in the reading list for this course.

Week #14 (December 2) – Other Services Topics

Required Reading

Waiting

- Taylor, Shirley (1994), "Waiting for Service: The Relationship between Delays and Evaluations of Service," *Journal of Marketing*, 58 (2), 56-69.
- Hui, Michael K. and David K. Tse (1996), "What to Tell Consumers in Waits of Different Lengths: An Integrative Model of Service Evaluation," *Journal of Marketing*, 60 (2), 81-90.

Switching Behavior

- Keaveney, Susan M. (1995), "Customer Switching Behavior in Service Industries: An Exploratory Study," *Journal of Marketing*, 59 (2), 71-82.
- Ganesh, Jaishankar, Mark J. Arnold, and Kristy E. Reynolds (2000), "Understanding the Customer Base of Service Providers: An Examination of the Differences between Switchers and Stayers," *Journal of Marketing*, 64 (3), 65-87.

B2B Services

- Patterson, Paul G., Lester W. Johnson, and Richard A. Spreng. "Modeling the Determinants of Customer Satisfaction for Business-to-Business Professional Services." *Journal of the Academy of Marketing Science*, 25 (1), 4-17.
- Lam, Shun Y., Venkatesh Shankar, M. Krishna Erramilli, and Bvsan Murthy (2004), "Customer Value, Satisfaction, Loyalty, and Switching Costs: An Illustration From a Business-to-Business Service Context," *Journal of the Academy of Marketing Science*, 32 (3), 293-311.

Inference

- Folkes, Valerie S. and Vanessa M. Patrick (2003), "The Positivity Effect in Perceptions of Services: Seen One, Seen Them All?" *Journal of Consumer Research*, 30 (1), 125-37.
- Matta, Shashi and Valerie S. Folkes (2005), "Inferences about the Brand from Counterstereotypical Service Providers," *Journal of Consumer Research*, 32 (2), 196-206.

New Article Summaries

- A) Find a recent services article of interest to you from one of the four areas above.
- B) Select an additional article that will be important to your research proposal.

The articles should not be included in the reading list for this course.

University General Policies

Drop Policy: Students may drop or swap (adding and dropping a class concurrently) classes through self-service in MyMav from the beginning of the registration period through the late registration period. After the late registration period, students must see their academic advisor to drop a class or withdraw. Undeclared students must see an advisor in the University Advising Center. Drops can continue through a point two-thirds of the way through the term or session. It is the student's responsibility to officially withdraw if they do not plan to attend after registering. **Students will not be automatically dropped for non-attendance.** Repayment of certain types of financial aid administered through the University may be required as the result of dropping classes or withdrawing. For more information, contact the Office of Financial Aid and Scholarships (<http://wweb.uta.edu/aao/fao/>).

Disability Accommodations: UT Arlington is on record as being committed to both the spirit and letter of all federal equal opportunity legislation, including *The Americans with Disabilities Act (ADA)*, *The Americans with Disabilities Amendments Act (ADAAA)*, and *Section 504 of the Rehabilitation Act*. All instructors at UT Arlington are required by law to provide “reasonable accommodations” to students with disabilities, so as not to discriminate on the basis of disability. Students are responsible for providing the instructor with official notification in the form of a letter certified by the **Office for Students with Disabilities**. Students experiencing a range of conditions (Physical, Learning, Chronic Health, Mental Health, and Sensory) that may cause diminished academic performance or other barriers to learning may seek services and/or accommodations by contacting:

The Office for Students with Disabilities (OSD); www.uta.edu/disability or calling 817-272-3364
Counseling and Psychological Services (CAPS); www.uta.edu/caps/ or calling 817-272-3671

Only those students who have officially documented a need for an accommodation will have their request honored. Information regarding diagnostic criteria and policies for obtaining disability-based academic accommodations can be found at www.uta.edu/disability or by calling the Office for Students with Disabilities at (817) 272-3364.

Title IX: The University of Texas at Arlington does not discriminate on the basis of race, color, national origin, religion, age, gender, sexual orientation, disabilities, genetic information, and/or veteran status in its educational programs or activities it operates. For more information, visit www.uta.edu/eos. For information regarding Title IX, visit www.uta.edu/titleIX.

Finals Review Week: A period of five class days prior to the first day of final examinations in the long sessions shall be designated as Final Review Week. The purpose of this week is to allow students sufficient time to prepare for final examinations. During this week, there shall be no scheduled activities such as required field trips or performances; and no instructor shall assign any themes, research problems or exercises of similar scope that have a completion date during or following this week *unless specified in the class syllabus*. During Final Review Week, an instructor shall not give any examinations constituting 10% or more of the final grade, except makeup tests and laboratory examinations. In addition, no instructor shall give any portion of the final examination during Final Review Week. During this week, classes are held as scheduled. In addition, instructors are not required to limit content to topics that have been previously covered; they may introduce new concepts as appropriate.

Student Support Services: UT Arlington provides a variety of resources and programs designed to help students develop academic skills, deal with personal situations, and better understand concepts and information related to their courses. Resources include tutoring, major-based learning centers, developmental education, advising and mentoring, personal counseling, and federally funded programs. For individualized referrals, students may visit the reception desk at University College (Ransom Hall),

call the Maverick Resource Hotline at 817-272-6107, send a message to resources@uta.edu, or view the information at www.uta.edu/resources.

Electronic Communication: UT Arlington has adopted MavMail as its official means to communicate with students about important deadlines and events, as well as to transact university-related business regarding financial aid, tuition, grades, graduation, etc. All students are assigned a MavMail account and are responsible for checking the inbox regularly. There is no additional charge to students for using this account, which remains active even after graduation. Information about activating and using MavMail is available at <http://www.uta.edu/oit/cs/email/mavmail.php>.

Student Feedback Survey: At the end of each term, students enrolled in classes categorized as “lecture”, “seminar,” or “laboratory” shall be directed to complete a Student Feedback Survey (SFS). Instructions on how to access the SFS for this course will be sent directly to each student through MavMail approximately 10 days before the end of the term. Each student’s feedback enters the SFS database anonymously and is aggregated with that of other students enrolled in the course. UT Arlington’s effort to solicit, gather, tabulate, and publish student feedback is required by state law; students are strongly urged to participate. For more information, visit <http://www.uta.edu/sfs>.

Emergency Exit Procedures: Should we experience an emergency event that requires us to vacate the building, students should exit the room and move toward the nearest exit. When exiting the building during an emergency, one should never take an elevator but should use the stairwells. Faculty members and instructional staff will assist students in selecting the safest route for evacuation and will make arrangements to assist handicapped individuals.

Writing Center: The Writing Center, 411 Central Library, offers individual 40 minute sessions to review assignments, *Quick Hits* (5-10 minute quick answers to questions), and workshops on grammar and specific writing projects. Visit <https://uta.mywconline.com/> to register and make appointments. For hours, information about the writing workshops we offer, scheduling a classroom visit, and descriptions of the services we offer undergraduates, graduate students, and faculty members, please visit our website at www.uta.edu/owl/.

Useful Links from UT Arlington Library:

- Library Home Page <http://www.uta.edu/library>
- Subject Guides..... <http://libguides.uta.edu>
- Subject Librarians..... <http://www.uta.edu/library/help/subject-librarians.php>
- Database List <http://www.uta.edu/library/databases/index.php>
- Course Reserves <http://pulse.uta.edu/vwebv/enterCourseReserve.do>
- Library Tutorials <http://www.uta.edu/library/help/tutorials.php>
- Connecting from Off- Campus..... <http://libguides.uta.edu/offcampus>
- Ask A Librarian..... <http://ask.uta.edu>

<p>Emergency Phone Numbers: In case of an on-campus emergency, call the UT Arlington Police Department at 817-272-3003 (non-campus phone), 2-3003 (campus phone). You may also dial 911.</p>
