

# Celebrating SERVSIG's 25th Year and 10th SERVSIG Conference: A History

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# **SERVSIG:**

## **Past and Future**

- 1. Fisk's 50 Year Flashback**
- 2. 25 Year History of SERVSIG**
- 3. 10 SERVSIG Conferences**
- 4. SERVSIG's Future**



My Childhood

AM>  
SERVS

# Seeking Fairness Is My Quest

- The many horrors of 1968 changed my perspective on life!
- I was confused by the otherworldly aspects of Las Vegas, too!
- I became obsessed with “Making Change Happen”:
  - This led me to getting a marketing degree and a marketing PhD; to doing service research on service theater, service history, service design, and transformative service research; and to starting **SERVSIG**.

## 25 Years Later in 1993

- The American Marketing Association (AMA) made it possible to create Special Interest Groups (SIGs).
- I started the AMA Services Marketing SIG and chose the short brand name – SERVSIG.
- I wrote three goals – Open, Flexible, and Fun.
- Held an organizational meeting at the 1993 Frontiers in Service Conference!

# Our Three Goals

- 1. Open** - We strive to be open to *new people, new ideas, global contributions, interdisciplinary contributions, practitioner contributions, and to new ways of doing things.*
- 2. Flexible** - We strive for the *maximum of organizational flexibility* (and a minimum of red tape).
- 3. Fun** - We strive to be a *fun organization* by being both *lighthearted and intellectually nourishing.*

# **SERVSIG Activities**

## **that are 25 Years Old**

- **Doctoral Consortium**
  - To help doctoral students and new faculty
- **Recognition Awards**
  - Career Contributions to the Services Discipline
  - Best Services Article
- **Pre-Conference Events**
  - At AMA Winter and Summer Conferences
- **Consortium and Awards**
  - Given at the Frontiers in Service Conference
- **Incredible Volunteer Officers!**
  - No paid staff for 25 years!



# SERVSIG International Research Conference

- Co-Founded in 1997 with Liam Glynn, University College Dublin.
- 1st Conference was held in New Orleans in 1999.
- Held biennially, between the biennial QUIS Conferences.
- We Promised to Never Repeat a City!





# Recognizing Liam Glynn's Family in 2003, Reims, France

Muriel Glynn, with Lovelock and me



Madeleine and Francoise Glynn



# More Recent SERVSIG Activities

- **Awards**

- Liam Glynn Research Scholarship Award
- Christopher Lovelock Career Contributions Award
- Emerging Service Scholar Award
- Best Dissertation Award

- **Conferences**

- Frontiers in Service Conference (co-sponsored with INFORMS)
- Let's Talk About Service (LTAS)
- A more formal alliance with the QUIS Conference

- **Communications**

- Servsig.org web site, newsletter, brochure, social media, Service Literature Alert System



# Our 10 SERVSIG Conferences

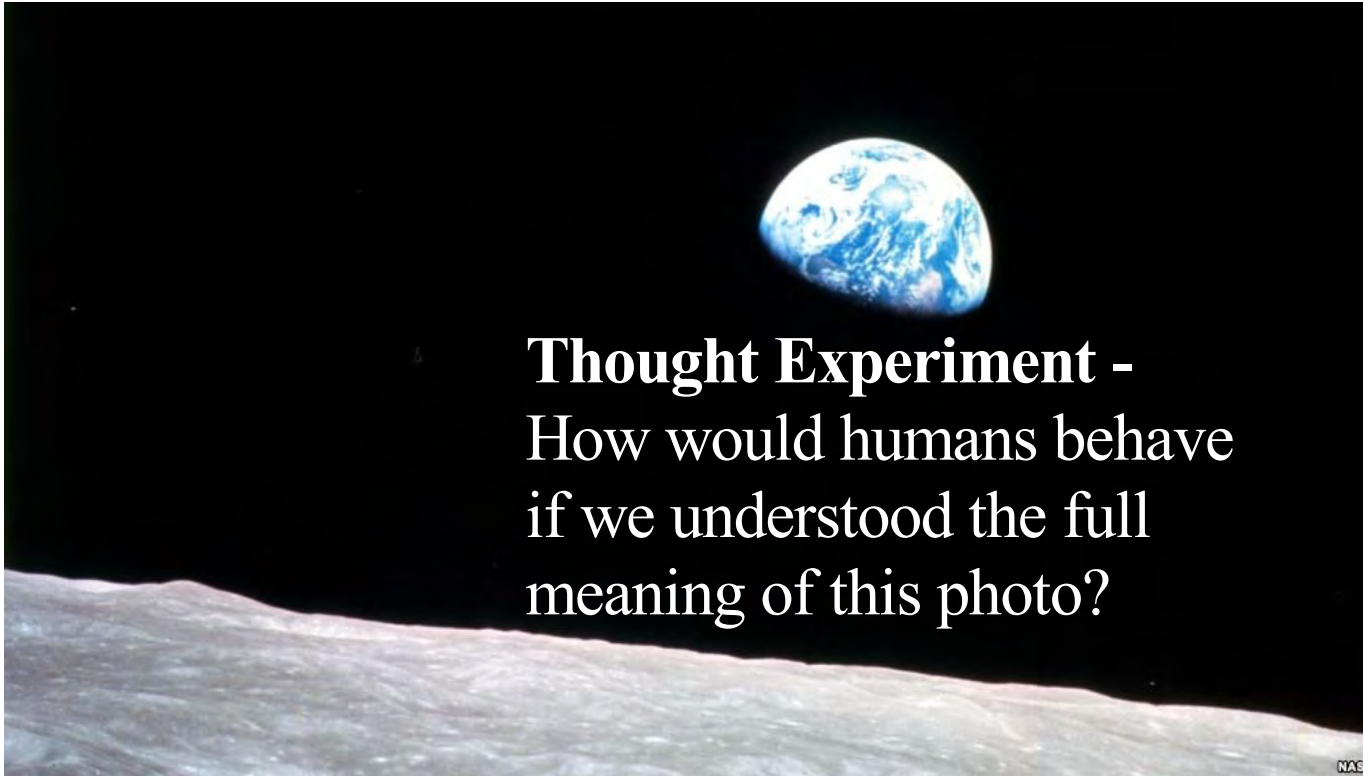
- 1999, New Orleans, USA
- 2001, Sydney, Australia
- 2003, Reims, France
- 2005, Singapore
- 2008, Liverpool, UK
- 2010, Porto, Portugal
- 2012, Helsinki, Finland
- 2014, Thessaloniki, Greece
- 2016, Maastricht, the Netherlands
- 2018, Paris, France



# **SERVSIG's Future**

We Are a Thriving Service  
Research Community.

After 25 years, SERVSIG  
Should Reach Higher!



**Earthrise – December 24, 1968**

# Truths About Homo Sapiens

- We Are a Social Species – We Need Each Other.
- We Live and Work in Service Systems (families, cities, states, and organizations).
- We Still Are Not Good at Serving Each Other!



# We Live in Very Fragile Times!

- **Anthropocene** – Human impact on the planet is being called a new geologic age.
- **Rising Tribalism and Nationalism** – This undermines internal and external national relationships.
- **Declining Social and Economic Civility** – Mistreatment and inequality are getting worse in many countries.
- **These challenges are all rooted in our *interactions* – with *each other* and with the *planet!***




# Elevating Our Thinking



- What if life on Earth was *open, flexible, and fun*?
- What if human service systems were designed to be *mutually beneficial*?
- What if *fairness and inclusion* were *design principles for all service systems*?
- **What if co-creation of value was a moral and legal requirement for every service system?**

# What Can SERVSIG Do?

## Three Starting Points

-  **ServCollab** – <https://servcollab.org>
  - A service research collaborative for diagnosing and treating humanity's service system problems.
- **RRBM** – <https://www.rrbm.network/>
  - A global initiative for Responsible Research in Business and Management for the greater good.
- **Global Citizen** – <https://www.globalcitizen.org/>
  - Global Citizen is a community of people who want to learn about and take action on the world's biggest challenges.

# Thank You!



**More details will be posted on [servsig.org](http://servsig.org)**