

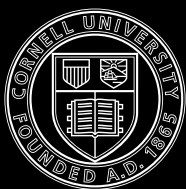
PROGRAM

# QJIS 12

THE 12TH INTERNATIONAL  
RESEARCH SYMPOSIUM  
ON SERVICE  
EXCELLENCE IN MANAGEMENT



ITHACA, NY - JUNE 2-5, 2011



Cornell University  
School of Hotel Administration  
The Center for Hospitality Research

# QUIS 12

## **QUIS: Expanding the Definition of Quality in Service**

The first International Quality in Service Symposium (QUIS) took place in 1988 in Karlstad, Sweden. At that time, the scientific approach to the study of service management issues took firm root, and out of this has grown a specific scientific community that addresses service in all forms and in all areas.

Throughout this expansion of research in service quality, the biennial QUIS conference has been a driving force by focusing attention on both empirical insights and the sharing of ideas. The focus on scientific service excellence involves both academic researchers and industry executives.

Twenty-three years after the first QUIS conference, you are attending QUIS12: the 12th International Research Symposium on Service Excellence in Management. Cornell's Center for Hospitality Research and the School of Hotel Administration are pleased to be the host for this conference, which also encompasses the annual meeting of the POMS College of Service Operations.

QUIS12 has attracted over 250 leading researchers and executives from more than 30 countries around the world.

Recent past QUIS conferences have been held at diverse locations. QUIS 11, held in June 2009, was hosted by Ingolstadt School of Management, Catholic University Eichstaett-Ingolstadt, Germany. That edition of QUIS welcomed 234 registered academics and practitioners from 27 countries, presenting 138 papers.

In June 2007, over 150 service researchers from five different continents assembled in Orlando for QUIS 10. Serving as co-hosts were the University of Central Florida's Rosen College of Hospitality Management and the College of Business Administration.

For 2004, QUIS 9 returned to Sweden's Karlstad University, co-hosted by the Center for Service Leadership at Arizona State University, USA, the Warwick Business School at University of Warwick, UK, and the Service Research Center at Karlstad University, Sweden. This conference drew 200 participants from 28 different countries.

In short, QUIS continues to grow just as the field of service quality research expands. This review of the most recent QUIS conferences demonstrates the continued strength of the original QUIS idea, as well as the ongoing expansion of service quality principles to industries in all sectors.

# WELCOME

---

## ***Dear QUIS Participants:***

Welcome to Cornell University and the School of Hotel Administration. Since our founding in 1922 we have shaped global research and teaching related to the world's largest industry. Through our Center for Hospitality Research we have helped disseminate hundreds of research papers and projects to hundreds of thousands of academics and practitioners around the world.

I hope that you find your time in Ithaca to be both enjoyable and productive. We could not be happier to have this chance to show you our own brand of hospitality, and to help you get the most out of QUIS 12.

-Michael D. Johnson, *Dean and E.M. Statler Professor*  
School of Hotel Administration, Cornell University

## ***Dear Fellow Service Researchers:***

We are delighted to welcome you to attend QUIS 12 (the 12th *International Research Symposium on Service Excellence in Management*) hosted by the Center for Hospitality Research, School of Hotel Administration here at the beautiful campus of Cornell University during June 2-5, 2011. This conference also encompasses the annual meeting of the POMS College of Service Operations.

On behalf of the conference planning committee we want to welcome you to this premier trans-disciplinary conference on service excellence. Not only does the conference provide an opportunity to discuss the latest and rigorous interdisciplinary academic research and study on service management practice, but you are in the midst of the unfolding summer of New York's Finger Lakes—a region of great physical beauty and culture. We look forward to the conjunction of research ideas and practice from leading researchers and industry executives. We seek your immediate feedback at all times, so please feel free to offer your suggestions and ideas throughout this conference.

Welcome to beautiful upstate New York, Cornell University and QUIS 12.

Sincerely,

## **Conference Co-Chairs:**

**Stephen Brown**, *Professor, Edward M. Carson Chair, and Executive Director, Center for Services Leadership,*  
Arizona State University

**Bo Edvardsson**, *Professor, Founder & Director, Service Research Center - CTF,* Karlstad University

**Robert Johnston**, *Professor, Warwick Business School,* University of Warwick

**Richard Metters**, *Associate Professor, Goizueta Business School,* Emory University

**Rohit Verma**, *Professor of Service Operations and Executive Director, Center for Hospitality Research,* School of Hotel Administration, Cornell University

# QUIIS 12

## Master Schedule

### Thursday, June 2, 2011

4:00 - 8:00 PM Registration/Information (Statler Hotel Lobby)  
6:00 - 8:00 PM Opening Reception (Johnson Museum)

### Friday, June 3, 2011

8:00 AM - 4:30 PM Registration/Information (Outside Statler Auditorium)  
7:30 - 8:30 AM Breakfast (Park Atrium)  
8:30 - 10:00 AM Concurrent Sessions 1  
10:00 - 10:30 AM Break (Park Atrium)  
10:30 AM - 12:00 PM Concurrent Sessions 2  
12:00 - 1:30 PM Luncheon (Ballroom)  
1:30 - 2:30 PM Keynote Address, Stuart Greif & Gina Pingitore (Statler Auditorium)  
2:30 - 3:00 PM Break (Park Atrium)  
3:00 - 4:30 PM Concurrent Sessions 3  
4:30 - 6:00 PM Free time to explore campus  
6:00 - 7:00 PM Pre dinner cocktails and networking (Park Atrium)  
7:00 - 10:00 PM Dinner \*Sponsored by the School of Hotel Administration, Cornell University\*  
(Welcome by Dean Johnson, Keynote Address by Ted Teng; Ballroom)

### Saturday, June 4, 2011

8:00 AM - 4:30 PM Registration/Information (Outside Statler Auditorium)  
7:30 - 8:30 AM Breakfast (Park Atrium)  
8:30 - 9:30 AM Keynote Address, Conny Kalcher (Statler Auditorium)  
9:30 - 9:45 AM Break (Park Atrium)  
9:45 - 11:15 AM Concurrent Sessions 4  
11:15 - 11:30 AM Break (Park Atrium)  
11:30 AM - 1 PM Concurrent Sessions 5  
1:00 - 5:30 PM Optional Activity and pick-up boxed lunch (Wine Tour, Corning Museum of Glass, Boat Tour, or Cornell Campus)  
7:00 - 10:00 PM Awards Dinner (Ballroom)

### Sunday, June 5, 2011

7:30 - 8:30 AM Breakfast (Park Atrium)  
8:30 - 9:30 AM Keynote Address, Sanjay Sarma (Statler Auditorium)  
9:30 - 9:45 AM Break (Park Atrium)  
9:45 - 11:15 AM Concurrent Sessions 6  
11:15 - 11:30 AM Break (Boxed Lunch; Park Atrium)  
11:30 AM - 1:00 PM Concurrent Sessions 7  
1:00 - 1:30 PM Closing Session, conference summary by Rohit Verma (Statler Auditorium)

## Transportation

### Public Transit

Tompkins County Area Transit (TCAT)

Bus 10 service runs to campus approximately every 10 minutes from 7:30 a.m. to 7:28 p.m. weekdays from the Green Street garage, adjacent to the Hilton Garden Inn. Bus 10 stops across the street from Statler Hall. Other buses run between downtown and campus as part of a longer run (including bus 30, 31, and 32). Bus 82 runs to campus on weekdays approximately every 15 minutes between 7:25 a.m. and 6:26 p.m. from East Hill Plaza, near the Best Western Hotel. The campus stop for this bus is on Tower Road, across from Uris Hall ("Old Rusty"), which is the building next to Statler. This route becomes bus 92 at night and runs hourly from 7:28 p.m. to 12:28 a.m. This route is hourly all day on weekends. For information, 277-RIDE. All fares are \$1.50.

### Taxi

Ithaca Dispatch handles dispatching for University Taxi, Yellow Cab, and Cayuga Taxi. Their numbers are: 888-321-1149, 277-7777, 277-CABS, or 272-3333.

## Shuttle Schedule

Shuttle service will be provided to the following hotels:

Best Western  
Econo Lodge  
The Hilton Garden Inn  
The Statler Hotel

For shuttle service times please pick up shuttle schedule from the registration/information desk.

## Emergencies and Urgent Needs

If you have a medical or police emergency, dial 911 or pick up a Blue Light phone for an immediate connection to Cornell Police.

For non-emergency police assistance, dial 607-255-1111.

For urgent conference-related information, Melissa Carlisle, 607-423-0146, or Rohit Verma, 607-279-0828.

### Computer Access

All conference participants may use the computers in the Binenkorb Computer Center, open 8:00 am to 9:00 pm Thursday/Friday and 9:00 am to 1:00 pm Saturday/Sunday. The "Bin" is located in Statler Hall Room 365 (south end of hallway).

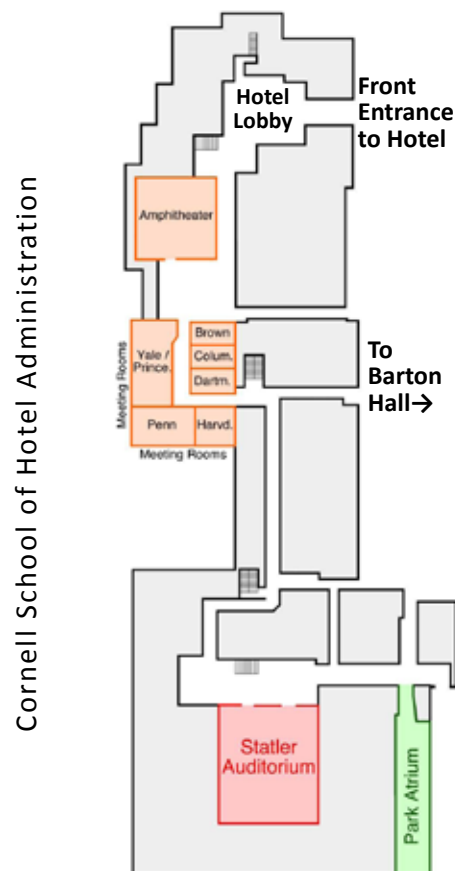
Cornell's free wi-fi Red Rover system is available throughout the building. For information: <http://www.cit.cornell.edu/services/redrover/howto/rrguest/index.cfm>.

## Twitter and Facebook Accounts

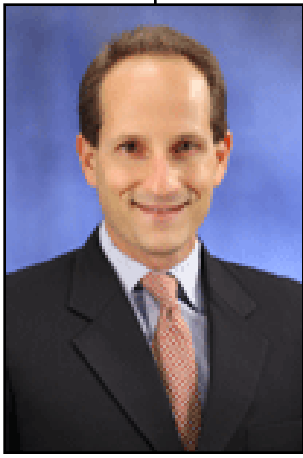
Follow us @CornellCHR. Be sure to mention #quis12 in your tweets during the conference.

You'll find us on Facebook at Cornell Center for Hospitality Research.

## 1st Floor



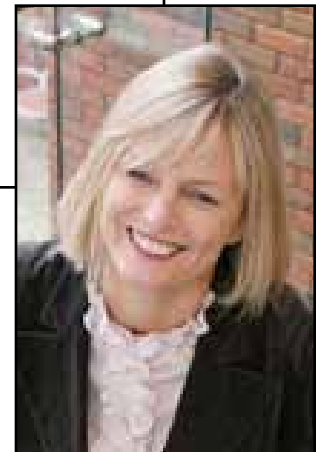
## 1st Floor



**Stuart Greif**  
**Vice President and General Manager**  
**Global Travel and Hospitality Practice**  
**J.D. Power and Associates**

Stuart Greif is Vice President and General Manager of the Global Travel and Hospitality Practice at J.D. Power and Associates. Mr. Greif previously led Strategic Planning and Business Development for J.D. Power and Associates and served as a member of the company's executive team. He joined J.D. Power and Associates from its parent corporation, The McGraw-Hill Companies, after holding executive positions across a number of McGraw-Hill businesses. Mr. Greif began his career in consulting working with Fortune 500 executives. Mr. Greif holds a bachelor's degree in East Asian studies from Wesleyan University and an MBA from the Darden School of Business at the University of Virginia.

**Conny Kalcher**  
**Vice President, Consumer Experiences**  
**LEGO Company**



Conny Kalcher joined the LEGO Company in 1985, and has held key management positions in departments ranging from toys and software to publishing, theme parks, and innovation and marketing.

Conny is currently global leader of Consumer Experiences, ensuring that the company constantly improves the understanding of the LEGO consumer and uses insights to create even better experiences for all LEGO fans.

Before this role, Conny was Vice President – People, Culture and Corporate Communications, orchestrating the turnaround of HR strategy in cooperation with the LEGO board. She has also served as Vice President for the Global Marketing & Innovation department, responsible for lines including LEGO City, Harry Potter, Spiderman and Star Wars.

Before joining the LEGO Company Conny taught secondary school children in Denmark for eight years. She holds a degree in International Marketing and has attended senior development programs at both Insead in France and London Business School.



**Gina Pingitore**  
**Chief Research Officer**  
**J.D. Power and Associates**

Gina Pingitore is Chief Research Officer at J.D. Power and Associates. Since joining JDPA in 2002 she has been responsible for the scientific rigor and oversight of the design and statistical analyses for all of the firm's syndicated and proprietary studies.

During her tenure, Dr. Pingitore has developed models to establish the relationship between various Voice of the Customer measures and business outcomes. These efforts have been published in marketing journals as well as presented at numerous scientific and business conferences. More recently she has focused on the creation of measures of customer engagement through the creation of a Customer Commitment Model - a statistical construct to

assess customers' dedication to a particular brand or product. She has also spearheaded the firm's use of statistical techniques in Data Fusion, to integrate disparate datasets that create a third dataset able to economically increase insight.

Before joining JDPA, Dr. Pingitore was a practicing licensed clinical psychologist and behavioral researcher in academia where she authored numerous articles in professional journals and managed numerous projects funded through federal grants. Later she brought her skills to advertising and marketing for a major advertising agency as a strategic planner on numerous engagements including the 2002 Winter Olympics.

Dr. Pingitore earned a doctorate in psychology from Loyola University of Chicago and a master's degree in psychology from Edinboro University of Pennsylvania.

**Sanjay Sarma**  
**Professor of Mechanical Engineering**  
**MIT**



Sanjay Sarma is a professor of mechanical engineering at MIT. Sarma was one of the founders of the Auto-ID Center at MIT, which developed many of the technical concepts and standards of modern RFID. He also chaired the Auto-ID Research Council consisting of 6 labs worldwide, which he helped set up. Today, the suite of standards developed by the Auto-ID Center, commonly referred to as the EPC, are being used by over a thousand companies on five continents. Sarma serves on the board of EPCglobal, the worldwide standards body he helped create. Between 2004 and 2006, Sarma took a leave of absence from MIT to found the software company OATSystems, which was acquired by Checkpoint Systems in 2008. He is a consultant to several companies, and also serves as a permanent guest of the board of GS1.

Sarma received his Bachelor's from the Indian Institute of Technology, his Master's from Carnegie Mellon University and his PhD from the University of California at Berkeley. In between degrees, Sarma worked at Schlumberger Oilfield Services in Aberdeen, UK. Sarma's Master's thesis was in the area of operations research, and his PhD was in the area of automation. His current research projects are in the areas of radio frequency identification, IC packaging, manufacturing, CAD/CAM, machine design, RFID applications, device networking, mobile capture and smart devices. He has over 75 publications in computational geometry, virtual reality, manufacturing, CAD, RFID, security and embedded computing.

Sarma is a recipient of the MIT MacVicar Fellowship, National Science Foundation CAREER Award, the Cecil and Ida Green Career Development Chair at MIT, the Den Hartog Award for Excellence in Teaching, the Keenan Award for innovations in undergraduate education, the New England Business and Technology Award, and the MIT Global Indus Award. He was selected on 2003's *Business Week* ebiz 25 and Fast Company Magazine's Fast Fifty. Sarma is also a MacVicar Fellow at MIT.



**Ted Teng**  
**President and Chief Executive Officer**  
**The Leading Hotels of the World, LTD.**

Ted Teng was appointed president and chief executive officer of The Leading Hotels of the World, Ltd., in September 2008. In his position, Mr. Teng oversees and directs all aspects of business strategy, operations, and performance growth for the premier luxury hospitality organization. The company, which represents over 450 predominantly independent hotels, provides global sales, marketing and distribution services through an expansive network of worldwide sales and reservations offices. Based at the company's headquarters in New York, Mr. Teng also holds a seat on the board of directors.

Since joining The Leading Hotels of the World, Mr. Teng has developed and begun executing a detailed five-year business plan which focuses on strengthening the brand and driving increased revenue to member hotels. Within the plan, he has also asserted the crucial importance of dedication and adherence to quality, in the firm belief that by elevating the overall level among the collection, all hotels will benefit. Taking as his motto "Preserve, Enhance, and Invent," he seeks to honor and uphold the more than eight-decade-old traditions of the organization, while innovating to achieve greater strength and success in the future.

Immediately before joining the organization, Mr. Teng was the principal and chief executive officer of Prime Opus Partners, LP, a hotel investment and operations firm he founded in 2006. In 2005/2006, he served as executive-in-residence and was actively involved through various volunteer leadership roles at the School of Hotel Administration, Cornell University.

Throughout his 30-year career in the hospitality industry, Mr. Teng has been responsible for the growth of some of the most prominent brands in the world. For five years he was president, chief operating officer of Wyndham International, Inc., where he oversaw the core branded hotel products, as well as the company's third-party management operations, comprised of over 200 properties generating USD 2.5 billion in annual revenue.

He also served as president, Asia-Pacific, for Starwood Hotels & Resorts Worldwide, Inc., immediately following the merger of Starwood Lodging, Westin, and Sheraton. He oversaw the integration of that company's branded hotel operations in the region, and was responsible for the operating and financial performance of over 70 hotels and resorts in 17 countries. New projects executed during Mr. Teng's tenure included the St. Regis in Shanghai, the first international W in Sydney, the highest quality Four Points Hotel in Sydney, the Sheraton in Sapporo, and the Westin Kyoto.

Prior to the Starwood merger, Mr. Teng was the president of Asia-Pacific for Westin Hotels, where he was credited with having achieved significant growth in the number of hotels, including the launch of notable new flagships in Sydney, Melbourne, Guam, Kuala Lumpur, Awaji Island, Taipei, and Shanghai. Before coming to Westin, he was with ITT Sheraton, where he served for 14 years in a variety of senior and strategic capacities in operations, finance and development in North America, Hawaii and Asia. Most notably, Mr. Teng successfully negotiated the first ITT Sheraton equity investment in China in a multi-use project that included today's St. Regis Beijing.

A graduate of the Cornell University School of Hotel Administration, Mr. Teng has an MBA from the University of Hawaii. Born in Shanghai, China, he grew up in Hong Kong, emigrated to the U.S. at age 13 and became a U.S. citizen soon after.





## Thursday, June 2, 2011

4:00 - 8:00 PM	Registration/Information	Location: Statler Hotel Lobby
----------------	--------------------------	-------------------------------

6:00 - 8:00 PM	Opening Reception	Location: Johnson Museum
----------------	-------------------	--------------------------

## Friday, June 3, 2011

8:00 AM - 4:30 PM	Registration/Information	Location: Outside Statler Auditorium
-------------------	--------------------------	--------------------------------------

7:30 - 8:30 AM	Breakfast	Location: Park Atrium
----------------	-----------	-----------------------

## Friday, June 3, 2011 · 8:30 - 10:00 AM

<b>Statler 196</b>	<b>1.1 - <i>Servitization: Session I</i></b>	Chair: Bo van der Rhee, Nyenrode University
Presentation #1	Untangling the servitization paradox: An organization learning perspective	Presenters: Min Choi, Arizona State University; Elliot Rabinovich, Arizona State University; Hosun Rhim, Korea University Business School
Presentation #2	From products to services: 5 cases why companies failed at servitizing their business	Presenters: Georg Oschmann, Institute of Technology Management, University of St.Gallen; Sascha Friesike, Institute of Technology Management, University of St.Gallen; Maïke Scherrer, Institute of Technology Management, University of St.Gallen; Thomas Knuchel, Institute of Technology Management, University of St.Gallen
Presentation #3	Is services engagement enough for product-centric businesses?	Presenter: Chris Raddats, University of Liverpool
Presentation #4	Strategic capability development for shifting from products to solutions	Presenters: Heiko Gebauer, Cirus; Nicola Saccani, Università di Brescia; Marco Paiola, Swiss Federal Institute of Aquatic Science and Technology

**Friday, June 3, 2011 · 8:30 - 10:00 AM**

<b>Statler 198</b>	<b>1.2 - <i>Service Experience: Session I</i></b>	Chair: Inigo Echeveste, Ecole hôtelière de Lausanne
Presentation #1	Customer experience management: An empirical investigation of present-day service marketing practice	Presenters: Phil Klaus, Cranfield University; Bo Edvardsson, Karlstad University
Presentation #2	When customer engagement leads to “unchosen” ideas: Attribution bias in open innovation processes	Presenters: Nancy Wunderlich, TUM School of Management in Munchen; Vera Blazevic
Presentation #3	From word-of-mouth to user-experience-sharing: A consumer initiated value co-creation behavior	Presenter: Chien-Hung Chen, Queensland University of Technology-Australia; Lynda Andrews and Judy Drennan

<b>Statler 265</b>	<b>1.3 - <i>Reputation and WOM</i></b>	Chair: Robert Ford, University of Central Florida
Presentation #1	Effect of electronic word of mouth on purchase intent for variably-priced services	Presenters: Breffni Noone, Penn State University; Kelly A. McGuire, Hospitality and Travel, SAS
Presentation #2	Reputation in the context of services – empirical findings from two service sectors	Presenters: Kati Suomi, Turku School Of Economics; Raija Jarvinen, Turku School of Economics
Presentation #3	Do critical incidents and WOM really matter? Effect of critical incidents and received-WOM about competitors on given-WOM about own service provider	Presenters: Chatura Ranaweera; Chanaka Jayawardhena, Hull University Business School

<b>Statler 291</b>	<b>1.4 - <i>Defining Services</i></b>	Chair: John Ettl, Rochester Institute of Technology
Presentation #1	What are services? An empirical investigation	Presenters: Scott E. Sampson, Brigham Young University; Daniel C. Snow, Brigham Young University
Presentation #2	Contextual leadership and manufacturing service innovation	Presenters: John Ettl, Rochester Institute of Technology; Stephen Rosenthal, Boston University

Friday, June 3, 2011 • 8:30 - 10:00 AM

Concurrent Sessions

<b>Statler 341</b>	<b>1.5 - Healthcare Services: Session I</b>	Chair: Vicki Smith-Daniels, Indiana University
Presentation #1	The role of "third place" social support in cancer patients' quality of life	Presenters: Mark Rosenbaum, Northern Illinois University; Jill Smallwood, Living Well Cancer Resource Center
Presentation #2	Health service quality: A customer satisfaction model from an industrial engineering and marketing standpoint at a high – complexity public hospital	Presenters: Erick Calvo, Universidad Autonoma Del Caribe; Maria Wilches, Universidad Autonoma Del Caribe
Presentation #3	Healthcare and hospitality	Presenter: Birgithe Sandebek, Molde University College

<b>Statler 351</b>	<b>1.6 - New Service Development: Session I</b>	Chair: Shiva Ayyadurai, MIT
Presentation #1	Extended Kansei engineering methodology to improve the incorporation of customer experience requirements in new service development	Presenters: Rui Carreira, University of Porto; Lia Patricio, University of Porto; Renato Natal, University of Porto; Chris Magee, Massachusetts Institute of Technology
Presentation #2	New service development in manufacturing companies	Presenters: Sabine Biege, Fraunhofer Institute for Systems and Innovations Research ISI; Gunter Lay, Fraunhofer Institute for Systems and Innovations ISI; Angela Jaeger, Fraunhofer Institute for Systems and Innovations ISI
Presentation #3	Designing experiential service: The customer journey	Presenters: Ioannis Bellos, Georgia Institute of Technology; Stylianos Kavadias, Georgia Institute of Technology

<b>Statler 391</b>	<b>1.7 - Service Organizational Issues</b>	Chair: Jan Katz, Cornell University
Presentation #1	Organizational climate versus attachment and coping style: Are both necessary to understand service employee satisfaction, loyalty and overall happiness?	Presenters: Lerzan Aksoy, Fordham University; Timothy L. Keiningham, IPSOS Loyalty; Bart Lariviere, Erasmus University; Luke Williams, IPSOS Loyalty; Luke Wilson, Staffordshire University
Presentation #2	Organizational commitment in services. The relationship with organizational justice, job satisfaction and organizational citizenship behaviors in the hotel industry	Presenters: Ana Sampaio, Instituto Superior da Maia; M. Angeles L. Cabarcos, Universidade de Santiago de Compostela

**Friday, June 3, 2011 · 8:30 - 10:00 AM**

<b>Statler 396</b>	<b>1.8 - Service Channels</b>	Chair: Katherine Lemon, Boston College
Presentation #1	Convenience store or traditional retailer? Predicting channel choice when on the go	Presenters: Raphael Heider, EBS Business School; Sabine Moeller, EBS Business School
Presentation #2	Cross-channel participation of B2B customers in online communities and its influence on loyalty and repurchase	Presenters: Paul Fombelle, Northeastern University; Sterling Bone, BYU; Katherine N.Lemon, Boston College; Kristal R Ray, Oracle
Presentation #3	The impact of using direct channels on customer profitability in multichannel services	Presenters: Rui Sousa, Catholic University of Portugal; Marlene Amorim, University of Aveiro
Presentation #4	Behavioral Consequences of Customer Initiated Channel Migration	Presenters: Sebastian Ackermann, Florian von Wangenheim, Technische Universität München

<b>Statler 398</b>	<b>1.9 - Service Customer Interactions</b>	Chair: Maria Wolfe, Cornell University
Presentation #1	Social media: are customers ready?	Presenters: Line Olsen, BI Norwegian School of Management; Tor W Andreassen, BI Norwegian School of Management
Presentation #2	The quality of electronic customer-to-customer interaction: classification and consequences	Presenters: Moritz Mink, Frankfurt School of Finance; Dominik Georgi, Frankfurt School of Finance
Presentation #3	The role of fan pages for the customer relationship – Drivers of customer engagement and impact on brand relationship	Presenter: Benedikt Jahn, Ludwig-Maximilians Universitat Munchen; Werner Kunz, University of Massachusetts, Boston

<b>Invited Panel Discussion: Future Directions for Services Research</b>		
<b>Statler 278</b>		Moderator: Jay Kandampully, Ohio State University
8:30 - 10:00 AM		Panelists: Irene Ng, University of Exeter and University of Cambridge; Asoo Vakharia, University of Florida; Allard C.R. van Riel, Radboud University Nijmegen; Vishal Gaur, Cornell University

<b>10:00 - 10:30 AM</b>	Break	Location: Park Atrium
-------------------------	-------	-----------------------

Friday, June 3, 2011 · 10:30 AM - 12:00 PM

Concurrent Sessions

<b>Statler 196</b>	<b>2.1 - Co-Creation: Session I</b>	Chair: A "Parsu" Parasuraman, University of Miami
Presentation #1	Co-creation in the industrial maintenance services	Presenters: Eduardo Braun, Metalwork Pneumatic; Giancarlo Pereira, Universidade do Vale do Rio dos Sinos; Miguel Sellitto, Universidade do Vale do Rio dos Sinos; Miriam Borchardt, Universidade do Vale do Rio dos Sinos
Presentation #2	A typology of IT-enabled value co-creation systems for serving customers	Presenters: Kathryn Brohman, Queens School of Business, Queens University; A. Parasuraman, University of Miami; Gabe Piccoli, Grenoble Ecole de Management
Presentation #3	Value co-creation: A study on the use of mobile apps	Presenters: Gloria Ng, National University of Singapore; Ding Yi, National University of Singapore

<b>Statler 198</b>	<b>2.2 - Service Employees: Session I</b>	Chair: Stephen Brown, Arizona State University
Presentation #1	Dyadic relationships in B2B services - The influence of customer satisfaction on employee satisfaction and retention	Presenters: Regina-Viola Frey, German Graduate School of Management and Law; Tomas Bayon, German Graduate School of Management and Law
Presentation #2	Understanding generational differences in service industry employee attitudes: Toward a better understanding of Generation Y	Presenters: Anna Kralj, University of Queensland; David Solnet, University of Queensland; Jay Kandampully, Ohio State University
Presentation #3	Voluntary tipping and the selective attraction and retention of service workers in the United States: An application of the ASA model	Presenters: Michael Lynn, Cornell University; Robert Kwortnik, Cornell University; Michael Sturman, Cornell University
Presentation #4	Building a hotel organizational culture	Presenter: Kefalas Soteris, International School of Management

<b>Statler 265</b>	<b>2.3 - New Service Development: Session II</b>	Chair: Laura Smith, University of Exeter
Presentation #1	Service development in small companies, a communication and learning process	Presenter: Patrik Gottfridsson, Karlstad University
Presentation #2	Customer integration in NSD: Are there any differences between manufacturing and service companies?	Presenters: Bo Edvardsson, Karlstad University; Adrienne Schafer; Thomas Meiren; Lars Witell, Karlstad University
Presentation #3	Framework for analyzing manufacturers' servitization capabilities through organizational culture and configuration	Presenters: Reetta-Elina Kinnunen, Aalto University; and Taija Turunen, Aalto University

**Friday, June 3, 2011 · 10:30 AM - 12:00 PM**

<b>Statler 291</b>	<b>2.4 - Sustainable Services</b>	Chair: Helen Chun, Cornell University
Presentation #1	Comparing green boutique hotel practices: San Francisco Bay Area and Istanbul	Presenters: Denise Kleinrichert, San Francisco State University; Colin Johnson, San Francisco State University; Mehmet Erguk, San Francisco State University; Mert Uydaci, Marmara University
Presentation #2	Go green together? An empirical investigation of the U.S. hospitality service supply chain	Presenters: Jie Zhang, Boston University; Nitin Joglekar, Boston University; Rohit Verma, Cornell University
Presentation #3	Sustainable hospitality: A land of contradictions	Presenters: Helen Chun, Cornell University; Michael Giebelhausen, Cornell University

<b>Statler 341</b>	<b>2.5 - New Service Development in Healthcare</b>	Chair: Scott Sampson, Brigham Young University
Presentation #1	Patient ideation in service innovation	Presenter: Jon Engstrom, Linkoping University
Presentation #2	New service development model in healthcare services	Presenters: Laphasrada Changkaew; Pakpachong Wattanasin, Chulalongkorn University; Achara Chandrachai, Chulalongkorn University
Presentation #3	Learning from the customer: Three ways of using diaries in healthcare service development	Presenters: Mattias Elg, Linkoping University; Jon Engstrom, Linkoping University; Lars Witell, Linkoping university; Bozena Pokinska, Linkoping university

<b>Statler 351</b>	<b>2.6 - Service Failure and Recovery: Session I</b>	Chair: Philippa Hunter-Jones, University of Liverpool
Presentation #1	Business-to-business service failure and recovery	Presenters: Xia Zhu, Sheffield Hallam University; Judy Zolkiewski, University of Manchester
Presentation #2	The use of information in service failures	Presenters: Tracy Meyer, University of North Carolina, Wilmington; Tom Baker, Clemson University
Presentation #3	Traveling with young children: Exploring service failure	Presenter: Philippa Hunter-Jones, University of Liverpool

Friday, June 3, 2011 · 10:30 AM - 12:00 PM

Concurrent Sessions

<b>Statler 391</b>	<b>2.7 - Customer Experience Management</b>	Chair: Chris Voss, London Business School
Presentation #1	The role of the physical and social environment as drivers of restaurant customers' service experiences	Presenter: Ute Walter, Örebro University
Presentation #2	Examining the missing links in the 'service experience'	Presenters: Jay Kandampully, Ohio State University; Patrick Vesel

<b>Statler 396</b>	<b>2.8 - Service Systems</b>	Chair: Asoo Vakharia, University of Florida
Presentation #1	From resource integration to service systems integration	Presenters: Tilo BohMann, Universitat Hamburg; Bo Edvardsson, Karlstad University, Bard Tronvoll, Hedmark University College/Karlstad University
Presentation #2	ICT enabled new front/back-office constellations can improve performance measurement, while increasing both service quality and provider efficiency – Case: Home care	Presenter: Johan Groop, Aalto University
Presentation #3	Customer co-creations and project performance in the telecommunication service industry: the mediating effects of knowledge sharing and customer satisfaction	Presenters: Yonggui Wang, Kellogg School of Management, Northwestern University; Jay Kandampully, Ohio State University

<b>Statler 398</b>	<b>2.9 - Customer Perceptions and Behavior</b>	Chair: Anna Mattila, Penn State University
Presentation #1	The impact of consulting on buying behavior – The case of attention behavior	Presenters: Nicolas Bourbonus, Domiik Georgi, Olaf Stotz, Frankfurt School of Finance and Management
Presentation #2	Unbundling in the airline industry: An empirical study of airline fees and their consequences on customer behavior	Presenters: Sven Tuzovic, Pacific Lutheran University; Merlin Simpson Pacific Lutheran University; Volker Kuppelwieser, University of Leipzig; Joerg Finsterwalder, University of Canterbury
Presentation #3	Customers perceptions in a cultural activity: The case of a municipal theatre	Presenters: Rogerio Pua-Leal, Universidade Nova de Lisboa; Mario Monteiro, UNIDEMI

<b>Invited Panel Discussion: Industry Perspectives for Services Research</b>		
<b>Statler 278</b>	Moderator: Rohit Verma	
10:30 AM - 12:00 PM	Panelists: Kelly McGuire, SAS Institute; Richard Adie, The Statler Hotel; Karl Kalcher, MindFolio	



## Friday, June 3, 2011

12:00 - 1:30 PM	Luncheon	Location: Ballroom
-----------------	----------	--------------------

1:30 - 2:30 PM	<b>Keynote Address:</b> <b>Stuart Greif and Gina Pingitore</b> <b>J.D. Power and Associates</b> Introduction by Steve Carvell	Location: Statler Auditorium
----------------	--	------------------------------

2:30 - 3:00 PM	Break	Location: Park Atrium
----------------	-------	-----------------------

## Friday, June 3, 2011 · 3:00 - 4:30 PM

<b>Statler 196</b>	<b>3.1 - Co-Creation: Session II</b>	Chair: Liana Victorino, University of Victoria
Presentation #1	Designing co-creation in collectivist social contexts: Scripts and improvisations	Presenters: Ryan Hsu; James O. Stanworth, University of Stirling
Presentation #2	An increased focus on service selling—Implications on the sales function	Presenters: Daniel Kindstrom, Linkoping University; Christian Kowalkowski, Linkoping University; Per Calborg, Linkoping University
Presentation #3	How may value co-creation attributes impact on the pricing of services; case of higher education?	Presenters: Nick Yip, University of East Anglia; Irene Ng, University of Exeter and University of Cambridge
Presentation #4	Engaging reluctant customers in service coproduction	Presenters: Ann Mirabito, Baylor University; Leonard Berry, Texas A&M University

<b>Statler 198</b>	<b>3.2 - Service Quality: Session I</b>	Chair: Laurens Debo, University of Chicago
Presentation #1	Signaling quality via queues	Presenters: Laurens Debo, The University of Chicago Booth School of Business; Christine Parlour, Haas School of Business, UC Berkeley; Uday Rajan, Ross School of Business, University of Michigan
Presentation #2	Drivers of customer satisfaction in quick casual restaurants	Presenters: Goetz Greve, Hamburg School of Business Administration; Ken Nagayama, Hamburg School of Business Administration
Presentation #3	Understanding how consumers evaluate quality after quality upgrades	Presenter: Jan Katz, Cornell University

Friday, June 3, 2011 · 3:00 - 4:30 PM

<b>Statler 265</b>	<b>3.3 - Service Performance: Session I</b>	Chair: Allard van Riel, Radboud University Nijmegen
Presentation #1	Operations performance and performance outcome link in B2B and B2C information services	Presenters: Vikas Kumar, Exeter Business School; Roger Maull, Exeter Business School
Presentation #2	Investigating differences in the commitment-loyalty linkage between information technology related and traditional service industries	Presenters: Pelin Aksoy, George Mason University; Alexander Buoye, IPSOS Loyalty
Presentation #3	Towards a theory of service improvisation	Presenters: Enrico Secchi, Clemson University; Aleda Roth, Clemson University

<b>Statler 291</b>	<b>3.4 - Service Research Community</b>	Chair: W. Michael Lynn, Cornell University
Presentation #1	The service marketing community: An archetype for a global service research community	Presenters: Christiana Lages, Loughborough University; Claudia Simoes, University of Minho; Raymond Fisk, Texas State University-San Marcos
Presentation #2	Scientific production in service management: A social network analysis approach	Presenters: Michele Martins, FGV / SENAC; Guilherme Silveira Martins; Joao Mario Csillag
Presentation #3	Innovation processes in service firms: The linkages to universities and research institutes	Presenters: Johan Olaisen, Norwegian Business School; Ovind Revang

<b>Statler 341</b>	<b>3.5 - Service Scheduling</b>	Chair: Don Eisenstein, University of Chicago
Presentation #1	Optimal partitioning of the bed capacity of a hospital	Presenters: Don Eisenstein, University of Chicago Booth School of Business; Thomas Best, University of Chicago Booth School of Business; David Meltzer, University of Chicago Medical Center; Burhaneddin Sandikci, University of Chicago Booth School of Business
Presentation #2	Service complexity: Building a house of cards (really)	Presenter: Barry Cross, Queens School of Business, Queens University
Presentation #3	Investigating sequence effects in service bundle scheduling problems	Presenters: Michael Dixon, Cornell University; Gary Thompson, Cornell University

<b>Statler 351</b>	<b>3.6 - Service Quality: Session II</b>	Chair: Olaf Hermans, NHTV Breda University of Applied Sciences
Presentation #1	Gap analysis in quality of services through SERVQUAL: An empirical study of GOVT/Charitable Eye hospitals in Haryana, India	Presenters: Markanday Ahuja; Seema Mahlawat, Shri Baba Mast Nath Institute of Management Studies and Research
Presentation #2	Quality profiles of service firms	Presenters: Elisabeth Johansson, Linköping University; Mattias Elg, Linköping University
Presentation #3	The practice of measuring productivity	Presenter: Stavroula Giannakis, University of Borås

**Friday, June 3, 2011 · 3:00 - 4:30 PM**

<b>Statler 391</b>	<b>3.7 - Healthcare Services: Session II</b>	Chair: Julie Paquette, HEC Montréal
Presentation #1	Risk attitudes, health service scheduling, and health service quality.	Presenter: Joris vandeKlundert, Erasmus University
Presentation #2	Patient satisfaction - Are we asking the right questions?	Presenters: Duncan Dickson, University of Central Florida; Denver Severt, University of Central Florida; Taryn Aiello, University of Central Florida
Presentation #3	Co-creating value in health services: An analysis of physician-hospital interface	Presenters: Liane Amorima, Tatiane Librelatob, Giancarlo Pereirac, Miriam Borchardt and Miguel Sellittoe, UNISINOS

<b>Statler 396</b>	<b>3.8 - B2B Services and Supply Chain</b>	Chair: Srinagesh Gavirneni, Cornell University
Presentation #1	Customer knowledge management challenges in BB2BB contexts	Presenters: Cleidson de Souza, IBM Brazil; Claudio Pinhanez, IBM Brazil; Victor Cavalcante, IBM Brazil
Presentation #2	The importance of cultural congruence in B2B market oriented service	Presenter: Steven Fehl, PerkinElmer Health Sciences
Presentation #3	The impact of supply chain activities performance through EVA measurements in hospitality industry	Presenters: Yasser Tawfik, Modern Sciences and Arts University; Mohamed El-Deeb, Modern Sciences and Arts University; Emad Elwy, Modern Sciences and Arts University; Mohga Bassim, Modern Sciences and Arts University

<b>Statler 398</b>	<b>3.9 - Service Quality Improvement</b>	Chair: Don Wardell, University of Utah
Presentation #1	Understanding why manufacturer fail to servitize - Evidence from Swiss SMEs	Presenters: Georg Oschmann, University of St Gallen; Maike Scherrer, University of St Gallen
Presentation #2	Why changing a quality profile is easier said than done	Presenters: Elisabeth Johansson, Linkoping University; Asa Ronnback, Chamers University of Technology; Lars Witell, Karlstad University
Presentation #3	Measurement of the quality of service at education entities: ISO 9001; 2008 and its contribution to the education field and academic excellence	Presenter: Erick Calvo, Universidad Autinoma del Caribe
Presentation #4	Management commitment and employee perceived service quality: The mediating role of affective commitment	Presenters: Ping He, Troy University; Suzanne K. Murrmann, Virginia Polytechnic Institute and State University; Richard R. Perdue, Virginia Polytechnic Institute and State University

# QUIS 12

Friday, June 3, 2011 · 3:00 - 4:30 PM

Concurrent Sessions

Invited Panel Discussion: <b>Journal Editors' Perspectives</b>		
Statler 278	Moderator: Michael Johnson, Cornell University	
3:00 PM - 4:30 PM	Panelists: Katherine Lemon, Boston Collage; Jay Kandampully, Ohio State University; Anna Mattila, Penn State University; Dan Guide, Penn State University; Cathy Enz, Cornell University; Matthias Gouthier, European Business School	
4:30 - 6:00 PM	Free time to explore campus	
6:00 - 7:00 PM	Pre-dinner cocktails & networking	Location: Park Atrium
7:00 - 10:00 PM	Dinner <i>*Sponsored by the School of Hotel Administration, Cornell University*</i> <b>Keynote Address by Ted Teng</b> <b>Leading Hotels of the World</b> Welcome Address by Michael Johnson	Location: Ballroom

## Saturday, June 4, 2011

7:30 - 8:30 AM	Breakfast	Location: Park Atrium
8:30 - 9 :30 AM	<b>Keynote Address by Conny Kalcher</b> <b>LEGO</b> Introduction by Stephen Brown	Location: Statler Auditorium
9:30 - 9:45 PM	Break	Location: Park Atrium

## Saturday, June 4, 2011 · 9:45 - 11:15 AM

<b>Statler 196</b>	<b>4.1 - Service Quality: Session III</b>	Chair: Michael Giebelhausen, Cornell University
Presentation #1	Matching service quality dimensions and service process characteristics: An exploratory study	Presenters: Marlene Amorim, Universidade de Aveiro; Sandra Santos, Universidade de Aveiro; Maria Joao Rosa, Universidade Aveiro; Pedro Pombo, Universidade de Aveiro; Ivonne Delgadillo, Universidade de Aveiro
Presentation #2	A method for service quality evaluation of Indian railway stations	Presenters: Sumana Gupta, Rabindra Nath Datta, Indian Institute of Technology Kharagpur
Presentation #3	On the importance of knowledge based resources in service recovery encounter	Presenters: Samiha Mjhed, University of Tunis-Institut Supérieur de Gestion; Abdelfattah Triki, University of Tunis-Institut Supérieur de Gestion

<b>Statler 198</b>	<b>4.2 - Service Relationships</b>	Chair: Pelle Kristensson, Karlstad University
Presentation #1	SPAT (Switching Path Analysis Technique) - A method for understanding switching paths and future behavior	Presenters: Inger Roos; Anders Gustafsson, Karlstad University; Bo Edvardsson, Karlstad University; Anna Nelsson Etzell
Presentation #2	Introducing the concept of blind spot into service research to better understand relationship behaviors	Presenters: Karolina Wagar, Hanken School of Economics; Annika Ravald, Hanken School of Economics; Inger Roos, Bo Edvardsson, Karlstad University
Presentation #3	Customers' co-creational roles: a study of resource integration in e-government	Presenters: Maria Akesson, Karlstad University; Per Skalen, Karlstad University

Saturday, June 4, 2011 · 9:45 - 11:15 AM

<b>Statler 265</b>	<b>4.3 - Service Excellence</b>	Chair: Nick Yip, Norwich Business School
Presentation #1	Standardizing service excellence	Presenters: Matthias Gouthier, EBS Business School; Christopher Bartl, EBS Business School; Andreas Giese, EBS Business School
Presentation #2	The role of collaborative networks in the new service development: A qualitative study of the development of large shopping malls	Presenters: Thais Zaninelli, School of Engineering - University of Porto; Lia Patricio, School of Engineering - University of Porto; Joao Falcão e Cunha
Presentation #3	Strategies for the implementation of service innovations	Presenter: Cathy Enz, Cornell University

<b>Statler 291</b>	<b>4.4 - Information Technology in Services</b>	Chair: Marion Büttgen, University of Hohenheim
Presentation #1	Modularity in professional service firms - Challenges and possibilities	Presenters: Saara Pekkarinen, University of Oulu; Nätti Satu, University of Oulu, Pauliina Ulkuniemi, University of Oulu
Presentation #2	Understanding consumers' processing of online review information prior to and after making service purchase decisions	Presenters: Thomas Baker, Clemson University; Paul W Fombelle, Northeastern University; Clay M Voorhees, Michigan State University; Jennelle E. Yopchik, Northeastern University
Presentation #3	Informational empowerment: Customer dialogue technology and service employees	Presenters: Olaf Hermans, NHTV Breda University of Applied Sciences; Chantal van Ravesteijn

<b>Statler 341</b>	<b>4.5 - Customer Complaints and Feedback</b>	Chair: Raymond Fisk, Texas State University - San Marcos
Presentation #1	Understanding of effective complaint management in greater detail: Justice as a formative construct in a dual-sequence model	Presenters: Sandra Streukens, University of Hasselt; Tor W Andreassen, BI Norwegian School of Management; Line Olson, BI Norwegian School of Management
Presentation #2	An eye for an eye, a tooth for a tooth – Predicting customer retaliation after failed service recovery	Presenters: Matthais Handrich, European Business School; Sven Heidenreich, European Business School
Presentation #3	Patient satisfaction: A case of Serbian student polyclinics	Presenters: Veljko Marinković, University of Kragujevac; Vladimir Senić, University of Kragujevac

**Saturday, June 4, 2011 · 9:45 - 11:15 AM**

<b>Statler 351</b>	<b>4.6 - Service Innovation</b>	Chair: Elliot Rabinovich, Arizona State University
Presentation #1	Big idea vs. future uncertainty – Boost innovation perspectives	Presenters: Ralf Frombach, Aachen University; Christian Grefrath, Aachen University
Presentation #2	From a goods-dominant business model to a service-dominant business model: Empirical evidence from the construction sector	Presenters: Henri Hietala, Minni Sarkka, Anni Rouvinen, Jussi Aho, Aalto University
Presentation #3	Categorizing strategic service orientations	Presenters: Sarra Brax, Aalto University; Maija Isotalus, Aalto University
Presentation #4	Service innovation framework	Presenter: John Timmerman, Marriott

<b>Statler 391</b>	<b>4.7 - Servitization: Session II</b>	Chair: Marie-Pierre Spooner, Université du Québec à Montréal
Presentation #1	Service infusion: Growing services in product-dominant companies	Presenters: Valarie Zeithaml, University of North Carolina; Stephen W. Brown, Arizona State University; Mary Jo Bitner, Arizona State University
Presentation #2	From goods to service: A case in the Portuguese railway industry	Presenter: Joao Menezes, Instituto Universitario de Lisboa
Presentation #3	Exploring service R&D in a manufacturing company: Insights into elements of the service offering	Presenters: Elina Jaakola, University of Turku; Teemu Laine, Tampere University of Technology

<b>Statler 396</b>	<b>4.8 - Service Employees: Session II</b>	Chair: Kim Cassidy, Nottingham Trent University
Presentation #1	Taming professionalism: Barriers for innovation in the service encounter	Presenter: Donna Sundbo, Roskilde University
Presentation #2	The influence of service personal values on U.S. medical tourists' expectations and perceptions of foreign healthcare facility service quality	Presenters: Michael Guiry, University of the Incarnate Word; Mark Teachout, University of the Incarnate Word; David Vequist, University of the Incarnate Word
Presentation #3	Negative customer behavior in a service encounter: Implications for service management	Presenters: Ray Coye; Michael Dixon, Cornell University; Rohit Verma, Cornell University

## Saturday, June 4, 2011 · 9:45 - 11:15 AM

<b>Statler 398</b>	<b>4.9 - Service Performance: Session II</b>	Chair: Alan Wilson, University of Strathclyde
Presentation #1	Towards understanding the influence of the product characteristics on service R&D management: Evidence from a longitudinal case study	Presenters: Teemu Laine, Tampere University of Technology; Elina Jaakkola, University of Turku; Petri Suomala, Tampere University of Technology; Valtteri Kaartemo, University of Turku
Presentation #2	The relationship between firm size and economic profitability in the Spanish accommodation sector	Presenters: Ana Hernandez, Rovira I Virgili University; Fernando Campa, Rovira I Virgili University; M Victoria Sancges, Rovira I Virgili University
Presentation #3	Path dependent customer relationships in solutions service provision	Presenters: Mari Heikkila, Aalto University; Saara Brax, Aalto University

<b>Invited Panel Discussion: Service Operations in Network Environment (Part 1)</b>		
<b>Statler 278</b>		Moderator: Xiande Zhao, Chinese University of Hong Kong and South China University of Technology
9:45 - 11:15 AM		Panelists: Zhongsheng Hua, University of Science and Technology China; Liaogang Hao, South West Jiaotong University; Feng Bo, South China University of Technology

<b>11:15 - 11:30 PM</b>	Break	Location: Park Atrium
-------------------------	-------	-----------------------

## Saturday, June 4, 2011 · 11:30 AM - 1:00 PM

<b>Statler 196</b>	<b>5.1 - Service Customers and Employees</b>	Chair: Bo Edvardsson, Karlstad University
Presentation #1	Service scripting employees: An emotional labor perspective	Presenters: Alexander Bolinger, Penn State University; Liana Victorino, University of Victoria
Presentation #2	Understanding consumer perceptions of service employee authenticity	Presenters: Nancy Sirianni, Texas Christian University; Mary Jo Bitner, Arizona State University
Presentation #3	Integrating emotions into the job demands – resources model: The effects of anger and pride in call centers	Presenters: Matthias Gouthier, EBS Business School; Tobias Kraemer, EBS Business School; Andreas Pasing, buw Holding GmbH; Lennart Eitelberg, buw Holding GmbH



**Saturday, June 4, 2011 · 11:30 AM - 1:00 PM**

<b>Statler 198</b>	<b>5.2 - <i>Complex Service Systems</i></b>	Chair: Charles Fine, MIT
Presentation #1	Service development and design at the multinational level	Presenter: Sofia Pinto, Universidade Catolica Portuguesa-Porto
Presentation #2	The four modes of global service provision	Presenters: Scott Sampson, Brigham Young University; Kristie Seawright, Brigham Young University
Presentation #3	Synergism in multichannel service delivery	Presenters: Marjan Aslanzadeh, University of Canberra Australia; Byron Keating, University of Canberra Australia
Presentation #4	Destination dynamics: Evolution and governance of tourist destinations	Presenters: Loredana Padurean, Brandeis University; Charles Fine, MIT

<b>Statler 265</b>	<b>5.3 - <i>Customer Value: Session I</i></b>	Chair: Jie Zhang, Boston University
Presentation #1	What factors contribute to experiential value: A dramaturgical view	Presenters: Tseng-Lung Huang, Shih Hsin University; Yi-Mu Chen, I-Shou University
Presentation #2	A customer ecosystem perspective on service	Presenters: Paivi Voima; Kristina Heinonen; Tore Strandvik; Karl-Jacob Mickelsson, Hanken School of Economics; Johanna Arantola-Hattab
Presentation #3	The pre-requisites for value based pricing in services	Presenters: Taija Turunen, Aalto University; Minni Sarkka, Aalto University; Paulus Torkki; Suvi Ahlajärvi

<b>Statler 291</b>	<b>5.4 - <i>Customer Reviews and Feedback</i></b>	Chair: Karita Reijonsaari, Aalto University
Presentation #1	Understanding mobile service experiences: Towards a more holistic view	Presenters: Teresa Sarmiento, University of Porto; Lia Patricio, University of Porto
Presentation #2	Hospitality and travel brands: The nature and implications of user generated content	Presenters: Alan Wilson, University of Strathclyde; Hilary C. Murphy, Ecole Hoteliere de Lausanne; Jesus Cambra Fierro, Universidad Pablo de Olavide
Presentation #3	Determinants of the effectiveness of customer referral reward programs	Presenters: Dominik Georgi, Frankfurt School of Finance & Management; Jochen Wirtz, National University of Singapore; Ping Xiao, National University of Singapore; Christopher Tang, UCLA

**Saturday, June 4, 2011 · 11:30 AM - 1:00 PM**

<b>Statler 341</b>	<b>5.5 - Service Experience: Session II</b>	Chair: Helen Chun, Cornell University
Presentation #1	What would you like in your 'experience'? The role of experiential value and its impact on customer	Presenters: Robert Kwortnik, Cornell University; Elisa Chan, Cornell University
Presentation #2	Customer experience modeling: bridging the gap between customer experience and service design	Presenters: Jorge Teixeira, University of Madeira; Lia Patricio, Universidade do Porto; Nuno J Nunes, University of Madeira, Leonel Nobrega, University of Madeira; Raymond P Fisk, Texas State University-San Marco
Presentation #3	Measuring the service experience as context specific well-being	Presenters: Jorg Pareigis, Karlstad University; Margareta Friman, Karlstad University; Lars Olsson, Karlstad University

<b>Statler 351</b>	<b>5.6 - Service Failure and Recovery: Session II</b>	Chair: Liliana Bove, The University of Melbourne
Presentation #1	Individual factors that predict self reporting of service failures	Presenters: Duncan Dickson, Robert Ford and Paul Acharya, University of Central Florida
Presentation #2	It isn't what you do; it is how you do it - Co-creation, justice and service recovery	Presenters: Yingzi Xu, Auckland University of Technology; Roger Marshall, Auckland University of Technology; Bard Tronvoll, Hedmark University College/Karlstad University
Presentation #3	Emotional responses to negative service encounters with airlines and hospitals in South Africa	Presenters: Sander Sviri, Oslo School of Management; Christine F De Meyer, University of Johannesburg; Goran Svensson, Oslo School of Management

<b>Statler 391</b>	<b>5.7 - Science of Service Systems</b>	Chair: Irene Ng, University of Exeter and Cambridge University
Presentation #1	Cell receptors and customer service: What systems biology can teach service science?	Presenter: V.A. Ayyadurai, Massachusetts Institute of Technology
Presentation #2	Toward the effective dissemination of service research: Bridging the divide between academic research findings and practitioner needs	Presenters: Aidan Daly, National University of Ireland, Galway; Steve Baron, University of Liverpool; Mike Dorsch, Clemson University; Ray Fisk, Texas State University; Steve Grove, Clemson University; Kim Harris, Nottingham Trent University
Presentation #3	Transitioning from goods dominant logic to service dominant logic: The case of Rolls Royce	Presenters: Irene Ng, of Exeter and University of Cambridge; Steve Marlowe, Rolls Royce Defence Aerospace

**Saturday, June 4, 2011 · 11:30 AM - 1:00 PM**

<b>Statler 396</b>	<b>5.8 - Service Design</b>	Chair: Michael Dixon, Cornell University
Presentation #1	Realizing apt value through servitization	Presenters: Julie Paquette, HEC Montreal; Larry Menor, University of Western Ontario
Presentation #2	Using empathic design to transform R&D field intelligence efforts	Presenters: Larry Mallak, Western Michigan University; David Lyth, Western Michigan University
Presentation #3	Designing sustainable services: An empirical study of international service organizations	Presenters: Nelson Pinho, University of Porto; Lia Patricio, University of Porto; Raymond Fisk, Texas State University - San Marcos; Nuno Nunes, University of Madeira

<b>Statler 398</b>	<b>5.9 - Service Customers: Session I</b>	Chair: Gary Thompson, Cornell University
Presentation #1	Customer profiling in new service development	Presenters: Christine Larbig, Lucerne University of Applied Sciences and Arts; Adrienne Schafer, Lucerne University of Applied Sciences and Arts
Presentation #2	Systems of consumer practice as context for service usage	Presenter: Jacob Mickelsson, Hanken University
Presentation #3	Socially desirable responding in service research	Presenters: Tilo Bellm, University of Leipzig; Volker Kuppelwieser; Dubravko Radic

<b>Invited Panel Discussion on Healthcare Services</b>		
<b>Statler 278</b>		Moderator: Brooke Hollis, Cornell University
11:30 AM - 1:00 PM		Panelists: Srisatish Devapatla, Cayuga Medical Center; Frank Zilm, Frank Zilm & Associates; Franklin Becker, Cornell University; Paul Levesque II, HOLT Architects; Rob Lawlis, Cayuga Medical Center

<b>1:00 - 5:30 PM</b>	Optional Activity and pick-up boxed lunch (Wine Tour, Corning Museum of Glass, Boat Tour, or Cornell Campus)	Location: Park Atrium
-----------------------	--	-----------------------

<b>7:00 - 10:00 PM</b>	Awards Dinner	Location: Ballroom
------------------------	---------------	--------------------

## Sunday, June 5, 2011

7:30 - 8:30 AM	Breakfast	Location: Park Atrium
----------------	-----------	-----------------------

8:30 - 9:30 AM	<b>Keynote Address: Sanjay Sarma, MIT</b> Introduction by Bo Edvardsson	Location: Statler Auditorium
----------------	--	------------------------------

9:30 - 9:45 AM	Break	Location: Park Atrium
----------------	-------	-----------------------

## Sunday, June 5, 2011 · 9:45 AM - 11:15 AM

<b>Statler 196</b>	<b>6.1 - Social Media</b>	Chair: Werner Kunz, University of Massachusetts Boston
Presentation #1	Developing a typology of social media messages: A preliminary analysis of restaurant's Facebook posts	Presenters: Linchi Kwok, Syracuse University; Bei Yu, Syracuse University; Miao Chen, Syracuse University
Presentation #2	Value creation through service social networks online: Managers and members perspectives	Presenters: Carla Martins, University of Porto; Lia Patricio, University of Porto
Presentation #3	Consumer information processing of the social newsfeed - The interplay of drivers for consumer engagement and negative consumer reaction	Presenters: Werner Kunz, University of Massachusetts Boston

<b>Statler 198</b>	<b>6.2 - Hospitality Services</b>	Chair: Duncan Dickson, University of Central Florida
Presentation #1	An investigation of the exploitation of service operations management tools in the hotel sector	Presenters: Karolin Pucciani, Ecole hoteliere de Lausanne; Hilary Catherine Murphy, Ecole hoteliere de Lausanne
Presentation #2	Key performance indicators for the hospitality management	Presenters: Ana Hernandez; M. Victoria Sanchez, Rovira i Virgili University; Fernando Campa Planas, Rovira i Virgili University
Presentation #3	Student satisfaction regarding their meal experience at residential dining rooms at the University of Pretoria	Presenter: Jeanne Hall, University of Pretoria; Gerrie du Rand, University of Pretoria; Annemarie Viljoen, University of Pretoria

**Sunday, June 5, 2011 · 9:45 AM - 11:15 AM**

<b>Statler 265</b>	<b>6.3 - <i>Customer Value: Session II</i></b>	Chair: Youakim Badr, National Institute of Applied Sciences (INSA-Lyon)
Presentation #1	Value in S-D logic and economics: Towards a common understanding	Presenter: Kristin Stevik, Hedmark University College
Presentation #2	Adoption of innovative customer solutions - Success through integration of services?	Presenters: Christoph Baumeister, Technische Universitat Munchen; Marcus Zimmer, Technische Universitat
Presentation #3	The relevance of consumers' preference dispositions within tariff-choices	Presenters: Sven Heidenreich, European Business School; Matthias Handrich, European Business School

<b>Statler 291</b>	<b>6.4 - <i>Customer Delight and Loyalty</i></b>	Chair: Michael McCall, Ithaca College
Presentation #1	To delight or not delight: Antecedents of the recovery paradox	Presenters: Christian Heumann, Technische Universitaet Muenchen; Florian V Wangenheim, Technische Universitaet Muenchen
Presentation #2	Customer loyalty programs	Presenter: Michael McCall, Ithaca College
Presentation #3	The influence of a small gift and a personal greeting on the customer experience	Presenters: Paul Fombelle, North Eastern University; Anders Gustafsson, Karlstad University; Martin Lofgren, Karlstad University; Lars Witell, Karlstad University

<b>Statler 341</b>	<b>6.5 - <i>Service Theory and Applications</i></b>	Chair: Kirsti Kuusterä, Aalto University
Presentation #1	The three value proposition cycles of equipment based service	Presenters: Laura Smith, University of Exeter; Irene Ng, University of Exeter; Roger Maull, University of Exeter
Presentation #2	Servicescape extended to lifescape in elderly care: Home versus institution	Presenters: Kirsti Kuusterä and Anu Helkkula, Aalto University
Presentation #3	Preserving in five-star hotel	Presenters: Mohd Raziff Jamaluddin, Rahmat Hashim and Mohd Hafiz Mohd Hanafiah, Universiti Teknologi MARA

Sunday, June 5, 2011 · 9:45 AM - 11:15 AM

<b>Statler 351</b>	<b>6.6 - Service Customers: Session II</b>	Chair: Kati Suomi, University of Turku
Presentation #1	Using service stories to trace the customer's logic	Presenters: Henrich Nyman, Hanken School of Economics; Tore Strandvik, Centre for Relationship Marketing and Service Management; Karl-Jacob Mickelsson, Centre for Relationship Marketing and Service Management
Presentation #2	Why indirect customers deserve managers' attention: A quantitative and qualitative study on indirect customer engagement behavior	Presenters: Katrien Verleye, Ghent University, Belgium; Paul Gemmel, Ghent University, Belgium; Deva Rangarajan, Vlerick Leuven Gent Management School, Belgium
Presentation #3	Who's my customer? A cross-level examination of the synergistic effects of market orientation, service climate, and internal marketing on manager job performance	Presenters: Sean Way, Cornell University; Robert Kwortnik, Cornell University; Michael C. Sturman, Cornell University
Presentation #4	A robust approach for modeling customer satisfaction determinants in service sector	Presenters: Maria Auxiliadora Cannarozzo Tinoco, Universidade Federal do Rio Grande do Sul – UFRGS; José Luís Duarte Ribeiro, Universidade Federal do Rio Grande do Sul – UFRGS

<b>Statler 391</b>	<b>6.7 - Co-Creation: Session III</b>	Chair: Breffni Noone, Penn State University
Presentation #1	Broadening the concept of service: A tripartite value co-creation perspective for service sustainability	Presenters: Kunio Shirahada, Japan Advanced Institute of Science and Technology; Raymond Fisk, Texas State University - San Marcos
Presentation #2	Co-creating health: Do ICT-based service encounters increase customer activity in a lifestyle intervention service?	Presenter: Karita Reijonsaari, Aalto University
Presentation #3	The dimensions of co-creation and its contribution to market success	Presenters: Anders Gustafsson, Karlstad University; Per Kristensson, Karlstad University; Lars Witell, Karlstad University

<b>Statler 396</b>	<b>6.8 - Service Employees: Session III</b>	Chair: Sander Svaeri, Oslo School of Management
Presentation #1	No matter how old? How employee's age colors customer's perception and judgment in different service settings	Presenters: Silke Bartsch, LMU Munich; Marianna Itsykovych, LMU Munich
Presentation #2	Customers and their positive impact on service personnel job outcomes	Presenters: Romana Garma, Victoria University; Liliana Bove, University of Melbourne
Presentation #3	The labor Illusion: How operational transparency increases perceived value	Presenter: Ryan Buell, Harvard Business School

**Sunday, June 5, 2011 · 9:45 AM - 11:15 AM**

<b>Statler 398</b>	<b>6.9 - Service Process Analysis: Session I</b>	Chair: Liana Victorino, University of Victoria
Presentation #	Does convenience play a role in customer satisfaction models?	Presenters: Line Olsen, BI Norwegian School of Management; Tor Andreassen, BI Norwegian School of Management
Presentation #2	A methodology for appropriate performance metric selection for network integration in a service supply chain organization	Presenters: Tomas Harrington, University of Cambridge; David Allan Kirkwood, University of Cambridge
Presentation #3	The human power of service brands	Presenters: Silke Bartsch, Universität München

<b>Invited Panel Discussion: Service Operations in Network Environment (Part 2)</b>		
<b>Statler 278</b>	Moderator: Xiande Zhao, Chinese University of Hong Kong and South China University of Technology	
9:45 AM - 11:15 AM	Panelists: Aleda Roth, Clemson University; Gabriele Piccole, Grenoble Ecole de Management; Chris Voss, London School of Business; Vicki Smith-Daniels, Indiana University; Irene Ng, University of Exeter and University of Cambridge	

<b>11:15 - 11:30 AM</b>	Break (Boxed Lunch) Take to next session	Location: Park Atrium
-------------------------	---	-----------------------

**Sunday, June 5, 2011 · 11:30 AM - 1:00 PM**

<b>Statler 196</b>	<b>7.1 - Retail Services</b>	Chair: Vishal Gaur, Cornell University
Presentation #1	The impact of music in retail service zones: Intended and unintended consequences	Presenters: Steve Oakes, University of Liverpool Management School; Anthony Patterson, University of Liverpool Management School
Presentation #2	Background music as part of the servicescape - A study of the effect of music on the shopping experience	Presenters: Pernille Andersson, Karlstade University; Erki Eastlund, Karlstad University; Anders Gustafsson, Karlstad University; Per Kristensson, Karlstade University
Presentation #3	Packaging placement and design as extrinsic cues: A visual perception study on non-durables consumer goods	Presenters: Poja Shams, Karlstad University; Erik Wastlund, Karlstad University; Martin Lofgren, Karlstad University

**Sunday, June 5, 2011 · 11:30 AM - 1:00 PM**

<b>Statler 198</b>	<b>7.2 - Customer and Employee Behavior</b>	Chair: Sean Way, Cornell University
Presentation #1	Honestly, does your behavior match your green attitude? Analyzing environmental friendly attitudes influence on behavioral intentions and satisfaction with a service	Presenters: Gabriela Beirao, University of Porto; Jose Sarsfield Cabral, University of Porto
Presentation #2	Frontline employees' coping strategies for role conflicts and their impact on customer participation behavior	Presenters: Julian Volz, University of Hohenheim, Marion Büttgen, University of Hohenheim, Zelal Ates, Jan Schumann

<b>Statler 265</b>	<b>7.3 - Service Operations and Logistics</b>	Chair: Liana Victorino, University of Victoria
Presentation #1	Shared management approach as an alternative to reduce logistics costs	Presenters: Nelson Kadel, Cimpor; Paula Dornelles, Universidade do Vale do Rios dos Sinos; Eduardo Zaccaron, Universidade do Vale di Rio dis Sinos; Giancarlo Pereira, Universidade do Vale do Rio dos Sinos; Miriam Borchardt, Universidade do Vale do Rio dos Sinos; Miguel Sellitto, Universidade do Vale do Rio dos Sinos
Presentation #2	After-sales dimensions in a product service system operation: A case study	Presenters: Felipe Helfensteller; Miriam Borchardt, Unisinos University; Giancarlo M. Pereira, Unisinos University; Miguel A Sellitto, Unsinos University

<b>Statler 291</b>	<b>7.4 - Service Case Studies</b>	Chair: Barry Cross, Queen's University
Presentation #1	Evaluation study of the "Transmetro" mass transportation system in the city of Barranquilla	Presenter: Erick Calvo, Universidad Autonoma Del Caribe
Presentation #2	Clashing of ownership in tourism development period	Presenter: Yuthasak Chatkaewnapanon, Payap University
Presentation #3	The service sector linkage and challenges in Nigeria	Presenters: Doyin Salami, Lagos Business School; Ikechukwu Kelilume, Lagos Business School
Presentation #4	Service failure and service recovery: A case of three-star hotel segment in Malaysia	Presenters: Mohd Raziff Jamaluddin, Rahmat Hashim and Mohd Hafiz Mohd Hanafiah, Universiti Teknologi MARA



**Sunday, June 5, 2011 · 11:30 AM - 1:00 PM**

<b>Statler 341</b>	<b>7.5 - Customer Value: Session III</b>	Chair: Linchi Kwok, Syracuse University
Presentation #1	Enabling and relieving processes of value creation: Insights from service-dominant logic	Presenter: Christian Kowalkowski, Linköping University
Presentation #2	Different approaches to increasing customer value by service innovation - Linking customer-orientation to innovation typologies in a broader value concept	Presenters: Mikko Rieppula, Aalto University; Arja Kuusisto, Lappeenranta University of Technology
Presentation #3	Customer Preferences for Online and Social Media Channels for Making Hotel-choice Decisions	Presenters: Laura McCarthy; Debra Stock; Rohit Verma, Cornell University

<b>Statler 351</b>	<b>7.6 - Service Strategy</b>	Chair: Cathy Enz, Cornell University
Presentation #1	Corporate culture, strategic orientation and financial performance	Presenter: Hyun Han, Michigan State University
Presentation #2	'Shared value' dimensions within multi-organizational service networks	Presenters: Tomas Harrington, University of Cambridge; Jagjit Singh Sra, University of Cambridge
Presentation #3	Strategic partnership "productivity of services" - Public private partnership fostering service productivity	Presenters: Inka Mörschel and Walter Ganz, Fraunhofer IAO

<b>Statler 391</b>	<b>7.7 - New Service Development: Session III</b>	Chair: Tomas Bayon, German Graduate School of Management and Law
Presentation #1	The transformation from being closed to becoming open during a new service innovation project	Presenters: Carina Sjodin, Malardalen University; Per Kristensson, Karlstad University
Presentation #2	Operational integration of new services: Variations and reactions	Presenters: Marie-Pierre Spooner, University of Quebec
Presentation #3	New service development maturity model	Presenters: Jin Dayu, National University of Singapore; Chai Kah Hin, National University of Singapore; Tan Kay Chuan, National University of Singapore

**Sunday, June 5, 2011 · 11:30 AM - 1:00 PM**

Concurrent Sessions

<b>Statler 396</b>	<b>7.8 - Service Process Analysis: Session II</b>	Chair: Marianna Itsykovich, University Munich
Presentation #1	Business process design in service environments: A literature review and new research directions	Presenters: Frederic Ponsignon, University of Exeter; Roger Maull, University of Exeter; PA Smart, University of Exeter
Presentation #2	Core service capabilities of a product manufacturing company	Presenters: Tuomas Huikkola, University of Vaasa; Marko Kohtamaki, University of Vaasa
Presentation #3	Fine service: A new pattern for quality improvement - Conceptualization and implication	Presenters: Zhong Li; Changhong Bai, Nankai University; Kun Yang, Nankai University

<b>Statler 398</b>	<b>7.9 - Service Organization and Culture</b>	Chair: Mattias Elg, Linköping University
Presentation #1	Evolution of value-configuration spaces: Empirical evidences from public transit services	Presenters: Heiko Gebauer, Cirus; Mikael Johnson, Karlstad University; and Bo Enquist, Karlstad University
Presentation #2	Strategies for dignity in service work	Presenters: Helena Lundberg and Henrietta Huzell, Karlstad University
Presentation #3	Recruiters' expectations vs. students' perceptions, descriptive approach to hospitality skills: Special reference to Oman	Presenter: Sedat Yuksel, Ministry of Higher Education, College of Applied Sciences

<b>1:00 - 1:30 PM</b>	<b>Closing Session</b> Conference summary by Rohit Verma	Location: Statler Auditorium
-----------------------	---	------------------------------

## Conference Co-Chairs

**Stephen Brown:** Professor, Edward M. Carson Chair, and Executive Director, Center for Services Leadership, Arizona State University

**Bo Edvardsson:** Professor, Founder & Director, Service Research Center - CTF, Karlstad University

**Robert Johnston:** Professor, Warwick Business School, University of Warwick

**Richard Metters:** Associate Professor, Goizueta Business School, Emory University

**Rohit Verma:** Professor of Service Operations and Exec. Director, CHR, School of Hotel Administration, Cornell University

## Conference Advisors

**Michael Johnson:** Dean and E.M. Statler Professor, School of Hotel Administration, Cornell University

**Steve Carvell:** Associate Dean for Academic Affairs, School of Hotel Administration, Cornell University

## Proceedings Coordinators

**Bo van der Rhee:** Associate Professor, Marketing and Supply Chain Management, Nyenrode University

**Liana Victorino:** Assistant Professor, University of Victoria

## International Scientific Committee

**Mark Davis:** Professor of Management, Bentley University

**Inigo Echeveste:** Professor, Marketing Innovation & Strategy, Ecole hôtelière de Lausanne

**Don Eisenstein:** Professor of Operations Management, University of Chicago

**John Ettlie:** Professor & Benjamin Forman Chair for Research, Rochester Institute of Technology

**Brooke Hollis:** Executive Director, Sloan Program of Health Administration, Cornell University

**Jay Kandampully:** Professor, Ohio State University

**Katherine Lemon:** Accenture Professorship and Professor of Marketing, Boston College

**Larry Menor:** Associate Professor, University of Western Ontario

**Irene Ng:** Professor of Marketing Science, University of Exeter

**Pedro Oliveira:** Assistant Professor, Catholic University of Portugal

**Harmen Oppewal:** Professor of Marketing, Monash University

**A "Parsu" Parasuraman:** Professor & James W. McLamore Chair, University of Miami

**Elliot Rabinovich:** John G. and Barbara A. Bebbling Professor, Arizona State University

**Aleda Roth:** Burlington Industries Professor of Supply Chain Management, Clemson University

**J. Bruce Tracy:** Associate Professor, School of Hotel Administration, Cornell University

**Asoo Vakharia:** Beall Professor of Supply Chain Management, University of Florida

**Don Wardell:** Professor of Management, University of Utah

**Xiande Zhao:** Professor of Supply Chain Management, Chinese University of Hong Kong

## Journals Supporting QUIS 12 Conference

*Cornell Hospitality Quarterly*  
*Decision Sciences*  
*Journal of Service Management*  
*Managing Service Quality*  
*Journal of Service Research*  
*Journal of Operations Management*  
*Journal of Applied Management and Entrepreneurship*

## Best Paper Award

Sponsored by *Journal of Service Management*

