**PROGRAM OVERVIEW**

**MONDAY JUNE 10**
Scandic Hotel Winn  
13.00-17.00 Doctoral Consortium

**MONDAY JUNE 10**
Värmlands Museum  
18.00-20.00 REGISTRATION & WELCOME RECEPTION

**TUESDAY JUNE 11**
07.45 Bus to University  
08.15 PLENARY SESSION 1  
10.00 MORNING BREAK  
10.30 CONCURRENT 1-10  
12.00 LUNCH  
13.00 PLENARY SESSION 2  
14.15 AFTERNOON BREAK  
14.45 CONCURRENT 11-20  
16.20 Bus to hotels  
17.45 Bus to Sunne  
19.00 THEATER  
20.30 DINNER  
22.00 Bus to Karlstad  
23.00 Arrival at hotels

**WEDNESDAY JUNE 12**
07.45 Bus to University  
08.15 PLENARY SESSION 3  
10.00 MORNING BREAK  
10.30 CONCURRENT 21-30  
12.00 LUNCH  
13.00 CONCURRENT 31-40  
14.30 AFTERNOON BREAK  
15.00 CONCURRENT 41-50  
16.35 Bus to hotels  
Walk to evening events  
18.30 SANDGRUND  
19.30 BANQUET CCC

**THURSDAY JUNE 13**
Walk to Karlstad CCC  
08.30 CONCURRENT 51-53  
10.00 MORNING BREAK  
10.30 PLENARY SESSION 4  
12.00 LUNCH

**KARLSTAD CITY**
1 SCANDIC WINN HOTEL  
NORRA STRANDGATAN 9-11  
2 ELITE STADSHOTELLET  
KUNGSGATAN 22  
3 CLARION HOTEL PLAZA  
VÄSTRA TORGGATAN 2  
4 VÄRMLAND MUSEUM  
SANDGRUNDSUDDEN  
5 SANDGRUND LARS LERIN  
VÄSTRA TORGGATAN 28  
6 KARLSTAD CCC  
TAGE ERLANDERGATAN 8  
7 RAILWAYSTATION
QUIS 16

Advancing Service Research and Practice
June 10-13, 2019 Karlstad Sweden

HOSTED BY
CTF, Service Research Center, Karlstad University, Sweden

IN CONJUNCTION WITH
Center for Services Leadership, Arizona State University, USA
Cornell Institute for Healthy Futures, Cornell University, USA

SPONSORS

SERVICE RESEARCH CENTER
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KARLSTAD
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<td>The Logic of Service in Future Research</td>
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WEDNESDAY JUNE 12
Karlstad University

Bus departure from hotels 07.45

PLENARY SESSION 3 Aula Magna 08.15-10.00
Intangible Investments Do Payoff: The Story Behind the Wall Street Journal’s Management Top 250
LAWRENCE CROSBY

Service Research: Investing in Relevance and Rigor 09.15-09.45
MARY JO BITNER

Awards and Announcements 09.45-10.00
MORNING BREAK 10.00

CONCURRENT SESSION 21-30 10.30-11.55
LUNCH Transformum 12.00
(JOSM EAB Meeting 1B421) 12.10

CONCURRENT SESSIONS 31-40 13.00-14.25
AFTERNOON BREAK 14.30

CONCURRENT SESSIONS 41-50 15.00-16.25
Bus departure from university 16.35
Walk to evening events

SANDGRUND LARS LERIN MUSEUM 18.30

BANQUET Karlstad CCC 19.30

THURSDAY JUNE 13
Karlstad CCC, plan 4

Walk to Karlstad CCC

PLENARY SESSIONS 4 CCC Lerinsalen 10.30-12.00
Service Scholarship: Past Perspectives and Future Hopes 10.30-11.45
Moderator: LARS WITELL
DAVID BOWEN, RUTH BOLTON, RAYMOND FISK

Conference Closing 11.45-12.00
BO EDVARDSSON
LUNCH 12.00
CO-CHAIRS

Professor **BO EDVARDSSON**
CTF, Service Research Center, Karlstad University
Sweden

Professor **MARY JO BITNER**
Center for Services Leadership, Arizona State University
USA

Professor **ROHIT VERMA**
Cornell Institute for Healthy Futures, Cornell University
USA

Professor **ANDERS GUSTAFSSON**
CTF, Service Research Center, Karlstad University
Sweden
**PLENARY SPEAKERS - P1**

**BO EDVARDSSON** is Professor of Business Administration and former Vice Rector at Karlstad University, Sweden. Professor Edvardsson is the founder of CTF, Service Research Center at Karlstad University. He is also Professor II at Inland Norway University of Applied Sciences. In 2008, he received the RESER Award Commendation for lifetime achievement to scholarship by The European Association for Service Research, and in 2004 The AMA Career Contributions to the Services Discipline Award. In 2013 Professor Edvardsson was appointed Honorary Distinguished Professor of Service Management, EGADE Business School, Mexico. In 2009, he was awarded Honorary Doctorate, Swedish School of Economics and Business Administration, Hanken. He is the former editor of Journal of Service Management. His research includes new service development and innovation, complaints management and service recovery, service-dominant logic and ecosystems transformation. Bo Edvardsson Google Scholar citations in May 2019 shows that Bo has 15,900 citations.

**ANDERS GUSTAFSSON** is a Professor of Marketing at BI - Norwegian Business School, Norway, and affiliated to CTF, Service Research Centre at Karlstad University, Sweden. He is the current editor in chief for Journal of Business Research and an area editor of Journal of Service Research. He is the President for AMA’s Academic Council and will be responsible for some of AMA’s major academic events in 2019/2020. Recently he received the Christopher Lovelock Career Contributions to the Services Discipline Award.

**STEPHEN W. BROWN** is the Emeritus Edward M. Carson Chair, Emeritus Professor of Marketing and Distinguished Faculty with the Center for Services Leadership (CSL), W. P. Carey School of Business, Arizona State University. He is also a Strategic Partner with The INSIGHT Group. From its founding in 1985 until 2011, he served as the CSL’s executive director. He is also a former national president of the American Marketing Association. Professor Brown has co-authored and co-edited 23 books and over 100 articles. Much of his research and writing focuses on the science of service and the topics of strategic services marketing, service excellence and recovering from service failures. Most recently, he’s devoting major research, executive teaching and consulting to the area of service infusion or growing service revenues in product-dominant companies. Dr. Brown has been identified as one of the ten most frequent contributors to the English-language services marketing literature in the world. He’s been awarded honorary doctoral degrees from the HANKEN School of Economics in Finland and from Karlstad University in Sweden. He is the recipient of the Career Contributions to Services Marketing Award from the American Marketing Association and the Educator of the Year Award from the Association for Service Management International. He’s served as a speaker and seminar leader for conferences and business meetings around the world. Dr. Brown has co-founded three companies, and he serves on the boards of directors of several companies and as a trustee of the Lowell Observatory Foundation. In recent years, he’s focusing on creative nonfiction writing.
PLENARY SPEAKERS - P1

LEONARD L. BERRY is University Distinguished Professor of Marketing, Regents Professor, and holds the M.B. Zale Chair in Retailing and Marketing Leadership in the Mays Business School at Texas A&M University. He also is a Presidential Professor for Teaching Excellence. As a Visiting Scientist at Mayo Clinic in 2001-2002, he conducted an in-depth research study of healthcare service, the basis for his book, Management Lessons from Mayo Clinic (2008). Concurrent with his faculty position in Mays Business School, Dr. Berry is a Senior Fellow of the Institute for Healthcare Improvement studying service improvement in cancer care for patients and their families. Professor Berry has written ten books in all, including: Discovering the Soul of Service; On Great Service; Marketing Services: Competing Through Quality; and Delivering Quality Service. He is the author of numerous academic articles and an invited lecturer throughout the world. Professor Berry's teaching and research have been widely recognized with many honors for his contributions, including The Sheth Gold Medal, The American Marketing Association (AMA) William Wilkie Marketing for a Better World Award, the Paul D. Converse Award, the AMA/McGraw-Hill/Irwin Distinguished Marketing Educator Award, the Career Contributions to Services Marketing Award from the AMA, and the Outstanding Marketing Educator Award from the Academy of Marketing Science. He is a Fellow of both the American Marketing Association and the Academy of Marketing Science. Texas A&M awarded him the Distinguished Achievement Award in Teaching (1990) and the Distinguished Achievement Award in Research (1996 and 2008), the highest honors bestowed upon its faculty members. In 2014, he was inducted into Arizona State University's Carey School of Business Hall of Fame, the first doctoral graduate to be selected, and in 2015 the Mays Business School at Texas A&M awarded him the Lifetime Achievement Award for Research and Scholarship. A former national president of the American Marketing Association, Dr. Berry founded the Center for Retailing Studies at Texas A&M in 1982 and served as its director through 2000.

EVERT GUMMESSON is Professor Emeritus of Marketing and Management at the Stockholm Business School, and was the first professor of CTF. He graduated at the Stockholm School of Economics, has a Ph.D. from Stockholm University and is a Fellow and Honorary Doctor of Hanken School of Economics, Helsinki, and a Fellow of the University of Tampere, both in Finland. His research interests include service-dominant logic, service science, relationship marketing and research methodology. He is the author of 400 publications. His latest book is Case Theory in Business and Management: Reinventing Case Study Research, (2017, Sage, London, 368 pp.). Evert has been particularly involved in starting and co-chairing QUIS, ICRM (International Conference on Relationship Marketing), and the Naples Forum on Service. He has received several awards among them the Christopher Lovelock Career Contributions to the Services Discipline Award, and was the first winner of the S-D Logic Award and the Grönroos Service Research Award. The Chartered Institute of Marketing, UK, has listed him as one of the 50 most important contributors to marketing. He has been a frequent speaker at conferences, companies, executive education programs, and universities throughout the world. He also has twenty-five years of practical experience from businesses and government organizations.
PLENARY SPEAKERS - P1

A. PARASURAMAN (PARSU) is a Professor and Holder of the James W. McLamore Chair in Marketing (endowed by the Burger King Corporation) and Director of PhD Programs at the School of Business, University of Miami. He teaches and does research in the areas of services marketing, service-quality measurement and improvement, and the role of technology in marketing to and serving customers. In 1988 Dr. Parasuraman was selected as one of the "Ten Most Influential Figures in Quality" by the editorial board of The Quality Review, co-published by the American Quality Foundation and the American Society for Quality Control. He has received many distinguished teaching and research awards. In 1998 he received the American Marketing Association’s Career Contributions to the Services Discipline Award. He received the Academy of Marketing Science’s Outstanding Marketing Educator Award in 2001 and was designated as a Distinguished Fellow of the Academy in 2004. He has also been named to the Chartered Institute of Marketing (U.K)’s Guru Gallery, which profiles the 50 leading marketing thinkers worldwide. In 2005 he received a Distinguished Alumnus Award from IIT-Madras, his undergraduate alma mater. In 2008 the e-TQM College (now Hamdan Bin Mohammed e-University) in Dubai established The Parasuraman Service Excellence Research Prize, an annual award to foster more scholarly research throughout the Middle East region. In 2009 the Society for Marketing Advances honored him with the Elsevier Distinguished Scholar award. In 2011 Maastricht University in the Netherlands conferred upon him an Honorary Doctorate degree. He is the recipient of the 2012 Paul D. Converse Award for significant scholarly contributions to marketing, the 2013 Gil Churchill Award for Lifetime Contributions to Marketing Research and the 2018 AMA Higher Ed SIG’s Lifetime Achievement Award. Dr. Parasuraman has published over 130 articles in scholarly journals and has served as editor of the Journal of the Academy of Marketing Science (1997-2000) and the Journal of Service Research (2005-2009). He also serves on the editorial review boards of ten journals. He has authored several books, consulted with many companies, and conducted dozens of executive seminars on service quality, customer satisfaction and the role of technology in service delivery in many countries.

VALARIE ZEITHAML is the David S. Van Pelt Distinguished Professor of Marketing, Kenan-Flagler Business School, University of North Carolina at Chapel Hill. An award-winning teacher and researcher, she was recently recognized as an AMA Fellow. She was also acknowledged in the 2014 List of Thomson Reuters 2014 World’s Most Influential Scientific Minds, representing scholars in the top 1% of citations in their academic fields. She won the 2012 Bullard Research Impact Award in recognition of the broad impact of research on the field, industry, and society; the 2009 AMA Irwin/McGraw-Hill Distinguished Marketing Educator Award; and the 2008 Paul D. Converse Award for outstanding and enduring contributions to marketing. Among her more than 100 publications are articles that have won the Journal of Marketing Research O’Dell Award, the Maynard Award, the Sheth Foundation/Journal of Marketing Award. She is the author or co-author of five business books and the leading services marketing textbook. She has researched customer expectations in more than 50 industries and consulted with companies all over the world. Zeithaml received her PhD and MBA from the University of Maryland. She served as an MSI academic trustee for six years and was Past Chairman of the Board of the AMA.
PLENARY SPEAKERS - P2

RODERICK J BRODIE is Professor in the Department of Marketing at the University of Auckland of Business School, New Zealand. His research and teaching experience is in marketing theory, strategy, branding and service research. He has consulted with a range of government and business areas and acted as an expert witness in a number of landmark legal cases. His publications have appeared in leading international journals including: Journal of Marketing, Journal of Marketing Research, International Journal of Research in Marketing, and others. He is an associate editor of the Journal of Service Research and Marketing Theory and has served on the Editorial Boards of the Journal of Marketing, the International Journal of Research in Marketing, the Journal of Service Research, and the Australasian Journal of Marketing. He has been active in the development of Marketing Education in Australasia and internationally and 1998 was the founding president of the Australia New Zealand Marketing Academy (ANZMAC), in 2002 was presented with the ANZMAC Distinguished Researcher and in 2004 he was made one of the founding Fellows. In 2011 he was elected as the 1st Southern hemisphere Fellow for the European Marketing Academy (EMAC). In 2004 he was recognised with the University of Auckland’s Business School’s Research Excellence Award for Sustained Research Performance. He has held visiting professorships at a number of leading US and European Business Schools. He is currently serving on the Royal Society Marsden Social Science Panel and has served the national PBRF panel Business and Economics.

CHRISTIAN GRÖNROOS is Professor Emeritus of Service and Relationship Marketing at Hanken School of Economics Finland. He is one of the pioneers in the fields of service marketing and management and relationship marketing research and a representative of the internationally recognized Nordic school of marketing thought. He is also the first non-Northern American to receive AMA’s Servsig Career Contribution to the Services Discipline Award. In 2011 the Sheth Foundation elected him the 11th Legend in Marketing. His current research interests include service logic, adopting a service perspective in manufacturing, and reinventing marketing. He is a distinguished member of the Finnish Society of Sciences and Letters, and he is a member of its financial committee. He is the most cited scholar in the business administration and management field in Finland. His views on service and relationship marketing are summarized in the latest edition of his book Service Management and Marketing: Managing the Service Profit Logic (John Wiley, 2015) and in his video lectures on Youtube on Principles of Service Management (2019).

STEPHEN L. VARGO is a Shidler Distinguished Professor and Professor of Marketing at the University of Hawaii. He holds or has held visiting positions at the Judge Business School at the University of Cambridge, the University of Warwick, Karlstad University, the University of Maryland, and other major universities, as well as VTT Technical Research Center of Finland. His primary areas of research are market and marketing theory and marketing strategy. He is best known for his work with Robert F. Lusch and others on service-dominant logic. He has had over 100 publications, including articles published in the Journal of Marketing, the Journal of the Academy of Marketing Science, the Journal of Service Research, and other major marketing journals. He also is the editor-in-chief of AMS Review, and serves on editorial review/advisory boards of 17 journals, including the Journal of Marketing, Journal of the Academy of Marketing Science and the Journal of Service Research, and has served as editor or co-editor of 17 special issue/sections of various journals. Together with Robert Lusch, he has published three books. Professor Vargo has twice received the Shelby D. Hunt/Harold H. Maynard Award by the American Marketing Association for significant contribution to marketing theory and thought, the AMA/Sheth Foundation Award for long term contributions to the field of marketing and the Evert Gummesson Award for outstanding research, among other awards. Clarivate Analytics (formerly, Thomson-Reuters) has identified him as one of the World’s Most Influential Scientific Minds/Highly Cited Researchers (top 1%) in economics and business in each of the last five years (2014–2018).
PLENARY SPEAKERS - P3

**LAWRENCE (LARRY) CROSBY** is the Chief Data Scientist of the KH Moon Center for a Functioning Society, within the Drucker Institute. In that capacity, Crosby developed the Drucker Model which underlies the Management Top 250 published by the Wall Street Journal. He is also President of L.A. Crosby & Associates, a research and consulting firm focused on marketing and organizational effectiveness. From 2013-15, Crosby was the Henry Y. Hwang Dean of the Peter F. Drucker and Masatoshi Ito Graduate School of Management, at the Claremont Graduate University. From 2010 to 2013, he served as Dean of the Spears School of Business at Oklahoma State University. Professionally, Crosby is a recognized expert on customer engagement and loyalty, writing a quarterly column on that topic for the AMA publication Marketing News. Prior to becoming Dean at OSU, he was the chief loyalty architect of the Customer Experience Practice at global market research company Synovate Ltd. (now part of Ipsos). Before that, he co-founded and served as chairman/CEO of Symmetrics Marketing Corporation, a customer loyalty research and consulting firm. His background also includes being CEO of Walker CSM Worldwide and serving on the faculties of Arizona State University, the University of Michigan and the University of Nebraska. Dr. Crosby holds PhD, MBA and Bachelor’s degrees from the University of Michigan.

**MARY JO BITNER** is one of the founders of the service marketing discipline, committing her career to the study of customer-employee interactions, technology delivered service, service infusion and customer satisfaction. She has published more than 50 journal articles in leading academic and managerial journals. She was the editor-in-chief of the Journal of Service Research and is the co-author of "Services Marketing: Integrating Customer Focus Across the Firm," and "Profiting From Services and Solutions: What Product-Centric Firms Need to Know," a text used in universities around the world, now in its 7th edition. Professor Bitner recently became an Emeritus Faculty member at ASU. Prior to that she was the Edward M. Carson Chair in Services Marketing and the executive director of Arizona State University’s W. P. Carey School Center for Services Leadership, a globally recognized authority on how to compete strategically through the profitable use of services. Among many honors, Professor Bitner has received the Christopher Lovelock Career Contributions to the Services Discipline Award from the American Marketing Association's SERVSIG, an IBM Faculty Award, the MMA Marketing Innovator Award and ISSIP’s inaugural Fellow Award for Lifetime Achievement in Service Science.
PLENARY SPEAKERS - P4

DAVID E. BOWEN is Faculty Emeritus, Thunderbird School of Global Management, where he twice served as Chief Academic Officer, and a member, Distinguished Faculty Network, Center for Services Leadership, Arizona State University. His service research of thirty five years has focused on organizational behavior, organizational theory and employee management issues. He received the Christopher Lovelock Career Contributions to the Services Discipline Award in 2008, and was an Associate Editor for the Journal of Service Research. He received, with Ben Schneider, the article of the year (2014) award in JSR and received the Academy of Management Review Decade Award in 2014 for AMR’s most-cited article published ten years prior. His articles have also appeared in Journal of Applied Psychology, Academy of Management Journal, Academy of Management Perspectives (article of the year award 2007), Harvard Business Review, Sloan Management Review and Journal of Service Management. His books include the Advances in Services Marketing and Management series, 1992-1998, with S. Brown and T. Swartz and Winning the Service Game, Harvard Business School Press, 1995, with Schneider. In 2012, Academy of Management Perspectives assessed the impact of 384 of the 550 most highly cited management scholars in the past three decades. Dr. Bowen ranked No. 128 on the number of citations and No. 58 on the number of Google pages on domains other than edu.

RUTH BOLTON is a Professor of Marketing with W. P. Carey School of Business at Arizona State University. She joined ASU in 2004. Her prior academic appointments include positions with Vanderbilt University, University of Oklahoma, University of Maryland, and Harvard University. Her research areas include the customer experience, multi-channel management of services and the execution of high technology, interactive services. Her current projects focus on service encounters involving automated social presence and how contextual variables moderate customers responses to service experiences in global markets. Professor Bolton is the recipient of the 2016 American Marketing Association/Irwin-McGraw Hill Distinguished Marketing Educators Award and the American Marketing Association SERVSIG Career Contributions in Service Award, 2007.

CONCURRENT SESSIONS

TUESDAY JUNE 11

10:30 - 12:00 CONCURRENT 1 Erlandersalen, 11D227

10:30 - 11:00 A26 - Communication Accommodation Style as a Means to reduce Social Distance in the P2P Sharing-Service Setting
Jooyoung Kang1, Sunmee Choi1, Sooyun Kim1, Heejin Kim2
1 School of Business, Yonsei University, Seoul, Korea
2 Department of Communications, Yonsei University, Seoul, Korea

11:00 - 11:30 A17 - Better Designing Messages to B2C Sharing-Service Customers for Compliance
Sooyun Kim1, Sunmee Choi1, Heejin Kim2
1 School of Business, Yonsei University, Seoul, Korea
2 Department of Communications, Yonsei University, Seoul, Korea

11:30 - 12:00 A150 - True Sharing or sharing economy FAD? The unexpected role of social and economic motives
Hugo Guyader1, Mario Kienzler1
1 Department of Management & Engineering, Linköping University, Sweden

10:30 - 12:00 CONCURRENT 2 Andersalen, 11D121

10:30 - 11:00 A46 - Empowering Service Employees to Manage Deceptive Consumer Behavior
Joshua Siegel1, Willemijn van Dolen1, Evangelos Kanoulas2, Athanasios Efthymiou3
1 Amsterdam Business School, University of Amsterdam, Amsterdam, The Netherlands
2 Amsterdam Business School & Informatics Institute, University of Amsterdam, Amsterdam, The Netherlands
3 Informatics Institute, University of Amsterdam, Amsterdam, The Netherlands

11:00 - 11:30 A135 - The Remedial Effect of Complaint Process Recovery (CPR) after a Double Deviation
Katja Gelbrich1, Sarah Voigt1, Cristiane Pizzuti dos Santos2
1 Catholic University Eichstätt-Ingolstadt, Ingolstadt, Germany
2 Federal University of Rio Grande do Sul, Porto Alegre, Brazil

11:30 - 12:00 A38 - Customers’ Reactions to Intentional Service Failures
Amin Nazifi1, Katja Gelbrich2, Dahlia El-Manstrly3
1 University of Strathclyde, Glasgow, UK
2 KU, Eichstätt-Ingolstadt, Germany
3 University of Edinburgh, Edinburgh, UK

10:30 - 12:00 CONCURRENT 3 Agardhsalen, 11D257

10:30 - 11:00 A65 - Inauthentic engagement: the role of self-presentation in consumer engagement behaviour
Archareeporn Thanvarachorn1, Matthew Alexander1, Anne Marie Doherty1
1 Marketing, University of Strathclyde, Glasgow, UK

11:00 - 11:30 A151 - Understanding customer learning in service: Process and antecedents
Daria Novikova1, Prof. dr. Allard van Riel1, Prof. dr. Sandra Streukens1
1 University of Hasselt, Hasselt, Belgium

11:30 - 12:00 A81 - Customers’ Reactions to Intentional Service Failures
Amin Nazifi1, Katja Gelbrich2, Dahlia El-Manstrly3
1 University of Strathclyde, Glasgow, UK
2 KU, Eichstätt-Ingolstadt, Germany
3 University of Edinburgh, Edinburgh, UK

10:30 - 12:00 CONCURRENT 4 11B240

10:30 - 11:00 A134 - The Influence of Service Employee’s Branding Behaviors on Brand Outcomes in Service Encounters
Jiun-Sheng Chris Lin1, Chih-Ying Chu1
1 National Taiwan University, Taipei, Taiwan

11:00 - 11:30 A92 - Negative customer engagement in commercial service contexts
Diem Dol1, Kaleel Rahman2, Linda Robinson2
1 Australia
2 RMIT University, Australia

11:30 - 12:00 A3 - A customer diversity perspective on Customer-to-Customer Interaction (CCI)
Richard Nicholls1
1 University of Worcester, Worcester Business School, Worcester, UK

10:30 - 12:00 CONCURRENT 5 11C269

10:30 - 11:00 A124 - The clock is ticking or is it? Asymmetric impact of shorter- vs. longer-than-expected waits on customer satisfaction
Delphine Caruelle1, Line Lervik-Olsen1, Anders Gustafsson1
1 BI Norwegian Business School, Oslo, Norway
11:00 - 11:30 A75 - Linguistic style matching in service interactions: Does emotional similarity count?
Karin Teichmann1, Nicola E. Stokburger-Sauer1, Anna Wanisch1
1 University of Innsbruck, Innsbruck, Austria

11:30 - 12:00 A54 - Face it! The Importance and Boundary Conditions of Emotional Contagion in Person-to-Person Service Interactions
Nicola Stokburger-Sauer1, Verena Hofmann1, Martin Wetzels2
1 University of Innsbruck, Department of Strategic Management, Marketing and Tourism, Universitätsstr. 15, 6020 Innsbruck, Austria
2 Maastricht University, Department of Marketing and Supply Chain Management, School of Business and Economics, P.O. Box 616, 6200 MD, Maastricht, The Netherlands

10:30 - 12:00 CONCURRENT 6 11C270

10:30 - 11:00 A52 - Exploring the role of small data when working towards improvements of digital services
Andrea Birch-Jensen1
1 Chalmers University of Technology, Technology Management and Economics, Gothenburg, Sweden

11:00 - 11:30 A159 - What if they are no longer customers? Measuring the Impact of Noncustomers with High Influencer Value in Social Networks
Jaylan Azer1, Chatura Ranaweera2
1 Edinburgh Napier University, Edinburgh, UK
2 Wilfrid Laurier University, Ontario, Canada

11:30 - 12:00 A66 - Influence of Consumer Motives on Value Creation in Healthcare Service
Waheed Akbar Bhatti1, Mario Glowik2
1 Jönköping University, Jönköping International Business School, Jönköping Sweden
2 Berlin School of Economics and Law, Berlin, Germany

10:30 - 12:00 CONCURRENT 7 11C369

10:30 - 11:00 A51 - Exploring the Landscape of Service Ecosystems: a Systematic Literature Review
Nabila As'ad1, Lia Patrício1
1 INSEC TEC, Faculty of Engineering, University of Porto, Porto, Portugal

11:00 - 11:30 A29 - Consumer ambivalence in ethical consumption
Stefano Prestini1, Roberta Sebastiani2
1 Università Bocconi
2 Università Cattolica del S.C.
11:30 - 12:00 A112 - Shopper responses to non-availability in online retailing: Transactions Costs vs. Substitution Costs
Thomas Gruen1, Daniel Corsten2
1 University of New Hampshire, USA
2 IE, Madrid, Spain

10:30 - 12:00 CONCURRENT 10 Sjöströmsalen, 1B309

10:30 - 11:00 A11 - Applications of Structuration Theory in Service Research - A Review and Reflections on Future Directions
Sebastian Schauman1, Hannu Tikkanen1
1 Hanken School of Economics, Department of Marketing, CERS, Helsinki, Finland

11:00 - 11:30 A122 - The bi-directionality of the meso-level when rapidly shaping markets
Jonathan J Baker1, Suvi Neonen2, Roderick Brodie2
1 Auckland University of Technology, Auckland, New Zealand
2 University of Auckland Business School, Auckland, New Zealand

11:30 - 12:00 A160 - What matters for the Future of Service Technologies? A text-mining comparison of the academic and practitioner perspective
Ruud Wetzels1, Jos Lemmink1, Werner Kunz1, Kristina Heinonen1, Martin Wetzels1
1 University of Massachusetts Boston

14:45 - 16:15 CONCURRENT 11 Erlandersalen, 11D227

14:45 - 15:15 A107 - ServCollab: Serving Humanity Through Service Research Collaborations
Raymond Fisk1, Linda Alkire (née Nasr)1, Laurel Anderson2, David Bowen3, Thorsten Gruber4, Amy Ostrom2, Lia Patrício5
1 Texas State University, San Marcos, Texas, USA
2 Arizona State University, Tempe, Arizona, USA
3 Retired Service Scholar at Large, Phoenix, Arizona, USA
4 Loughborough University, Loughborough, UK
5 University of Porto, Porto, Portugal

15:15 - 15:45 A22 - Coaching of poorly qualified individuals as a transformative service
Philipp K. Görs1, Friedemann W. Nerdinger1
1 University of Rostock, Department of Business Administration, Rostock, Germany

15:45 - 16:15 A68 - Is green consumption in services more than a mere show-off?
Iris Vilnai-Yavetz1, Sigal Tifferet1
1 Department of Business Administration, Ruppin Academic Center, Emek Hefer, Israel

14:45 - 16:15 CONCURRENT 12 Andersalen, 11D121

14:45 - 15:15 A25 - Collaborative strategies and tools enabling change in the Healthcare ecosystem: a Brazilian exploratory study
Ana Lavaquial1, Claudia Araújo2
1 Berlin School of Creative Leadership, Steinbeis University, Berlin, Germany
2 COPPEAD-UFRJ, Rio de Janeiro, Brazil

Jochen Wirtz1, Helen Chun2, Stephanie Liu3, Makarand Mody4, Kevin Kam Fung So5
1 NUS Business School, National University of Singapore, Singapore
2 School of Hotel Administration, SC Johnson School of Business, Cornell University, USA
3 The Ohio State University, USA.
4 School of Hospitality Administration, Boston University, USA
5 Center of Economic Excellence in Tourism and Economic Development, University of South Carolina, Columbia, USA

15:45 - 16:15 A80 - Making the transition from selling cars to selling mobility
Christian Kowalkowski1, Brenda Nansubuga1
1 Linköping University, Department of Management and Engineering, Linköping, Sweden

14:45 - 16:15 CONCURRENT 13 Agardhsalen, 11D257

14:45 - 15:15 A162 - And never the twain shall meet: Differentiating between vindictive and supportive consumer anger
Paolo Antonetti1, Benedetta Crisafulli2
1 Neoma Business School, Rouen Campus, France
2 Birbeck University of London, London, UK
15:15 - 15:45 A18 - Blinded by the light? How knowledge based resources influence service recovery performance: A multilevel investigation
Samiha Mjahed1, Nizar Souiden2, Khaled Mohamed Bennour3
1 College of Business Administration, King Saud University, Marketing Department, Riyadh, KSA
2 Faculty of Business Administration, Laval University, Marketing Department, Québec, Canada
3 College of Sciences, King Saud University, Statistics & Operations Research Department, Riyadh, KSA

15:15 - 16:15 A152 - Understanding the customer complaint recovery process on social media: Introducing data mining methods
Thomas Reimer1, Banu Aysolmaz2
1 University of Rostock, Institute for Marketing and Service Research, Rostock, Germany.
2 University of Maastricht, Department of Accounting & Information Management, Maastricht, The Netherlands.

14:45 - 16:15 CONCURRENT 14 11B240

14:45 - 15:15 A4 - A strategic framework for understanding and managing customer experience feedback
Robert Ciuchita1, Maria Holmlund1, Annika Ravald2, Panagiotis Sarantopoulos3, Yves Van Vaerenbergh4, Francisco Villarroel-Ordenes5, Mohamed Zaki6
1 Hanken School of Economics, Helsinki, Finland
2 Hanken School of Economics, Vaasa, Finland
3 Alliance Manchester Business School, The University of Manchester, Manchester, England
4 KU Leuven, Leuven, Belgium
5 Isenberg School of Management, University of Massachusetts Amherst, Amherst, USA
6 Cambridge Service Alliance, University of Cambridge, Cambridge, England

15:15 - 15:45 A61 - Why Customer experience metrics are correlated but reasons that explain them are not?
Felipe Morgan1, Guillermo Armelini2
1 Chile
2 ESE Business School, Universidad de los Andes, Santiago, Chile

15:45 - 16:15 A76 - Linking Experiential Value and Consumer Behavior - An Empirical Examination in Three Service Contexts
Phil Klaus1, Volker Kuppelwieser, Hoang-Linh Vu2
1 International University of Monaco - INSEEC Research Center, Monaco, Monaco
2 Neoma Business School, Rouen, France

14:45 - 16:15 CONCURRENT 16 11C270

14:45 - 15:15 A34 - Customer Deviance: An Expanded Framework, Prevention Strategies, and Opportunities for Future Research
Paul Fombelle1, Clay Voorhees2, Mason Jenkins1, Ibrahim Abosag3, Sabine Benoit4, Thorsten Gruber5, Anders Gustafsson6, Karim Sidaoui7
1 Northeastern University, USA
2 The University of Alabama, USA
3 SOAS University of London, Great Britain
4 Surrey Business School, Great Britain
5 Loughborough University, Great Britain
6 Norwegian Business School, Norway
7 Manchester Business School, Great Britain

15:15 - 15:45 A20 - Cluster effect on patient’s hospital experience
Angel Peiro-Signes1, Marival Segarra-Oña1, Rohit Verma2
1 Universitat Politecnica de Valencia, Valencia, Spain
2 Cornell University, Ithaca, NY, USA
15:45 - 16:15 A70 - Is Intellectual capital foundational for SD-Orientation and Firm Performance?
Helena Alves1, Jaime Ortega2, Ignacio Cepeda2, Bo Edvarsson3
1 Department of Management and Economics and NECE, University of Beira Interior, Covilhã, Portugal
2 Department of Firms Management and Marketing, University of Sevilha, Sevilha, Spain
3 CTF, Karlstad University, Karlstad, Sweden

14:45 - 16:15 CONCURRENT 17 11C369

14:45 - 15:15 A155 - Unveiling the whys and wherefores of customer helpful behaviours
Iliana Katsaridou1, Fred Lemke1
1 Vlerick Business School, Brussels, Belgium

Bimali Wijesundara1, Dhanushka Dushanthi2
1 Department of Marketing Management, University of Kelaniya, Kelaniya, Sri Lanka, bimaliwijesundara@kln.ac.lk
2 Department of Marketing Management, University of Kelaniya, Kelaniya, Sri Lanka

15:45 - 16:15 A143 - The virtual employee versus the human employee in the online service encounter
Magnus Söderlund1
1 Stockholm School of Economics, Stockholm, Sweden

14:45 - 16:15 CONCURRENT 18 11C370

14:45 - 15:15 A96 - Online Reviews Generated through Product Testing: Can Firms Bribe Reviewers with Free Products?
Ina Garnefeld1, Dwayne D. Gremler2, Tabea Krah1
1 Department of Service Management, University of Wuppertal, Wuppertal, Germany
2 Department of Marketing, Bowling Green State University, Bowling Green, USA

15:15 - 15:45 A148 - Towards a Better Understanding of Competitive Showrooming
Janina Kleine1, Michael Paul1
1 Chair for Value Based Marketing, University of Augsburg, Augsburg, Germany

15:45 - 16:15 A79 - Luxury services
Martin Paul Fritze1, Jonas Holmqvist2, Jochen Wirtz3
1 University of Cologne, Cologne, Germany
2 Kedge Business School, Talence, France
3 National University of Singapore, NUS Business School, Singapore

14:45 - 16:15 CONCURRENT 19 Fryxellsalen 1B306

14:45 - 15:15 A102 - Recognizing Employees’ Customer-Oriented Behaviors: Modeling the Effects on Customer Satisfaction over Time
Jeffrey Arthur1
1 Virginia Tech University, Blacksburg, Virginia, United States

15:15 - 15:45 A106 - Same same, but different! A systematic review of Service Design, Design Thinking, Lean, and Agile Development
Nina Veflen1, Line Lervik-Olsen1
1 BI Norwegian Business School

15:45 - 16:15 A73 - Leveraging human touch opportunities in a high-tech world: A configurational model
Mahesh Subramony1, David Solnet2, Maria Golubovskaya2
1 College of Business, Northern Illinois University, DeKalb, Illinois, USA
2 Business School, University of Queensland, Brisbane, Australia

14:45 - 16:15 CONCURRENT 20 Sjöströmsalen 1B309

14:45 - 15:15 A23 - Cocreation Governance - The case of Lifescience Incubators
Michael Ehret1, Daniel McDonald-Junor1
1 Nottingham Trent University, Nottingham, United Kingdom

Mahdi Manhai Lil1, Christoph Peters2, Jan Marco Leimeister2
1 Research Center for Information System Design (ITeG), University of Kassel, Kassel, Germany
2 Institute of Information Management, University of St. Gallen, St. Gallen, Switzerland

15:45 - 16:15 A109 - Service Efficiency and Service Quality in Health Care: Lost in Translation
Claudia Steinke1, Helen Kelley1, Anirban Kar2
1 University of Lethbridge, Lethbridge, Canada
2 Simon Fraser University, Canada
10:30 - 12:00 CONCURRENT 21 Erlandersalen, 11D227

10:30 - 11:00 A53 - Extending the Understanding of Service Design - From Co-Design to Collective Designing
Josina Vink1,Kaisa Koskela-Huotari2,Bård Tronvoll3,Bo Edvardsson2,Katarina Wetter-Edman4
1 Experio Lab, County Council of Värmland & CTF, Service Research Center, Karlstad University, Karlstad Sweden
2 CTF, Service Research Center, Karlstad University, Karlstad, Sweden
3 CTF, Service Research Center, Karlstad University, Karlstad, Sweden & Hedmark University of Applied Sciences, Norway
4 County Council of Sörmland, Eskilstuna & Örebro University, Örebro, Sweden

11:00 - 11:30 A16 - Behavioral Drivers of Routing Decisions: Evidence from Restaurant Table Assignment
Tom Tan1,Bradley Staats2
1 Cox Business School, Southern Methodist University, Dallas, USA
2 Kenan–Flagler Business School, University of North Carolina at Chapel Hill, Chapel Hill, USA

11:30 - 12:00 A116 - Managing zone-of-tolerance in space-to-face services
Ritva Höykinpuuro1
1 University of Tampere, Faculty of Management and Business, Tampere, Finland

10:30 - 12:00 CONCURRENT 23 Agardhsalen, 11D257

10:30 - 11:00 A114 - Social Innovation in Service: A Conceptual Framework and Research Agenda
Lerzan Aksoy1,Linda Alkire2,Sunmee Choi3,Peter Kim4,Lu Zhang5
1 Fordham University, New York, USA
2 Texas State University, San Marcos, USA
3 Yonsei University, Seoul, KOREA
4 Auckland University of Technology, Auckland, New Zealand
5 Michigan State University, East Lansing, USA

11:00 - 11:30 A42 - Does sustainable mobility values affect the intention of using car sharing? - Car-sharing in Italy
Samuel Petros Sebhatu1,Roberta Guglielmetti Mugion2,Hendry Raharjo3,Martina Toni2
1 CTF, Service Research Center, Karlstad University, Karlstad, Sweden
2 University of Roma Tre, Roma, Italy
3 Division of Service Management and Logistics, Chalmers University of Technology, Gothenburg, Sweden

10:30 - 12:00 CONCURRENT 24 11B240

10:30 - 11:00 A111 - Servitization as a system of interconnected problem-solving cycles
Antti Sihvonen1,Nina Löfberg1,Peter Magnusson1,Jan Erik Odhe2,Maria Åkesson1
1 CTF, Karlstad University, Karlstad, Sweden
2 Karlstad University, Karlstad, Sweden

11:00 - 11:30 A33 - Customer Acceptance of Smart Product-Service Systems in the B2B-Context
Eva Kropp1,Dirk Totzek1
1 University of Passau, Chair of Marketing and Services, Passau, Germany

11:30 - 12:00 A139 - The Solution Selling Paradox: The Imperative of Sales-Service Cooperation for Cross-Selling Outcomes
Ed Nijssen1,Michele Van der Borgh2,Jeroen Schepers1
1 Eindhoven University of Technology
2 Copenhagen Business School
10:30 - 12:00 CONCURRENT 25 11C269

10:30 - 11:00 A43 - Dynamic Capabilities and the Creation of Ambidextrous Organizations in Financial Services
Christopher Schumacher1, Peter Maas1
1 University of St. Gallen, St. Gallen, Switzerland

11:00 - 11:30 A1 - Back to the future: An evolved view on customer value
Sara Leroi-Werelds1
1 Hasselt University, Hasselt, Belgium

11:30 - 12:00 A82 - Market Innovation in Service Business
Maria Holmlund1, Tore Strandvik1, Ilkka Lähteenmäki2
1 Hanken School of Economics, CERS and Department of Marketing, Helsinki, Finland
2 Hanken School of Economics, CERS, and Aalto University, Department of Industrial Engineering and Management, Helsinki, Finland

10:30 - 12:00 CONCURRENT 26 11C270

10:30 - 11:00 A147 - Toward a consumer-based framework for balancing human employees and technologies in service interactions
Eline Hottat1, Sara Leroi-Werelds1, Sandra Streukens1
1 Hasselt University, Hasselt, Belgium

11:00 - 11:30 A156 - Use It or Lose It: An Analysis of (Dis-) Continued Technology Usage
Birgit Altrichter1, Sabine Benoit1
1 University of Surrey, Surrey Business School, Guildford, UK

11:30 - 12:00 A41 - Digital Distraction: Shedding light on a new phenomenon in service settings
Silke Bartsch1, Daniel Zimmermann1
1 LMU Munich, Institute for Marketing, Munich, Germany

10:30 - 12:00 CONCURRENT 27 11C369

10:30 - 11:00 A55 - Graceful Disengagement or Full Force for the Elderly Surrounded by Services
Catharina von Koskull1, Laurie Anderson2
1 University of Vaasa, School of Marketing and Communication, Helsinki, Finland
2 Arizona State University, Department of Marketing, Tempe, USA

11:00 - 11:30 A31 - Consumers on the Job: Coproduction Crafting in Expert Services
Jelena Spanjol1, Courtney Nations2, Martin Mende3, Laurel Anderson4, Hilary Downey5, Josephine Go Jefferies6, Amy Ostrom4
1 Institute for Innovation Management, Ludwig-Maximilians-University of Munich, Munich, Germany
2 Coggin College of Business, University of North Florida, Jacksonville, Florida, USA
3 Florida State University College of Business, Tallahassee, Florida, USA
4 W P Carey School of Business, Arizona State University, Tempe, Arizona USA
5 Queen's Management School, Queen's University Belfast, Belfast, Northern Ireland
6 Newcastle University Business School, Newcastle University, Newcastle upon Tyne, UK

11:30 - 12:00 A58 - Hierarchy of Customer Goals Framework: Linking Drivers, Goal Type and Outcomes
Zahra Tabaei Aghdaei1, Janet McColl-Kennedy1
1 UQ Business School, The University of Queensland

10:30 - 12:00 CONCURRENT 28 11C370

10:30 - 11:00 A63 - Impact of Employee Behaviors in Service Encounters
Elizabeth Martyn1, Christopher K. Anderson1
1 School of Hotel Administration, Cornell University, Ithaca, NY USA

11:00 - 11:30 A129 - The experience of hospitality: the role of the embodied concepts warmth and comfort
Ruth Piijls1, Brenda H. Groen1, Mirjam Galetzka2, Ad T. H. Pruyn2
1 Saxion University of Applied Sciences, Enschede, The Netherlands
2 University of Twente, Enschede, The Netherlands

11:30 - 12:00 A85 - Measuring Customer Experiences: A Textual and Graphical Scale
Markus Gahler1, Jan F. Klein2, Michael Paul1
1 University of Augsburg, Chair for Value Based Marketing, Augsburg, Germany
2 Tilburg University, Department of Marketing, Tilburg, The Netherlands
10:30 - 12:00 CONCURRENT 29 Fryxellsalen 1B306

10:30 - 11:00 A57 - Health Consumer Experience and Service Delivery Framework
Alexis Strong1,Rohit Verma1
1 Cornell University

11:00 - 11:30 A120 - Temporality in the conception of life after a diagnosis of severe illness affected by interactions in healthcare service
Leila Hurmerinta1,Valteri Arstila1,Birgitta Sandberg1,Henna Leino1,Otto Kortekangas-Savalainen1
1 University of Turku, Finland

11:30 - 12:00 A44 - Emergence of customer experience along a multilevel journey: a goal-hierarchical analysis
Larissa C. B. Becker1,Elina Jaakkola1
1 University of Turku, Turku School of Economics

10:30 - 12:00 CONCURRENT 30 Sjöströmsalen 1B309

10:30 - 11:00 A48 - Experience in the Making - Organizational Success Factors of Corporate Customer Experience Management
Heiko Holz1,Stefanie Paluch1
1 Service and Technology Marketing, RWTH Aachen University, Aachen, Germany

11:00 - 11:30 A60 - How Do B-to-B Companies Compete with Customer Experience? Proposing Value through Target Customer Experiences.
Ekaterina Panina1,Elina Jaakkola1,Harri Terhol1
1 Turku School of Economics, University of Turku, Turku, Finland

11:30 - 12:00 A89 - Member Retention and Donations in Nonprofit Settings: The Balance Between Peer and Organizational Identity
Di Fang1,Ruth Bolton2,Paul Fombelle3
1 University of Arkansas
2 Arizona State University
3 Northeastern University

13:00 - 14:30 CONCURRENT 32 Andersalen, 11D121

Bo Edvardsson1,Laura Di Pietro2,Maria Francesca Renzi2,Javier Reynoso3
1 CTF, Service Research Center, Karlstads Universitet, Karlstad, Sweden
2 Department of Business Studies, University of Roma Tre, Rome, Italy
3 Service Management Research and Education, Teconologico de Monterrey, EGADE Business School, Monterrey, Mexico

13:30 - 14:00 A35 - Customer ecosystems in the social and health care service context
Karl-Jacob Mickelson1,Ulla Särkilangas2,Kristina Heinonen1,Tore Strandvik1
1 Department of Marketing, Hanken School of Economics, Helsinki, Finland
2 Department of Economics and Management, University of Helsinki, Helsinki, Finland

14:00 - 14:30 A72 - Learning to Participate in Service Ecosystems: A Study of Music Actors
Per Skålén1,Jenny Karlsson1
1 Karlstad University, Service Research Center, Karlstad, Sweden

13:00 - 14:30 CONCURRENT 33 Agardhsalen, 11D257

13:00 - 13:30 A145 - Time personalities and time experience of patients in supporting healthcare processes
Paul Gemmell1,Bert Meijboom2,Charlotte Verdonck3
1 Faculty of Economics and Business Administration, Ghent University, Ghent, Belgium
2 Department of Management, Department of Transo, Tilburg University, Tilburg, The Netherlands
3 Ghent University, Ghent, Belgium

13:30 - 14:00 A8 - Addressing transformation of Businesses: An approach based on Service Innovation with Design Innovation as an enabler
Doji Samson Lokku1,Deepak John Mathew2
1 Tata Consultancy Services, Hyderabad, India
2 Indian Institute of Technology, Hyderabad, India

13:00 - 14:30 CONCURRENT 31 Erlandersalen, 11D227
13:00-14:30 Meet the Editors Session
14:00 - 14:30 A12 - Archetypes of service innovation: implications for sustainable development goals
Anu Helkkula1, Christian Kowalkowski2, Bård Tronvoll3
1 Hanken School of Economics, Department of Marketing, CERS Centre for Relationship Marketing and Service Management, Helsinki, Finland
2 Linköping University, Department of Management and Engineering, Linköping, Sweden
3 Inland Norway University of Applied Sciences, Elverum, Norway

13:00 - 14:30 CONCURRENT 34 11B240

13:00 - 13:30 A61 - How do people react to health diagnosis provided by new technologies?
Rafael Luis Wagner1, Natália Araujo Pacheco2, Kenny Basso1
1 IMED Business School, Passo Fundo, Brazil
2 IPAM & Universidade Europeia and IMED Business School, Lisbon, Portugal

13:30 - 14:00 A28 - Conceptualizing artificial intelligence for creative tasks in marketing and service
Christine Auer1, Silke Bartsch1
1 LMU Munich, Institute for Marketing, Munich, Germany

14:00 - 14:30 A15 - Authentic or Counterfeit Service? A Framework on the Complexity of AI Enabled Service Encounters
Chiara Orsingher1, Stacey Robinson2, Linda Alkire3, Arne De Keyser4, Mike Giebelhausen5, Nadia Papamichail6, Poja Shams7, Mohamed Sobhy8
1 University of Bologna, Department of Management, Bologna, Italy
2 The University of Alabama, Department of Marketing, Tuscaloosa, USA
3 Texas State University, Department of Marketing, San Marcos, Texas, USA
4 EDHEC Business School, Roubaix, France
5 Clemson University, College of Business, Clemson, SC, USA
6 Alliance Manchester Business School, Management Science and Marketing Division, Manchester, UK
7 CTF, Service Research Center, Karlstad University, Karlstad, Sweden
8 Faculty of Commerce, Cairo University, Cairo, Egypt

13:30 - 14:00 A140 - The transformative effect of digital technologies on the healthcare service ecosystem
Sebastiano Roberta1, Angela Caridà2, Alessia Anzivino1, Monia Melia2
1 Catholic University Milan, Italy
2 University Magna Graecia of Catanzaro, Catanzaro, Italy

14:00 - 14:30 A6 - A synthesis of nine years of transformative service research (TSR)
Hoang Linh Vu1, Volker Georg Kuppelwieser2
1 Neoma Business School, Research Department, Mont-Saint-Aignan, France
2 Neoma Business School, Department of Marketing, Mont-Saint-Aignan, France

13:00 - 14:30 CONCURRENT 36 11C270

13:00 - 13:30 A13 - Artificial emotions intelligence: Using artificial intelligence to study feelings in customer experience
Karim Sidaoui1, Jamie Burton1, Matti Jaakkola1
1 Alliance Manchester Business School, University of Manchester, Manchester, UK

13:30 - 14:00 A40 - Digital customer experience: identifying the drivers and outcomes of successful mega events
Ellie Hickman1, Husni Kharouf2, Rui Biscaia2, Alexis Garcia-Perez2
1 De Montfort University, Leicester, UK
2 Coventry University, UK

14:00 - 14:30 A138 - The role of emotions on the customer value in service experiences
Spring Han1, Yoshinori Hara1
1 Kyoto University

13:00 - 14:30 CONCURRENT 37 11C369

13:00 - 13:30 A37 - Customer voicing behavior and justice evaluation in co-recovery encounters.
Jasenko Arsenovic1, Bo Edvardsson1, Thorsten Gruber2, Bård Tronvoll1
1 Karlstad University, CTF, Karlstad Sweden
2 Loughborough University, CSM, Loughborough, UK

14:00 - 14:30 A117 - Strategic response to online review in the sharing economy context: Evidence from B&Bs in China
Wenlong Liu1, Xiucheng Fan1
1 School of Management, Fudan University, Shanghai, China
14:00 - 14:30 A103 - Return on Service Recovery: Is Recovery Really a Profitable Art?  
Yupal Shukla1, Chiara Orsingher2, Yves Van Vaerenberg3  
1 Doctoral Student at the Department of Management, University of Bologna, Italy  
2 Associate Professor of Marketing at the Department of Management, University of Bologna, Italy  
3 Associate Professor of Marketing at the Department of Marketing, KU Leuven, Belgium

13:00 - 14:30 CONCURRENT 38  11C370

13:00 - 13:30 A128 - The Evolving Role of Artificial Intelligence and Robotics in Services: Insights from the Hospitality Industry  
Lina Zhong1, Rohit Verma2  
1 School of Tourism Management, Beijing International Studies University, Beijing, China  
2 Cornell SC Johnson College of Business, Cornell University, Ithaca, New York, USA

13:30 - 14:00 A49 - Exploring the eye of the object as a service design tool  
David Joelsson1, Julia Jonasson2, Jonas Matthing2  
1 RISE Research Institute of Sweden, and CTF, Karlstad University  
2 RISE Research Institute of Sweden

14:00 - 14:30 A83 - Innovate markets through design practice  
Charlotta Windahl1, Katarina Wetter-Edman2  
1 University of Auckland Business School, New Zealand  
2 Örebro University School of Business, Sweden

13:00 - 14:30 CONCURRENT 39  Fryxellsalen 1B306

13:00 - 13:30 A87 - Measuring Service Quality of Buy-Online-Pick-up-in-Store (BOPS) Service  
Yeonjoo Lee1, Sunmee Choi1  
1 School of Business, Yonsei University, Seoul, Korea

14:00 - 14:30 A100 - Privacy or personalization? Driver, Deterrents and moderators of consumers' willingness to disclose personal data  
Teresa Fernandes1, Nuno Pereira1  
1 Faculty of Economics, University of Porto, Porto, Portugal

13:00 - 13:30 A45 - EMPA - A group-based crowdsourcing platform for healthcare innovation  
Jakob Trischler1, Jessica Westman1, Peter Magnusson1, Lars E Olsson1  
1 Karlstad University, CTF Service Research Center, Karlstad, Sweden

13:30 - 14:00 A39 - Customizable Menu Enhances Taste Perception of Healthy Food For Overweight Patrons  
Elisa Chan1, Robert Kwortnik2  
1 Ecole hoteliere de Lausanne, Switzerland  
2 Cornell University, USA

14:00 - 14:30 A67 - Informal and Unpaid Service Provision in Service Systems - Family Caregiving and Aging in Place  
Carol Kelleher1, Deirdre O'Loughlin2  
1 University College Cork, Ireland  
2 University of Limerick, Ireland

15:00 - 16:30 CONCURRENT 41  Erlandersalen, 11D227

15:00 - 15:30 A118 - Swedish Innovation Index  
Aku Valtakoski1, Jenny Karlsson2, Johan Netz2, Kaisa Koskela-Huotari2, Lars Witell1, Per Kristensson2  
1 Linköping University, Linköping, Sweden  
2 CTF, Service Research Center, Karlstad University, Karlstad, Sweden

15:30 - 16:00 A93 - Nudging innovation  
Cristina Mele1, Tiziana Russo Spena1, Marialuisa Marzullo1, Adriana Carotenuto1  
1 University of Naples Federico II, Naples, Italy

16:00 - 16:30 A64 - In the eye of the beholder: A qualitative study of managers' and customers' perceptions of innovation  
Line Lervik-Olsen1, Seidali Kurtmollaiev2, Tor Wallin Andreassen2  
1 BI Norwegian Business School, Oslo, Norway  
2 NHH - Norwegian School of Economics, Bergen, Norway
15:00 - 16:30 CONCURRENT 42 Andersalen, 11D121

15:00 - 15:30 A27 - Communication Style as Performance Indicator in Text-Based Online Communication
Katrin Scherschel, Sabine Benoit, Stephan Ludwig
1 University of Surrey, Guildford, UK
2 University of Melbourne, Melbourne, Australia

15:30 - 16:00 A119 - Symbiotic relationship between brands and society: The roles of value, culture and climate
Jay Kandampully, Luigi Cantone, Pierpaolo Testa
1 The Ohio State University, Columbus, Ohio, USA
2 University of Naples Federico II, Naples, Italy

16:00 - 16:30 A86 - Measuring Resource integration and its impact on resource integration performance
Rolf Fjindsrud, Bård Tronvoll
1 Inland Norway University of Applied Sciences, INTOP, Lillehammer, Norway
2 Inland Norway University of Applied Sciences, Marketing, Rena, Norway

15:00 - 16:30 CONCURRENT 43 Agardhsalen, 11D257

15:00 - 15:30 A19 - Bringing service design to sport event management: Redesigning an International Running Event
Nicholas D. Theodorakis, Zafeiroula Kallitsari, Jorge Grenha Teixeira, Lia Patrício
1 Aristotle University of Thessaloniki
2 INESC TEC, Faculty of Engineering, University of Porto, Porto, Portugal

15:30 - 16:00 A74 - Leveraging service design to enhance resilience in services
Vanessa Rodrigues, Stefan Holmlid, Dominik Mahr, Gaby Odekerken-Schröder
1 Linköping University, Linköping, Sweden
2 Maastricht University (School of Business and Economics), Maastricht, Netherlands

15:00 - 16:30 CONCURRENT 44 11B240

15:00 - 15:30 A110 - Service innovation and organizational performance in healthcare: the mediating role of customer participation
Peter Samuelsson
1 Karlstad University, Service Research Center, Karlstad, Sweden

15:30 - 16:00 A24 - Cognitive and materialistic practices in service innovation
Per Carlberg, Christina Öberg
1 Örebro University, Örebro Business School, Örebro, Sweden

16:00 - 16:30 A149 - Travelling and translation of ideas - an innovation study in dementia care
Maria Røhnebæk, Marit Engen
1 Inland Norway University of Applied Sciences, Department of Organisation, Leadership and Management, Lillehammer, Norway
2 Karlstad University, Service Research Center, Sweden

15:00 - 16:30 CONCURRENT 45 11C269

15:00 - 15:30 A105 - Roles of Technology in Actor Engagement
Valteri Kaartemo, Elina Jaakkola, Matthew Alexander
1 Turku School of Economics, University of Turku, Turku, Finland
2 University of Strathclyde, Glasgow, Scotland

15:30 - 16:00 A14 - Artificial intelligence for public well-being
Jon Engerström, Elisabeth Johansson, Mattias Elg, Ander Ekholm
1 Stockholm Business School, Stockholm, Sweden
2 Linköping University
3 Institute for Future Studies, Stockholm, Sweden

16:00 - 16:30 A104 - Role of Frontline Employees’ Automated Social Presence (ASP) Co-Creation Orientation to Support Service Ambidexterity
Gauri Laud, Chatura Ranaweera, Cheryl Leò, Sima Sedighadeli, Sanjit Roy
1 Tasmanian School of Business and Economics, University of Tasmania, Hobart, Australia
2 Lazaridis School of Business, Wilfrid Laurier University, ON, Canada
3 School of Business and Governance, Murdoch University, Perth Australia
4 Department of Marketing, Monash University, Melbourne, Australia
5 University of Western Australia Business School, Perth, Australia

15:00 - 16:30 CONCURRENT 46 11C270

15:00 - 15:30 A90 - Mine, yours or ours: Psychological ownership in the co-creation of wellbeing in healthcare
Tom Chen, Sarah Dodds, Joerg Finsterwalder, Lars Witell
1 The University of Newcastle, Australia
2 Massey University, New Zealand
3 The University of Canterbury, New Zealand
4 Linköping University, Sweden
15:30 - 16:00 A84 - Maternity services: E-servicescapes and transformative service outcomes
Janet Davey1, Jayne Krisjanous1, Marlini Bakri1, Robyn Maude2
1 School of Marketing & International Business, Victoria University of Wellington, Wellington, New Zealand
2 Graduate School of Nursing, Victoria University of Wellington, Wellington, New Zealand.

16:00 - 16:30 A50 - Exploring the Integrative Transformative Service Research Framework in a Refugee Context
Jörg Finsterwalder1, Ilayaraja Subramanian1
1 University of Canterbury

15:00 - 16:00 A137 - The role of Brands and Customer Relationships in Service
Tore Strandvik1, Anne Rindell1
1 Hanken School of Economics, CERS Centre for Relationship Marketing and Service Management, Helsinki, Finland

15:30 - 16:00 A71 - Is revenge served ice-cold? Service Employee Reactions to Customer Incivility
Regina Frey1, Meike Eilert2, Marion Buttgen3
1 International University Bad Honnef
2 University of Kentucky
3 Universität Hohenheim

16:00 - 16:30 A32 - Cross-channel Integration in a Multichannel Retail Environment and Consumer Experience
Kyungwha Chung1, Minjeeong Kim2, Kyung Wha Oh3, Rohit Verma4
1 Cornell Institute for Healthy Futures
2 Indiana University
3 Chung-Ang University
4 Cornell University

15:00 - 16:30 CONCURRENT 47 11C369

15:00 - 15:30 A137 - The role of Brands and Customer Relationships in Service
Tore Strandvik1, Anne Rindell1
1 Hanken School of Economics, CERS Centre for Relationship Marketing and Service Management, Helsinki, Finland

15:30 - 16:00 A125 - The clock is ticking?! - Systematic review on time pressure and directions for service research
Sabine Fliess1, Sarina Nenninger1
1 University of Hagen

16:00 - 16:30 A47 - Experience 2.0 in Services
Fred Lemke1, Qusay Hamdan2
1 Vlerick Business School, Brussels, Belgium
2 Vlerick Business School, Brussels, Belgium/Gent University, Gent, Belgium

15:00 - 16:30 CONCURRENT 49 Fryxellsalen 1B306

15:00 - 15:30 A98 - Perceived Customer Value in Customer participation: Understanding the Complete Picture
Sandra Streukens1, Sara Leroi-Werelds1
1 Hasselt University, Campus Diepenbeek, Belgium

15:30 - 16:00 A113 - Social Innovation in Healthcare Services at the Base of the Pyramid (BoP)
Ilma Nur Chowdhury1, Linda Alkire2
1 The University of Manchester, Manchester, UK
2 Texas State University, San Marcos, USA

15:00 - 16:30 CONCURRENT 48 11C370

15:00 - 15:30 A142 - The use of animal personas when co-designing services for vulnerable consumers
Rebekah Russell-Bennett1, Kate Letheren1, Maria Raciti2, Rory Mulcahy1, Ryan McAndrew1
1 Queensland University of Technology, QUT Business School, Brisbane, Australia
2 University of the Sunshine Coast, Faculty of Arts, Business and Law, Brisbane, Australia

15:00 - 16:30 CONCURRENT 50 Sjöströmsalen 1B309

15:00 - 15:30 A132 - The Impact of Process and Service Standardization on Operational Performance in Nursing Homes
Lu Kong1, Rohit Verma1, Kejia Hu2
1 Cornell University, Ithaca, NY, United States
2 Vanderbilt University, Nashville, Tennessee
16:00 - 16:30 A141 - The Transformative Service Paradox: Wellbeing Trade-offs and The Social Dilemma
Rebekah Russell-Bennett1, Kate Letheren1, Uwe Dulleck1, Rory Mulcahy2, Ryan McAndrew1
1 Queensland University of Technology, QUT Business School, Brisbane, Australia
2 University of the Sunshine Coast, Faculty of Arts, Business and Law, Brisbane, Australia

THURSDAY JUNE 13

08:30 - 10:00 CONCURRENT 51 Leander
SERVSIG Best Dissertation Awards

08:30-09:00 Orchestrating the customer journey: four essays on how to create meaningful customer experiences
Anne-Madeleine Kranzbühler
Delft University of Technology, Netherlands

09:00-09:30 Reaching for the Stars: Consumers’ Interpretations of Online Rating Distributions and Their Validity as an Indicator of Product Quality
Sarah Köcher
TU Dortmund University, Germany

09:30-10:00 Why customers do not participate in the access economy
Simon Hazée
HEC Liége - ULiège, Belgium

08:30 - 10:00 CONCURRENT 52 Zarah

08:30 - 09:00 A78 - Linking Transformative Service Research and Collaborative Economy: a Systematic Literature Review
Paulo Azenhal1, Gabriela Beirão2
1 Faculty of engineering, University of Porto, Porto, Portugal
2 INESC TEC, Faculty of engineering, University of Porto, Porto, Portugal

09:00 - 09:30 A101 - Proximity as Pleasure or Pain? Examining the Impact of Salesperson-Consumer Proximity on Consumers’ Purchase Behavior
Tobias Otterbring1, Freeman Wu2, Per Kristensson3
1 Dept. of Management/MAPP, Aarhus University, Denmark & Dept. of Psychology/CTF, Karlstad University, Sweden
2 Owen Graduate School of Management, Vanderbilt University, USA
3 Dept. of Psychology/CTF, Karlstad University, Sweden

09:30 - 10:00 A144 - The Wegman’s Effect: When a Service Organization Provides Customers with Restorative and Relational Resources
Mark Rosenbaum1, Margareta Friman2, Germán Contreras Ramírez3, Tobias Otterbring4
1 University of South Carolina, Columbia, SC, USA
2 Karlstad University, Karlstad, Sweden
3 Universidad Externado de Colombia, Bogota, Colombia
4 Aarhus University, Aarhus, Denmark

08:30 - 10:00 CONCURRENT 53 Fridolf Rhudin

08:30 - 09:00 A59 - How Augmented Reality in Smart Services improves customer experience
Katja Gelbrich1, Jana Gäthke1, Sita Birner1
1 Catholic University Eichstätt-Ingolstadt, Department of International Management, Ingolstadt, Germany

09:00 - 09:30 A127 - The Evolution of Service Robots and Human-Robot Interaction in Service: A Transdisciplinary Systematic Scoping Review
Nicole Hartley1, Daniela Berg1, Linda Alkire2
1 The University of Queensland
2 Texas State University

09:30 - 10:00 A130 - The how, what, and why of digitalizing physical retail spaces.
Pernille K. Andersson1, Sture Nöjd1, Tobias Otterbring1, Jessica Westman1, Erik Wästlund1
1 CTF, Service Research Center, Karlstad University
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