2018

10th SERVSIG Conference

Opportunities for Services in a Challenging World

June 14 – June 16, 2018
Paris

Organized by

Hosted by
Dear colleagues,

We are proud to host the 10th SERVSIG conference, taking place at IÉSEG School of Management’s Paris campus, situated within the Grande Arche of La Défense, in sight of the Arc de Triomphe. This will be a festive conference edition in which both the 25th anniversary of SERVSIG and the 10th SERVSIG conference will be celebrated.

We are excited to present this program of papers and events to you this week. It includes two plenary sessions and 63 concurrent sessions, among which there are seven special sessions and a SERVSIG Best Dissertation Award session. During the welcome session, Ray Fisk, Professor and Chair of the Department of Marketing, at Texas State University, founder of the AMA Service Special Interest Group (SERVSIG) will present a communication entitled “Celebrating SERVSIG’s 25th Year and 10th SERVSIG Conference: A History”. Topics of our plenary sessions are “Improving service experiences through digitalization and big data” and “Priorities in service research” which will be moderated by Professors Werner Kunz, Associate Professor of Marketing at the University of Massachusetts Boston, SERVSIG board member and Lerzan Aksoy, Professor of Marketing at Fordham University, co-Chair of SERVSIG.

In addition to these two special sessions, the conference will also give participants the opportunity to exchange ideas about themes, such as customer experience, customer engagement, value co-creation, customer misbehavior, big data in services, technology in services, service operation management and supply chains, new analytical approaches in service research.

Furthermore, the SERVSIG 2018 conference offers the opportunity to authors to submit their papers for publication in special issues of Journal of Service Management (JOSM) and Journal of Service Theory and Practice (JSTP). We are grateful to Bart Larivière, professor at Ghent University and co-chair of SERVSIG for coordinating these special issues.

The SERVSIG 2018 conference makes a special point of ensuring that delegates do not leave without having had a taste of some of what the host city offers. We hope you will take time
before and/or after the Conference to enjoy Paris. Our social events will be held on Friday at the ‘Musée des Arts Forains’ (the Fairground Arts Museum) for the Award diner and will culminate with Saturday night’s closing walking dinner at the first floor of the Eiffel Tower where participants will enjoy a wonderful view of Paris.

None of this would have been possible without the enthusiasm and dedication of the SERVSIG board. We particularly want to thank the co-chairs of SERVSIG Bart Larivière and Lerzan Askoy as well as other board members, more precisely, Ray Fisk, Werner Kunz and Lisa Brüggen for their guidance along the conference preparation. We thank them all very much.

Bienvenue à toutes et à tous !

On behalf of the conference committee
Nathalie Demoulin
SERVSIG 2018 Conference Chair
IÉSEG School of Management
France
CONFERENCE COMMITTEE

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Associate Professor of Marketing,
IÉSEG School of Management
Conference Chair, Scientific and organizing committee

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Assistant Professor of Marketing
IÉSEG School of Management
Scientific committee

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Full Professor of Marketing,
IÉSEG School of Management
Scientific committee

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IÉSEG School of Management
Scientific committee

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NEOMA Business School
Scientific committee

Céline Le Suün
Local Conference Coordinator,
IÉSEG School of Management
Organizing committee
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Fordham University

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National Taiwan University

Sertan Kabadayi, Treasurer
Fordham University

Stephanie Noble, Co-Mentoring Officer
University of Tennessee
Plenary Session: Improving Service Experience through Digitalization and Big Data
Werner Kunz, University of Massachusetts Boston, United States

Special Session I: The Feasibility of Virtual Doctor Appointments in a Nutshell
Anne Schmitz, Universidad Autónoma de Madrid, Spain

Special Session II: Distance Frontline Employee – Customer Relationships: Towards a new Concept of Proximity in the Banking and Insurance Industries
Dalla Pozza Ilaria, IPAG Business School, France

B2B – Services Networks
Jonas Holmqvist, KEDGE Business School, France

Consumer Behavior in Services I
Alex Bolinger, Idaho State University, United States

Customer Engagement I,
Teresa Fernandes, University of Porto, Portugal

Customer Experience I
Sheila Malone, Lancaster University, United Kingdom

Customer MisBehavior
Hannah Snyder, BI - Norwegian School of Business, Norway

Big Data Enabled Services
Linda Nasr, Texas State University, United States

Healthcare Service
Paul Patterson, School of Marketing, UNSW Sydney, Australia

Service Dominant Logic
Sertan Kabadayi, Fordham University, United States
Service solutions and mobile applications
Mellina Terres, Federal University of Health Sciences of Porto Alegre, Brazil

Special Session: Service Thinking: Perspectives and Applications
Russell-Bennett Rebekah, Queensland University of Technology, Australia

SERVSIG Best Dissertation Award
Thomas Baker, University of Alabama, United States

Big Data - Customer Experience
Höykinpuro Ritva, University of Tampere, Faculty of Management, Finland

Value Co-creation I
Javier Reynoso, EGADE Business School – Tecnologico de Monterrey, Mexico

Customer Experience II
Lerzan Aksoy, Fordham University, United States

Customer Engagement II
Elina Jaakkola, University of Turku, Finland

Public and Non-Profit Services
Carolina Camén, Chalmers University of Technology - Karlstad University, Sweden

Service Employees I
Liliana Bove, The University of Melbourne, Australia

Norms in Services
Hong Yuan, University of Oregon, United States

Service Operation Management and Supply Chains I
Cansu Yildirim, Dokuz Eylul University, Turkey

Special session. Special Session: Brave New World: Robots in the Service Front Line
Werner Kunz, University of Massachusetts Boston, United States
Branding and Service Communications I
Aron O’Cass, Macquarie University, Australia

Customer Experience in Services I
Carolin Plewa, The University of Adelaide, Australia

Digital Services - Platform Services
Silke Bartsch, Ludwig-Maximilians-University Munich, Germany

New Analytical Approaches in Service Research I
Gys-Walt van Egdom, Zuyd University Maastricht, Netherlands

Service Employees II
Olivier Furrer, University of Fribourg, Switzerland

Service Experience
Matthew Alexander, University of Strathclyde, United Kingdom

Service Failure and Recovery I
Carol Azab, Stetson University, United States

Transformative and Health Services I
Mark Rosenbaum, University of South Carolina, United States

Transformation in Services
Rebecca Russel-Bennett, Queensland University of Technology, Australia

Customer Experience and Value
Gauri Laud, University of Tasmania, Australia

Special session. Money Matters: Consumer Financial Well Being Today and Tomorrow
Elisabeth Bruggen, Maastricht University, Netherlands

Branding and Service Communication II
Lina Xiong, Colorado State University, United States

New Analytical Approaches in Service Research II
Martin Paul Fritze, University of Cologne, Germany

Customer Participation
Marion Büttgen, University of Hohenheim, Germany
Service Design and Service Innovation
Loïc Plé, IÉSEG School of Management, France

Service Failure and Recovery II
Pascal Güntürkün, Vienna University of Economics and Business, Austria

Service Operation Management and Supply Chains II
Arni Halldorsson, Chalmers University of Technology, Sweden

Service Relationships I
J.Chris Lin, National Taiwan University, Taiwan

Customer Experience II
Frédéric Ponsignon, KEDGE Business School, France

Transformative and Health Services II
Leena Aarikka-Stenroos, Tampere University of Technology, Finland

Special Session. Growing Services in base-of-the pyramid markets
Heiko Gebauer, Linköping University, Switzerland

Big Data Smart Services
Bo Edvardsson, Service Research Center – Karlstad University, Sweden

Tourism Services
Martina Gallarza, Valencia University, Spain

Customer Experience IV
Nathalie Demoulin, IÉSEG School of Management, France

Post-Purchase Phase
Chatura Ranaweera, Wilfrid Laurier University, Lazaridis School of Business, Canada

Service Failure and Recovery III
Stan Maklan, Cranfield University, United Kingdom

Service Innovation - Customer Experience
Per Skålén, Service Research Center, Karlstad University, Sweden
**Service Relationships II**  
Hongwei He, *University of Manchester, United Kingdom*

**Serviscape and Service Environments**  
Athinodoros Chronis, *California State University, Stanislaus, United States*

**Transformative and Health Services III**  
German Ramirez Contreras, *Externado University, Colombia*

**Plenary Session: Priorities in Service Research.**  
Lerzan Aksoy, *Fordham University, United States*

**Customer Experience in Service II**  
Aiden Daly, *National College of Ireland, Ireland*

**Digital Services - Artificial Intelligence**  
Valtteri Kaartemo, *University of Turku, Finland*

**Digital Services - Social Media**  
Paul Harrigan, *The University of Western Australia, Australia*

**Service Innovation - An Organizational View**  
Ingo O. Karpen, *Royal Melbourne Institute of Technology, Australia*

**Consumer Behavior in Services II**  
Jim Salas, *Pepperdine University, United States*

**Service Failure and Recovery IV**  
Yelena Tsarenko, *Monash University, Australia*

**Service Networks and Systems**  
Jens Poeppelbuss, *Ruhr-Universität Bochum, Germany*

**Value Co-Creation II**  
Stephane Thion, *Université Toulouse 1 Capitole, France*
### DAILY HIGHLIGHTS • Thursday, June 14, 2018

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>17:00</td>
<td>Registration, La Grande Arche Reception GB45</td>
</tr>
<tr>
<td>18:00 - 20:00</td>
<td>Welcome Reception La Grande Arche GB44</td>
</tr>
</tbody>
</table>
FRIDAY, 08:30 – 10:15

**DAILY HIGHLIGHTS • Friday, June 15, 2018**

08:00 - 17:00 Registration, La Grande Arche Reception GB45
08:30 - 10:15 Welcome + Plenary Session: Improving Service Experience through Digitalization and Big Data GR11
10:15 - 10:45 Coffee Break GB45
10:45 - 12:15 Sessions 1A to 1K
12:15 - 13:30 Lunch Break GB44
12:15 - 13:30 Editorial Board meeting: Journal of Service Theory and Practice GR20 (invite only)
13:30 - 15:00 Sessions 2A to 2J
15:00 - 15:30 Coffee Break GB45
15:30 - 17:00 Sessions 3A to 3K
19:00 - 01:00 Gala Dinner: Musée des Arts Forains

Friday, June 15, 08:30 - 10:15

Welcome

Speakers:
**Nathalie Demoulin**, Associate Professor IESEG School of Management, SERVSIG 2018 conference chair

**Jean-Philippe Ammeux**, General Director of IESEG School of Management.

**Ray Fisk**, Professor and Chair of the Department of Marketing, at Texas State University, founder of the AMA Services Marketing Special Interest Group (SERVSIG) will present a paper entitled “Celebrating SERVSIG’s 25th Year and 10th SERVSIG Conference: A History”
Plenary Session: **Improving Service Experience through Digitalization and Big Data.**

Room: GR11  
Session Chair: Werner Kunz, *University of Massachusetts Boston, United States*

CEOs around the globe list managing customer experience as one of their top priorities. Digitalization and big data have opened up the opportunities to better understand the customers and create superior experiences through improved personalization, faster response time, higher engagement and enhanced targeted marketing practices. In this plenary session, both industry experts and academics will shed light on how digitalization and big data can improve service experiences, and discuss the possibilities of research in this novel field.

Speakers:  
*Arne De Keyser, EDHEC Business School, France*  
*Peter Ruchatz, CEO Meteo group, Brussels, Belgium*  
*Marianna Sigala, University of South Australia, Australia*

Biographies of the Speakers:  

**Arne De Keyser** is assistant Professor of Marketing at EDHEC Business School. Prior to joining EDHEC, he was member of the Center for Service Intelligence (Ghent University – Belgium) and a visiting researcher at Boston College (USA). His research focuses on customer experience, service management and multichannel marketing management. Amongst others, his research has been published in the International Journal of Research in Marketing, Journal of Business Research, Journal of Service Management and Journal of Service Theory and Practice and was awarded with multiple recognitions, including the SERVSIG Best Dissertation Award.

**Peter Ruchatz** currently serves as MeteoGroup's Chief product and marketing officer, building out the product portfolio and driving the positioning and marketing of the world's largest vendor of advanced Applications and Data around weather. Peter has over 20 years' experience in B2B technology product management and marketing from international leadership positions in the Software and IT-Industry. Peter joined MeteoGroup from Veeam software, where he was CMO positioning the brand for an enterprise audience and accelerating digital demand generation helping double the
business to $600M within 3 years. Prior to Veeam, he was VP Marketing at Salesforce.com and held product and marketing leadership roles at Microsoft for the business applications division. Earlier in his career, he served as Gft.com’s software division head. He also held strategic management-consulting roles at the Boston Consulting Group.

Marianna Sigala is Professor of Tourism and Director of the Centre for Tourism & Leisure Management at the University of South Australia. She is a well-published authority in the fields of information technologies and service management in tourism and hospitality. She has professional experience in the tourism sector, while she has also contributed to numerous international research projects including projects for the EU and the Council of Europe. She is currently the co-editor of the Journal of Service Theory & Practice and the Editor-In-Chief of the Journal of Hospitality & Tourism Management. In 2016, she received the prestigious EuroCHRIE Presidents’ Award for her lifetime achievements to tourism and hospitality education.
FRIDAY, 10:45 – 12:15

Friday, June 15, 10:45 - 12:15

Session 1A. Special Session I: The Feasibility of Virtual Doctor Appointments in a Nutshell
Room: GB17
Session Chair: Anne Schmitz, Universidad Autónoma de Madrid, Spain

The Feasibility of Virtual Doctor Appointments in a Nutshell
Anna Schmitz, Universidad Autónoma de Madrid, Spain
Ana M. Díaz-Martín, Universidad Autónoma de Madrid, Spain
Maria-Jesús Yagüe-Guillén, Universidad Autónoma de Madrid, Spain

Session 1B. Special Session II: Distance Frontline Employee - Customer Relationships: Towards a new Concept of Proximity in the Banking and Insurance Industries
Room: GR01
Session Chair: Dalla Pozza Ilaria, IPAG Business School, France

Distance Frontline Employee - Customer Relationships: Towards a new Concept of Proximity in the Banking and Insurance Industries
Dalla Pozza Ilaria, IPAG Business School, France
Raphael Krivine, Director of Customer Relations & New Projects at AXA Banque, France
Karim Zemouli, Director of Innovation & Customer Experience at Natixis Assurances (BPCE Group), France
FRIDAY, 10:45 – 12:15

Session 1C. **B2B – Services Networks**
Room: GB16
Session Chair: Jonas Holmqvist, *KEDGE Business School, France*

**Antecedents and Measurement of Industrial Service Excellence in Manufacturing Companies**
Christian Stadlmann, *Upper Austrian University of Applied Science, Austria*
Doris Ehringer, *Upper Austrian University of Applied Science, Austria*
Anna Biedersberger, *University of Passau, Germany*
David Tempelmayr, *Upper Austrian University of Applied Science, Austria*
Stefan Mang, *University of Passau, Germany*
Margarethe Überwimmer, *Upper Austrian University of Applied Science, Austria*

**Cross- An Approach to Elaborate Implicit Customer Service Needs for B2B IT Services Offerings**
João Nikhil Zope, *Tata Consultancy Services, India*
Doji Lokku, *Tata Consultancy Services, India*
Anand Kumar, *Tata Consultancy Services, India*
Jose Kumar Reddypogu, *Tata Consultancy Services, India*

**Who is the Real Value Facilitator? Facilitating value creation in business networks**
Jonas Holmqvist, *KEDGE Business School, France*
Aurélien Timbre, *Celso, France*
Christian Kowalkowski, *Linköping University, Sweden*
Christian Grönroos, *Hanken School of Economics, Finland*
Session 1D. **Consumer Behavior in Services I**
Room: GB15
Session Chair: Alex Bolinger, *Idaho State University, United States*

**How service deal popularity and star rating influence quality expectation toward online service deals**
Karen Kao, *The University of Adelaide, Australia*
Sally Rao Hill, *The University of Adelaide, Australia*
Indrit Troshani, *The University of Adelaide, Australia*
Simon Kao, *Fu Jen Catholic University, Taiwan*

**The outcome of surface acting: emotional dissonance or self-serving attribution?**
Dana Yagil, *The University of Haifa, Israel*

**Server Crying, Explanations, and Customer Tipping Behavior**
Alex Bolinger, *Idaho State University, United States*
Tyler Burch, *Idaho State University, United States*
Session 1E. **Customer Engagement I**  
Room: GB18  
Session Chair: Teresa Fernandes, University of Porto, Portugal

**Expanding the Customer Engagement Concept: The Role of Spiritual Engagement**  
Kieran D. Tierney, Royal Melbourne Institute of Technology, Australia  
Ingo O. Karpen, Royal Melbourne Institute of Technology, Australia  
Jodie Conduit, University of Adelaide, Australia

**Exploring the Practice of Collaborative Consumption**  
Hugo Guyader, Linköping University, Sweden

**Customer Engagement in Social Network Brand Communities: Drivers and Impact On Brand Loyalty**  
Teresa Fernandes, University of Porto, Portugal  
Ana Castro, University of Porto, Portugal
On the definition of customer experience: Repacking old concepts?
Larissa Carine Braz Becker, *University of Turku, Finland*

Creating positive emotional customer experience in luxury hotels
Szu-Hsin Wu, *Dublin City University, Ireland*
Yuhui Gao, *Dublin City University, Ireland*

Understanding the Customer Experience in Luxury Services: The Case of Ethical Tourism
Sheila Malone, *Lancaster University, United Kingdom*
Caroline Tynan, *University of Nottingham, United Kingdom*
Sally Mckechnie, *University of Nottingham, United Kingdom*
Session 1G. **Customer MisBehavior**  
Room: GR02  
Session Chair: Hannah Snyder, *BI - Norwegian School of Business, Norway*

**Consumer Misbehavior in a Veterinary Service Setting**  
Daina Nicolaou, *University of Cyprus, Cyprus*  
Christos Theoris, *Warwick Business School, United Kingdom*

**The Haters Gonna Hate – Towards a Better Understanding of Consumer Roles in Online Bullying**  
Jan Breitsohl, *Kent University, United Kingdom*  
Werner Kunz, *University of Massachusetts Boston, United States*

**The truth, the whole truth and nothing but the truth? Customer lies in the service encounter**  
Hannah Snyder, *BI - Norwegian School of Business, Norway*  
Lars Witell, *Linköping University, Sweden*  
Anders Gustafsson, *Service Research Center - Karlstad University, Sweden*  
Janet R. McColl- Kennedy, *University of Queensland, Australia*
Session 1H. **Big Data Enabled Services**
Room: GR03
Session Chair: Linda Nasr, *Texas State University, United States*

**Challenges and Approaches for Product-Service-Transformation of SMEs**
Jürg Meierhofer, *ZHAW Zurich University of Applied Sciences, Switzerland*

**Alexa – What’s on my shopping list? Investigating consumer perceptions of voice-controlled devices**
Sven Tuzovic, *Queensland University of Technology, Australia*
Stefanie Paluch, *RWTH Aachen University, Germany*

**Frontline Technology Infusion: Conceptual Archetypes and a Future Research Agenda**
Arne De Keyser, *EDHEC Business School, France*
Sarah Köcher, *TU Dortmund University, Germany*
Linda Nasr, *Texas State University, United States*
Jay Kandampully, *Ohio State University, United States*
The effects of passive innovation resistance on healthcare users: An analysis of the influencing factors.
Joshua K Salawu, University of Namur, Belgium
Wafa Hammedi, University of Namur, Belgium
Annick Castiaux, University of Namur, Belgium
Mohammad Nejad, Fordham University, United States

Does Dr. Google Help? Patients’ Online Health Information Search
Marta Lara-Quintanilla, HEC - Liege (University of Liege), Belgium
Zelal Ates, TH Köln – Cologne University of Technology, Arts and Sciences, Germany
Lola C. Duque, University Carlos III of Madrid, Spain
Jan H. Schumann, University of Passau, Germany
Marion Büttgen, University of Hohenheim, Germany

The Impact of Communications Style on Client Psychological Comfort in Healthcare Services
Paul Patterson, School of Marketing, UNSW Sydney, Australia
Rawi Roongruangsee, Faculty of Business Administration, Chiang Mai University, Thailand
Value Co-Destruction Consequences of Contextualized Interactions Between Online and Offline Deviant Behaviors: An Ecosystemic View
Loïc Plé, IÉSEG School of Management, France
Catherine Demangeot, IÉSEG School of Management, France

A Scaling Up Framework for Innovative Service Ecosystems: Lessons from Eataly and KidZania
Laura Di Pietro, Department of Business Studies - University of Roma Tre, Italy
Bo Edvardsson, Service Research Center – Karlstad University, Sweden
Javier Reynoso, EGADE Business School – Tecnologico de Monterrey, Mexico
Maria Francesca Renzi, Department of Business Studies - University of Roma Tre, Italy
Martina Toni, Department of Business Studies - University of Roma Tre, Italy
Roberta Guglielmetti Mugion, Department of Business Studies - University of Roma Tre, Italy

Delving into the role of different resources for value creation in the internal market
Achilleas Boukis, University of Sussex, United Kingdom
Sertan Kabadayi, Fordham University, United States
Session 1K. **Service solutions and mobile applications**
Room: GB20
Session Chair: Mellina Terres, *Federal University of Health Sciences of Porto Alegre, Brazil*

**Service solutions in professional services – a study of law firms in Poland**
Marek Gnusowski, *Poznan University of Economics and Business, Poland*
Kristina Heinonen, *Poznan University of Economics and Business, Poland*
Johanna Frösén, *Hanken, Finland*

**So close yet so far? The impact of mobile app usage on psychological distance**
Christoph Schmitz, *Ludwig-Maximilians-University Munich, Germany*
Silke Bartsch, *Ludwig-Maximilians-University Munich, Germany*

**The importance of colors on trust: how colors influence on service mobile applications?**
Mellina Terres, *Federal University of Health Sciences of Porto Alegre, Brazil*
Leonardo Nicolao, *Universidade Federal do Rio Grande do Sul, Brazil*
Márcia Herter, *Escola Superior de Propaganda e Marketing – ESPM, Brazil*
Diego Costa Pinto, *Universidade Nova de Lisboa, Portugal*
Friday, June 15, 12:15 - 13:30

Lunch
Room: GB44

Friday, June 15, 13:30 - 15:00

Session 2A. Special Session: Service Thinking: Perspectives and Applications
Room: GR01
Session Chair: Russell-Bennett Rebekah, Queensland University of Technology, Australia

Service Thinking: Perspectives and Applications
Rebekah Russell-Bennett, Queensland University of Technology, United States
Josephine Previte, University of Queensland, Australia
Ray Fisk, Texas State University, United States
Linda Nasr, Texas State University, United States
Sidney Anderson, Texas State University, United States
Steven Rayburn, Texas State University, United States
Session 2B. **SERVSIG Best Dissertation Award**  
Room: GB17  
Session Chair: Thomas Baker, *University of Alabama, United States*

**New perspectives on customer experience in service recovery**  
Leonhard Mandl, *Catholic University of Eichstaett – Ingolstadt, Germany*

**The Abercrombie & Fitch Effect: The Impact of Physical Dominance on Male Customers’ Status-Signaling**  
Tobias Otterbring, *Karlstad University, Sweden*

**Essays on the engagement mechanisms in the value co-creation process: the case of gamification**  
Thomas Leclerq, *Louvain School of Management, Belgium*
Session 2C. Big Data - Customer Experience
Room: GB16
Session Chair: Ritva Höykinpuro, University of Tampere, Faculty of Management, Finland

Customer Experience (CX) Analytics: Big Data Approach to Analyse CX Data
Mohamed Zaki, University of Cambridge, United Kingdom

Service-oriented Data Analytics: Connecting Data Analytics to Value Creation through Service Design
Chiehyeon Lim, UNIST, Republic of Korea
Kwang-jae Kim, UNIST, Republic of Korea
Min-jun Kim, Samsung Electronics, Republic of Korea
Ki-hun Kim, POSTECH, Republic of Korea
Paul Maglio, University of California, Merced, United States

Service work is no longer where it used to be: Challenges to service-related HRM and service leadership
Ritva Höykinpuro, University of Tampere, Finland
Session 2D. **Value Co-creation I**
Room: GB15
Session Chair: Javier Reynoso, *EGADE Business School – Tecnologico de Monterrey, Mexico*

**Intellectual capital and its relation to employee innovative behavior: consumer value co-creation behavior as a moderator**
Chin shiu Huang, *College of Management, Yuan Ze University/Innovation Center of Lion Travel Co. LTD, Taiwan*
TZU-AN LIN, *College of Management, Yuan Ze University, Taiwan*
Cindy Yunhsin Chou, *College of Management, Yuan Ze University, Taiwan*

**Mitigating the Risks of Co-Creation by Integrating Empathy and Lived Experience in Service Design**
Anna-Sophie Oertzen, *Maastricht University, Netherlands*
Josina Vink, *Service Research Center, Karlstad University, Sweden*

**Social Capital and Value Co-Creation at the Base of the Pyramid**
Ana Valdes-Loyola, *Tecnologico de Monterrey, EGADE Business School, Mexico*
Carlos Brambila Paz, *Tecnologico de Monterrey, Mexico*
Javier Reynoso, *EGADE Business School – Tecnologico de Monterrey, Mexico*
Bo Edvardsson, *Service Research Center – Karlstad University, Sweden*
Session 2E. Customer Experience II
Room: GB19
Session Chair: Lerzan Aksoy, Fordham University, United States

Trapped in a service encounter – Exploring customer lock-in perceptions during negative service experiences
Sabine Fliess, University of Hagen, Germany
Maarten Volkers, University of Hagen, Germany

The Digital Selling Experience: Consumer-to-Consumer E-Commerce
Mika Yrjölä, University of Tampere, Finland
Hannu Saarijärvi, University of Tampere, Finland
Oskari Paakki, University of Tampere, Finland

Pump Up the Volume: Understanding the Drivers of Word-of-Mouth Volume Across Industries
Timothy Keiningham, St. John’s University, United States
Roland Rust, University of Maryland, United States
Bart Larivière, Ghent University, Belgium
Lerzan Aksoy, Fordham University, United States
Luke Williams, Qualtrics, United States
Session 2F. Customer Engagement II
Room: GB18
Session Chair:  Elina Jaakkola, University of Turku, Finland

Niloofar Borghei Razavi, Henley Business School, United Kingdom
Cristiana Lages, Henley Business School, United Kingdom
Rodrigo Perez Vega, Henley Business School, United Kingdom

Exploring Customer Engagement Marketing (CEM) and its impact on Customer Engagement Behaviour (CEB)
Esraa Karam, University of Strathclyde, United Kingdom
Matthew Alexander, University of Strathclyde, United Kingdom

How does engagement affect customer journeys and experience?
Elina Jaakkola, University of Turku, Finland
Matthew Alexander, University of Strathclyde, United Kingdom
Session 2G. Public and Non-Profit Services  
Room: GR08  
Session Chair: Carolina Camén, Chalmers University of Technology - Karlstad University, Sweden

Enabling transformative service encounters: Insights from inclusive arts workshops for people living with dementia  
Pablo Escarate-Sanchez, University of Edinburgh Business School, United Kingdom  
Stephen Osborne, University of Edinburgh Business School, United Kingdom

Conceptual Advancements of a Transformative Social Service Research Framework  
Joerg Finsterwalder, University of Canterbury, New Zealand  
Jeff Foote, ESR, New Zealand  
Graeme Nicholas, ESR, New Zealand  
Annabel Taylor, CQUniversity, Australia  
Maria Hepi, ESR, New Zealand  
Virginia Baker, ESR, New Zealand  
Natasha Dayal, University of Canterbury, New Zealand

Implementation of a quality model in public care procurement: challenges and opportunities  
Sara Dahlin, Chalmers University of Technology, Sweden  
Carolina Camén, Chalmers University of Technology - Karlstad University, Sweden
Dysfunctional customer behavior, employee stress, and employee turnover: The moderating effects of employee embeddedness and cultural value orientation
Taeshikg Gong, Hanyang University ERICA, Republic of Korea

Linking Employee and Customer Engagement in Service Encounters: The Mediation of Relational Energy and Interaction Quality
J. Chris Lin, National Taiwan University, Taiwan
Chih-Ying Chu, National Taiwan University, Taiwan
Haw-Yi Liang, National Taiwan University, Taiwan

Distress, Casual Attributions and Coping: Explaining Aggression towards Health Care Workers
Liliana Bove, The University of Melbourne, Australia
Simon Pervan, La Trobe University, Australia
Session 2I. **Norms in Services**
Room: GR03
Session Chair: Hong Yuan, *University of Oregon, United States*

**Understanding The intersection Between Exchange Norms and Donation Requests**
Efua Obeng, *Howard University, United States*
Samuel Petros Sebhatu, *Karlstad University, Sweden*

**The Interaction Effect of Norm Violation Type and Group Categorization on Consumer Reactions to Other-Customer Misbehavior in Service Industry**
Chloe Y. QIU, *The Chinese University of Hong Kong, Hong Kong*
Lisa C. Wan, *The Chinese University of Hong Kong, Hong Kong*

**The Impact of Changes to Tipping Norms at the Organizational Frontline: A Comparison of Pre-service and Post-service Tipping**
Sara Hanson, *University of Richmond, United States*
Nathan Warren, *University of Oregon, United States*
Hong Yuan, *University of Oregon, United States*
Session 2J. Service Operation Management and Supply Chains I
Room: GR07
Session Chair: Cansu Yildirim, Dokuz Eylul University, Turkey

Redefining the Service Triad for Sharing Services
Sooyun Kim, Yonsei University, Republic of Korea
Sunmee Choi, Yonsei University, Republic of Korea

The impact of services supply chain orientation on perceived industrial service quality: an empirical analysis
Oznur Yurt, University of Roehampton, United Kingdom
Tuncdan Baltacioglu, Istanbul Okan University, Turkey
Ebru Aglamaz, Adnan Menderes University, Turkey

Multi-Agent Service Failure Classification: Service Supply Chain Perspective
Cansu Yıldırım, Dokuz Eylül University, Turkey
Bengü Oflac, Izmir University of Economics, Turkey
Friday, June 15, 15:00 - 15:30

Coffee Break
Room: GB45

Friday, June 15, 15:30 - 17:00

Session 3A. Special session. Special Session: Brave New World: Robots in the Service Front Line
Room: GR01
Session Chair: Werner Kunz, University of Massachusetts Boston, United States

Brave New World: Robots in the Service Front Line
Werner Kunz, University of Massachusetts Boston, United States
Jochen Wirtz, National University of Singapore, Singapore
Paul Patterson, School of Marketing, UNSW Sydney, Australia
Thorsten Gruber, Loughborough University, United Kingdom
Vinh Lu, Australian National University, Australia
Stefanie Paluch, RWTH Aachen, Germany
Antje Martins, University of Queensland, Australia
Session 3B. Branding and Service Communications I
Room: GB16
Session Chair: Aron O'Cass, Macquarie University, Australia

Brand Publicity and Consumer Sentiment in Online Reviews
Jacob Mickelsson, Hanken School of Economics, Finland
Joep Van Haren, Maastricht University, Netherlands
Roland Wenmeckers, Maastricht University, Netherlands
Jos Lemmink, Maastricht University, Netherlands
Kristina Heinonen, Hanken School of Economics, Finland

Omni-channel communication in cultural services
Roberta Gargiulo, University Federico II of Naples – DEMI, Italy
Cristina C. Amitrano, University Federico II of Naples – DEMI, Italy
Francesco Bifulco, University Federico II of Naples – DEMI, Italy

A multilevel study of service brand building: Unpacking employee brand building behaviors
Aron O'Cass, Macquarie University, Australia
Vida Siahtiri, Macquarie University, Australia
Session 3C. **Customer Experience in Services I**  
Room: GB19  
Session Chair: Carolin Plewa, *The University of Adelaide,*  
*Australia*

**An Exploration on the Mechanism of Co-creation Experience: An Empirical Study in Wedding Service**  
Lishan Xie, *Business school of Sun Yat-sen University,* *China*  
Dongmei Li, *Hang Seng Management College,* *Hong Kong*  
Xiaoyun Han, *Business school of Sun Yat-sen University,*  
*China*

**Managing attributions of gratitude-generating encounters**  
Paolo Antonetti, *Queen Mary University of London,* *United Kingdom*  
Sebastian Forkmann, *University of Alabama,* *United States*  
Thomas Baker, *University of Alabama,* *United States*  
Kristy Reynolds, *University of Alabama,* *United States*

**The interplay of value-in-use and trust in the service provider**  
Carolin Plewa, *The University of Adelaide,* *Australia*  
Jillian C. Sweeney, *The University of Western Australia,*  
*Australia*
Session 3D. **Digital Services - Platform Services**  
Room: GB18  
Session Chair: Silke Bartsch, Ludwig-Maximilians-University Munich, Germany

**Business Model Innovation and Value-creation: The Platform Way**  
Tor W. Andreassen, *NHH Norwegian School of Economics, Norway*  
Line Lervik-Olsen, *Norwegian School of Business, Norway*  
Hannah Snyder, BI - *Norwegian School of Business, Norway*  
Jillian C. Sweeney, *The University of Western Australia, Australia*  
Yves Van Vaerenbergh, *Catholiq University of Leuven, Belgium*  
Allard van Riel, *Radboud University, Netherlands*

**The Role of Digital Platform E-Services in Chinese Cinema Industry**  
Ben Liu, *Quinnipiac University, United States*  
Xing Wan, *Nanjing University of Finance and Economics, China*  
Nianxin Wang, *Jiangsu University of Science and Technology, China*

**The Effect of Service Interface on Individuals' Exercise Adherence**  
Silke Bartsch, *Ludwig-Maximilians-University Munich, Germany*  
Yingzi Xu, *Auckland University of Technology, New Zealand*
Session 3E. New Analytical Approaches in Service Research I
Room: GB17
Session Chair: Gys-Walt van Egdom, Zuyd University Maastricht, Netherlands

**Informing Resource Integration in Service Dominant Logic with Motivation Theory**
Rolf Findsrud, Inland Norway University of Applied Sciences, Norway
Bård Tronvoll, Inland Norway University of Applied Sciences, Norway
Bo Edvardsson, Service Research Center – Karlstad University, Sweden

**Detecting Spurious Moderation Effect in Service Research: An Information-Theoretic Approach and ModLR SPSS Macro**
Ahmad Daryanto, Lancaster University, United Kingdom

**Applying Machine Translation in Sentiment Analysis: the Case of Chinese Reviews on TripAdvisor**
Gys-Walt van Egdom, Zuyd University Maastricht, Netherlands
Mark Pluymaekers, Zuyd University Maastricht, Netherlands
Zilla Dooge, Zuyd University Maastricht, Netherlands
Service Employee Gestures as Deep Acting Evidence
Tali Seger-Guttmann, Ruppin Academic Center, Israel
Hana Medler-liraz, College of Tel-Aviv-Yaffo Tel Aviv, Israel

Evidence for Three Role Behaviors for Frontline Service Employees
Phiangdao Chaoluck, University of Adelaide, Australia
Christopher J. Medlin, University of Adelaide, Australia
Jodie Conduit, University of Adelaide, Australia

Frontline Employee Friendliness: an Exploratory Investigation in the Service Industry
Melanie Boninsegni, University of Fribourg, Switzerland
Olivier Furrer, University of Fribourg, Switzerland
"Buy-it-yourself": Should the retailing industry support do-it-yourself practices?
Zakia Obaidalahe, ESSCA School of Management, France
Nadia Steils, IAE University of Lille, France

Delivering integrated and customised service experiences within a heterogeneous cultural organisation
Jane Johnstone, University of Strathclyde, United Kingdom
Matthew Alexander, University of Strathclyde, United Kingdom
Derek Bryce, University of Strathclyde, United Kingdom

Transforming mundane experiences: exploring customer well-being of the commuting journey
Mimi Liana Abu, University of Strathclyde, United Kingdom
Matthew Alexander, University of Strathclyde, United Kingdom
Juliette Wilson, University of Strathclyde, United Kingdom
FRIDAY, 15:30 – 17:00

Session 3H. Service Failure and Recovery I
Room: GR07
Session Chair: Carol Azab, Stetson University, United States

How Do Customers React Under Service Failures? The Roles of the Two Dimensions of Brand Perception - Warmth and Competence
Shannon X. Yi, The Chinese University of Hong Kong, Hong Kong
Chloe Y. Qiu, The Chinese University of Hong Kong, Hong Kong
Lisa C. Wan, The Chinese University of Hong Kong, Hong Kong

A Comprehensive Classification of Services Failures Based on Intentionality and Duration of Failures
Amin Nazifi, University of Strathclyde, United Kingdom
Dahlia El-Manstrly, University of Edinburgh, United Kingdom

This Customer has an accent! Would (s)he be treated differently?
Carol Azab, Stetson University, United States
Jonas Holmqvist, KEDGE Business School, France
Session 3I. Transformative and Health Services I
Room: GR08
Session Chair: Mark Rosenbaum, University of South Carolina, United States

Value Co-creation in Non-Clinical Cancer Centre
Qian Wang, University of Edinburgh, United Kingdom
Dahlia El-Manstrly, University of Edinburgh, United Kingdom

Gamified Work and the effect on Front Line Employees Experience
Wafa Hammedi, University of Namur, Belgium
Thomas Leclercq, Catholic university of Louvain, Belgium
Ingrid Poncin, Catholic university of Louvain, Belgium

Service in 2050: Design for Service Inclusion
Ray Fisk, Texas State University, United States
Alison Dean, University of Newcastle Australia, Australia
Alison Joubert, University of Queensland, Australia
Linda Nasr, Texas State University, United States
Josephine Previte, University of Queensland, Australia
Nichola Robertson, University of Queensland, Australia
Mark Rosenbaum, University of South Carolina, United States
**Session 3J. Transformation in Services**
Room: GR02
Session Chair: Rebecca Russel-Bennett, Queensland University of Technology, Australia

The emergence of consumer experience in transformative consumer journeys
Larissa Carine Braz Becker, University of Turku, Finland
Elina Jaakkola, University of Turku, Finland

Leveraging Design Innovation for an approach to address ‘Bottom of the Pyramid’ market segment
Doji Lokku, Tata Consultancy Services, India
Anand Kumar, Tata Consultancy Services, India
Jose Kumar Reddypogu, Tata Consultancy Services, India
Nikhil Zope, Tata Consultancy Services, India

The Transformative Service Paradox: Technology as a tool to assist wellbeing
Rebekah Russell-Bennett, Queensland University of Technology, Australia
Kate Letheren, Queensland University of Technology, Australia
Rory Mulcahy, University of the Sunshine Coast, Australia
Uwe Dulleck, Queensland University of Technology, Australia
Session 3K. Customer Experience and Value
Room: GB20
Session Chair: Gauri Laud, University of Tasmania, Australia

How sophisticated servicescape can reduce negative feelings when a failure occur?
Mellina Terres, Federal University of Health Sciences of Porto Alegre, Brazil
Márcia Herter, Escola Superior de Propaganda e Marketing – ESPM, Brazil
Diego Costa Pinto, Universidade Nova de Lisboa, Portugal
Jose Afonso Mazzon, University of Sao Paulo, Brazil

An Investigation of the Antecedents of Customer Co-creation and Co-production in Health Services
Rodoula H. Tsiotsou, University of Macedonia, Greece

Service System Well-being: Conceptualising a Macro-Level Concept
Gauri Laud, University of Tasmania, Australia
Cheryl Leo, Murdoch University, Australia
Cindy Yunhsin Chou, Yuan Ze University, Taiwan
Friday, June 15, 19:00 - 01:00

Gala Dinner
Musée des Arts Forains

how to get there from La Défense to be on time at 7pm:

By metro: Line 14
Station: Cour St Emilion – 5 minutes away from the Châtelet

By taxi:
Address: 53 av. des Terroirs de France - 75012 Paris

Taxis G7: +33 (1) 41 27 66 99
www.g7.fr
Taxis bleus: +33 (1) 73 12 58 83
www.taxis-bleus.com

The entrance is here:
DAILY HIGHLIGHTS • Saturday, June 16, 2018

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>08:00 - 09:00</td>
<td>Editorial Board meeting: Journal of Services Marketing GR20 (invite only)</td>
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<tr>
<td>08:30 - 09:00</td>
<td>Coffee Break GB45</td>
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<tr>
<td>09:00 - 10:30</td>
<td>Sessions 4A to 4J</td>
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<tr>
<td>10:30 - 11:00</td>
<td>Coffee Break GB45</td>
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<tr>
<td>11:00 - 12:30</td>
<td>Sessions 5A to 5J</td>
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<tr>
<td>12:30 - 13:45</td>
<td>Lunch Break GB44</td>
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<tr>
<td>12:30 - 13:45</td>
<td>Editorial Board meeting: Journal of Service Management GR20 (invite only)</td>
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<tr>
<td>13:45 - 15:00</td>
<td>Plenary Session: Priorities in Service Research GR11</td>
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<tr>
<td>15:00 - 15:30</td>
<td>Coffee Break GB45</td>
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<tr>
<td>15:30 - 17:00</td>
<td>Sessions 6A to 6I</td>
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<tr>
<td>19:00 - 23:00</td>
<td>Closing cocktail: Eiffel Tower</td>
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</tbody>
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Saturday, June 16, 08:30 - 09:00

Coffee Break
Room: GB45
Saturday, June 16, 09:00 - 10:30

Session 4A. **Special session. Money Matters: Consumer Financial Well Being Today and Tomorrow**
Room: GR01
Session Chair: Elisabeth Bruggen, *Maastricht University, Netherlands*

**Money Matters: Consumer Financial Well Being Today and Tomorrow**
Elisabeth Bruggen, *Maastricht University, Netherlands*
Sertan Kabadayi, *Fordham University, United States*
Session 4B. Branding and Service Communication II
Room: GB16
Session Chair: Lina Xiong, Colorado State University, United States

Drivers of consumer engagement in brand identity co-creation
Catherine Da Silveira, Universidade Nova de Lisboa, Portugal
Claudia Simoes, University of Minho, Portugal

Co-opetition and the co-creation of brands: An exploratory study
Linda Robinson, RMIT University, Australia

The role of brand community for service organization employees
Lina Xiong, Colorado State University, United States
Ceridwyn King, Temple University, United States
Session 4C. **New Analytical Approaches in Service Research II**  
Room: GB17  
Session Chair: Martin Paul Fritze, *University of Cologne, Germany*

**Patterns of Servitization in Manufacturing – Substitutability of Goods and Services with Customer Relationships**  
Tamao Miura, *Kwansei Gakuin University, Institute of Business and Accounting, Japan*  
Shoji Yamamoto, *Kwansei Gakuin University, Institute of Business and Accounting, Japan*

**Co-Creating Offerings: A Maturity Model**  
Anna-Sophie Oertzen, *Maastricht University, Netherlands*

**Servitization – The Holy Grail? Considering The Strategic Dark Sides of Servitization**  
Martin Paul Fritze, *University of Cologne, Germany*  
Florian Urmetzer, *University of Cambridge, United Kingdom*  
Michael Leyer, *University of Rostock, Germany*  
Andy Neely, *University of Cambridge, United Kingdom*
When is Customer Participation Alone Insufficient?
Stephanie Dellande, *Menlo College, United States*

Coping with Customer Participation through Improvisation
Jessica Vredenburg, *Auckland University of Technology, New Zealand*
Simon Bell, *University of Melbourne, Australia*
Evan Polman, *University of Wisconsin-Madison, United States*

Reducing Customer Participation Stress in Financial Services
Stephanie Haager, *University of Hohenheim, Germany*
Janina Garbas, *University of Passau, Germany*
Marion Büttgen, *University of Hohenheim, Germany*
Jan H. Schumann, *University of Passau, Germany*
Zelal Ates, *TH Köln – Cologne University of Technology, Arts and Sciences, Germany*
Integrating Service Design multidisciplinary perspectives to support the Service Innovation process
Maira Prestes Joly, University of Porto, Politecnico di Milano, Portugal-Italy
Jorge Grenha Teixeira, University of Porto, Portugal
Lia Patrício, University of Porto, Portugal
Daniela Sangiorgi, Politecnico di Milano, Italy

Service Innovation in a Triadic Business-To-Business Network
Chavi Chen, IÉSEG School of Management, France
Xia Zhu, Keele Management School, United Kingdom
Loïc Plé, IÉSEG School of Management, France
Unfair online review: A third party view of illegitimate and abusive complaint
Jiraporn Surachartkumtonkun, Griffith University, Australia
Debra Grace, Griffith University, Australia
Mitchell Ross, Griffith University, Australia

Dare to Share: Stimulating Electronic Word-of-Mouth after Service Recovery in the Hotel Industry
Hilde Hanegreefs, Zuyd University Maastricht, Netherlands
Mark Pluymaekers, Zuyd University Maastricht, Netherlands
Merel Donkers, Zuyd University Maastricht, Netherlands
Frida Joustra, Zuyd University Maastricht, Netherlands
Celesta Van Der Laan, Zuyd University Maastricht, Netherlands
Willemijn Odekerken, Zuyd University Maastricht, Netherlands
Jasmijn Stenzler, Zuyd University Maastricht, Netherlands
Martijn Zengerink, Zuyd University Maastricht, Netherlands

When Consumer Love Strikes Back: The Effects of Online Complaint Handling and Relationship Strength on Customer Revenge
Wolfgang Weitzl, University of Vienna, Austria
Clemens Hutzinger, Private University Seeburg Castle, Austria
Pascal Güntürkün, Vienna University of Economics and Business, Austria
Sabine Einwiller, University of Vienna, Austria
Session 4G. Service Operation Management and Supply Chains II  
Room: GR02  
Session Chair: Arni Halldorsson, Chalmers University of Technology, Sweden

How Do Process Flow Times Matter in Emergency Departments? The Differential Effects on Productivity and Patient Experience  
Jeff Smith, Virginia Commonwealth University, United States  
Jeff Shockley, Virginia Commonwealth University, United States  
Sidney Anderson, Texas State University, United States

Supply chain management as a transformative service  
Nitipon Tansakul, Japan Advanced Institute of Science and Technology (JAIST), Japan  
Suthathip Suanmali, Sirindhorn International Institute of Technology (SIIT), Thammasat University, Thailand  
Kunio Shirahada, Japan Advanced Institute of Science and Technology (JAIST), Japan

Dynamic Capabilities for Improving Service Offerings through Utilization of Customer Satisfaction Information  
Andrea Birch-Jensen, Chalmers University of Technology, Sweden  
Ida Gremyr, Chalmers University of Technology, Sweden  
Arni Halldorsson, Chalmers University of Technology, Sweden
Gender differences in the customer response to retail loyalty cards: Findings from supermarkets in the UK
Akiko Ueno, Middlesex University, United Kingdom
Piyush Sharma, Curtin University, Australia

The Uniqueness Role of Relationship Marketing in Small Service Businesses
Tali Seger-Guttmann, Ruppin Academic Center, Israel
Shaked Gilboa, Ruppin Academic Center, Israel

Online Reputation Scale Development: A Customer Perspective
Chebli Youness, University of Grenoble Alpes, France
Pierre Valette-Florence, University of Grenoble Alpes, France

What if I make the Wrong Decision? The Role of Anticipated Regret in Switching Barrier Based Customer Retention
J. Chris Lin, National Taiwan University, Taiwan
Chih-Ying Chu, National Taiwan University, Taiwan
Haw-Yi Liang, National Taiwan University, Taiwan
Session 4I. Customer Experience II
Room: GB19
Session Chair: Frédéric Ponsignon, KEDGE Business School, France

Great oaks from little acorns grow: Tracing the scientific evolution of customer experience research using a science mapping approach
Stefan Dyck, University of Hagen, Germany

The CX Scale: Towards a Holistic Measurement of Customer Experiences along the Customer Journey
Markus Gahler, University of Augsburg, Germany
Michael Paul, University of Augsburg, Germany
Jan F. Klein, Tilburg University, Netherlands

Development and validation of a measurement scale for the experience capability construct
Frédéric Ponsignon, KEDGE Business School, France
Jeff Smith, Virginia Commonwealth University, United States
Andi Smart, University of Exeter, United Kingdom
Session 4J. **Transformative and Health Services II**  
Room: GR08  
Session Chair: Leena Aarikka-Stenroos, Tampere University of Technology, Finland

**Tough but not terrific: when value is destroyed in men’s preventative health services**  
Jacquie McGraw, Queensland University of Technology, Australia  
Rebekah Russell-Bennett, Queensland University of Technology, Australia  
Katherine M. White, Queensland University of Technology, Australia

**The Global Refugee Crisis: How Can Transformative Service Researchers Help?**  
Linda Nasr, Texas State University, United States  
Ray Fisk, Texas State University, United States

**What constitutes patient experience and journey in pediatric health services? Contrasting doctors and caregivers perceptions**  
Lauri Litovuo, Tampere University of Technology, Finland  
Elina Jaakkola, University of Turku, Finland  
Leena Aarikka-Stenroos, Tampere University of Technology, Finland  
Johanna Kaipio, Aalto University, Finland  
Nina Karisalmi, Aalto University, Finland  
Marko Nieminen, Aalto University, Finland
Saturday, June 16, 10:30 - 11:00

Coffee Break
Room: GB45

Saturday, June 16, 11:00 - 12:30

Session 5A. Special Session. Growing Services in base-of-the pyramid markets
Room: GR01
Session Chair: Heiko Gebauer, Linköping University, Switzerland

Growing services in base-of-the-pyramid markets
Heiko Gebauer, Linköping University, Switzerland
Javier Reynoso, EGADE Business School – Tecnologico de Monterrey, Mexico
Karla Cabrera, EGADE Business School – Tecnologico de Monterrey, Mexico
Ana Valdes, EGADE Business School – Tecnologico de Monterrey, Mexico
Simon Joncourt, EAWAG, Switzerland
Session 5B. Big Data Smart Services
Room: GB16
Session Chair: Bo Edvardsson, Service Research Center – Karlstad University, Sweden

B2B Customers’ Data Disclosure Concerns Regarding Smart Service Adoption: A Qualitative Approach
Corinna Winkler, University of Passau, Germany
Curd-Georg Eggert, University of Passau, Germany
Jan H. Schumann, University of Passau, Germany

Aesthetics of Interaction and Value Co-Creation between User and Smart Service Artefact: Investigating the Moderating Effect of Emotion
Cecilia Lee, Royal College of Art, United Kingdom

Smart Resource Integration
Maria Colurcio, University Magna Graecia of Catanzaro, Italy
Bo Edvardsson, Service Research Center - Karlstad University, Sweden
Stella Carè, University Magna Graecia of Catanzaro, Italy
Alberto Pastore, University of Rome La Sapienza, Italy
Using Social Constructivism to theorize the influence of culture in quality tourism service experiences
Lynn Beckles, University of the West Indies, Fiji

Developing smart tourism services: a co-creation framework
Marianna Sigala, University of South Australia, Australia

Operationalization and interdependence of perceived value: a comprehensive second order model for hospitality services
Martina Gallarza, Valencia University, Spain
Francisco Arteaga, Catholic University of Valencia, Spain
Irene Gil Saura, Valencia University, Spain
Session 5D. Customer Experience IV
Room: GB18
Session Chair: Nathalie Demoulin, IÉSEG School of Management, France

Embodied customer experience in group fitness
Tiina-Kaisa Kuuru, University of Tampere, Finland
Elina Närvänänen, University of Tampere, Finland

Less Than Ordinary – Quantifying the Influence of Every-Day Experiences On Consumers’ Buying Behavior
Phil Klaus, International University of Monaco - INSEEC Research Center, Monaco
Volker Kuppelwieser, NEOMA Business School, France

Seamless Customer Experience: the construct, Antecedents and Outcomes
Helen Cocco, IÉSEG School of Management, France
Nathalie Demoulin, IÉSEG School of Management, France
Session 5E. **Post-Purchase Phase**
Room: GB19
Session Chair: Chatura Ranaweera, *Wilfrid Laurier University, Lazaridis School of Business, Canada*

**A Cross-National Service Strategy to Deal with Product Returns: The Role of Return Policies and Institutional Environment**
Jana Gäthke, *Catholic University of Eichstätt-Ingolstadt, Germany*
Katja Gelbrich, *Catholic University of Eichstätt-Ingolstadt, Germany*

**A reconceptualization of social ties for the Post-Service Sharing of Information**
Kalyani Menon, *Wilfrid Laurier University, Lazaridis School of Business, Canada*
Chatura Ranaweera, *Wilfrid Laurier University, Lazaridis School of Business, Canada*
An exploratory study into the occurrence of emotional contagion after a service failure among Twitter users who are unfamiliar with each other
Svenja Widdershoven, Zuyd University Maastricht, Netherlands
Mark Pluymaekers, Zuyd University Maastricht, Netherlands
Josée Bloemer, Radboud University Nijmegen, Netherlands
Paul Sinclair, University of Regina, Canada
Haithem Zourrig, Kent State University, United States

How Potential Customers Respond to Service Recovery Strategies
Elisa Chan, Ecole hoteliere de Lausanne, Switzerland
Lisa C. Wan, The Chinese University of Hong Kong, Hong Kong
Maggie Y. Chu, Hong Kong Open University, Hong Kong

Revisiting CSR in service failures: A cause-dependent buffer
Paolo Antonetti, Queen Mary University of London, United Kingdom
Benedetta Crisafulli, Cranfield University, United Kingdom
Stan Maklan, Cranfield University, United Kingdom
Session 5G. Service Innovation - Customer Experience
Room: GR02
Session Chair: Per Skålén, Service Research Center, Karlstad University, Sweden

How do Intermediaries Enable Open Service Innovation?
Krithika Randhawa, University of Technology Sydney, Australia
Ralf Wilden, University of Newcastle Australia, Australia
Siggi Gudergan, University of Newcastle Australia, Australia

Service providers as entrepreneurs of co-creation assets.
Michael Ehret, Nottingham Trent University, United Kingdom
Jochen Wirtz, National University of Singapore, Singapore

Service innovation in the Swedish music industry
Per Skålén, Service Research Center, Karlstad University, Sweden
Session 5H. Service Relationships II
Room: GR03
Session Chair: Hongwei He, University of Manchester, United Kingdom

Is Discretionary Preferential Treatment Bad to Nonbeneficiaries? The Emotional Pathways of Envy and Boundary Conditions
Kimmy Chan, Hong Kong Baptist University, Hong Kong
Chi Kin (Bennett) Yim, University of Hong Kong, Hong Kong
Taeshik Gong, Hanyang University ERICA, Republic of Korea

Customer-Employee Rapport: A Dyadic Perspective in Multi-Channel Service Settings
Mohamed Maher Hammad, University of Liverpool, United Kingdom
Treasa Kearney, University of Liverpool, United Kingdom
Chris Raddats, University of Liverpool, United Kingdom

Self-determination and service performance: the roles of service adaptiveness and openness to experience
Weiyue Wang, University of Birmingham, United Kingdom
Hongwei He, University of Manchester, United Kingdom
Sunil Sahadev, University of Salford, United Kingdom
Wei Song, Coventry University, United Kingdom
Can situational factors affect shop assistants’ competences to get customer satisfaction?
Raul Perez, University of Zaragoza
Laura Lucia-Palacios, University of Zaragoza
Yolanda Polo-redondo, University of Zaragoza, Spain

Understanding the Value Process in Service
Jonas Holmqvist, KEDGE Business School, France
Christian Grönroos, Hanken School of Economics, Finland
Luca Visconti, ESCP Europe, France
Blandine Guais, KEDGE Business School, France
Aurélie Kessous, Aix-Marseille Université, CERGAM, France

Embodied Staging and the Making of a Tourist Servicescape
Athinodoros Chronis, California State University, Stanislaus, United States
Designing Transformative Health Services at the Base of the Pyramid
Ilma Nur Chowdhury, University of Manchester, United Kingdom
Linda Nasr, Texas State University, United States

Transforming consumers financial wellbeing through gamified customer value
Rory Mulcahy, University of the Sunshine Coast, Australia
Rebekah Russell-Bennett, Queensland University of Technology, Australia
Dawn Iacobucci, Vanderbilt University, United States

The (Transformative) Temporary Third Place
Mark Rosenbaum, University of South Carolina, United States
Kathy (Kawon) Kim, University of South Carolina, United States
German Ramirez Contreras, Externado University, Colombia
Augusto Rodriguez Orejula, University del Valle, Colombia
Joohyung Park, University of South Carolina, United States
Saturday, June 16, 12:30 – 13:45
Lunch
Room: GB44

Saturday, June 16, 13:45 – 15:00
Plenary Session: **Priorities in Service Research.**
Room: GR11
Session Chair: Lerzan Aksoy, *Fordham University, United States*

In this second plenary session, renowned academics and practitioners will share their thoughts on the urgent issues that service researchers need to address. Hélène Duneigre, Sikaar Keita and Loïc Guilloux, three veteran practitioners, will share insights from their industry experiences, and Professor Michael Brady and Professor Rebekah Russell-Bennett will provide suggestions based on their long research and editorial backgrounds.

**Speakers:**

Hélène Duneigre, *Independent Consultant, France*
Loic Guilloux, *General Manager Digital Marketing France at Arvato CRM*
Michael (Mike) Brady, *Florida State University, USA*
Rebekah Russell-Bennett, *Queensland University of Technology, Australia*
Sikaar Keita, *Oracle Marketing Cloud, France*

**Biographies of the Speakers:**

Hélène Duneigre is currently an independent consultant & facilitator in customer experience, innovation and marketing. Until 2014, when she was a Vice President at American Express Cards France. She spent 30 years with French and international companies, in B2C and B2B marketing, for products as well as services, and complex projects management. She successfully developed and launched the innovative payment cobrand cards with Air France and KLM. For the past 3 years, Hélène has been involved in InnoCherche, a non-profit monitoring usages evolution and its impact on
businesses to help top executives deal with digital disruption. There, Hélène ran the Open Innovation Think Tank and is a member of the board. As a consultant, project coach and instructor, she supports large and small companies’ projects around innovation and customer experience, and firmly believes that no change can succeed without people embodiment. Hélène also believes strongly in collective intelligence benefits and enjoys missions run in collaboration with her TOPS Consult peers.

Loïc Guilloux is the General Manager, Digital Marketing France at Arvato CRM, a leading B2B service company and a division of Bertelsmann Group. With his teams, he is in charge of constantly developing, adapting and bringing to market the portfolio of digital solutions, with a special focus on retail, media and entertainment, healthcare and FMCG customers. This covers subscription and end-to-end loyalty programs, multichannel campaign activities, e-commerce platforms, data intelligence/big data services, DMP and Unique Consumer Repositories or prevention/patient programs that are specific to the healthcare sector.

A graduate of EDHEC Business School, he started his career at Procter and Gamble, with growing responsibilities in Sales and Trade Marketing for all divisions, then joined Pepsico to be in charge of all European Retail Customers, then joined Prisma Media, #1 Magazine company in France where he was in charge of global circulation and marketing, before becoming Head of the Women Magazines division, Prisma’s leading segment. He then was appointed Deputy General Manager of the group, in charge of diversification on top of his other responsibilities. In his various assignments there, he successfully initiated the significant online presence and power of his print brands, as well as fully transformed the organization of his editorial teams to enable them to agnostically publish for print, online or video.

Michael (Mike) Brady is the Carl DeSantis Professor and chair, Department of Marketing, at Florida State University. He is also an affiliated faculty member or honorary professor at The University of Maryland, Arizona State University, The University of Washington, and the University of Queensland, Australia. Mike’s primary research interest lies at the intersection of customers and

His research articles have been cited over 16,000 times to date, his 2000 article in the Journal of Retailing is one of the most downloaded articles of all time in Science Direct, and his 2001 article in the Journal of Marketing was ranked the fifth most influential article for future research in services marketing. Mike’s work has also been covered in the popular press, such as MSNBC, U.S. News, the Chicago Tribune, and Tampa Bay Times. Mike is a past president of the American Marketing Association’s Academic Council and an Associate Editor for the Journal of the Academy of Marketing Science. He is the current Editor-in-Chief of Journal of Service Research, which has the fourth-highest impact factor of all business journals.

**Rebekah Russell-Bennett** has an international reputation for research and industry relevance in the application of Service Thinking to Social Problems. She has worked on more than 30 real world problems ranging from alcohol consumption, chronic disease, water usage, electricity use, public transport and diet and applied service thinking. She is immediate past National President of the Australian Association of Social Marketing (the peak industry body for social marketing in Australia). Rebekah is also a leading educator in the field of marketing and is responsible for the development of the award-winning QUTopia role-play simulation at QUT.


Sikaar Keita is Presales Consultant for Oracle Marketing Cloud. He has been working for over 8 years in the digital industry at various levels, from Quality Acceptance Tester to Scrum Product Owner at Dixons and Meetic (Match.com). He is working with worldwide B2C brands – mostly in Retail, Travel and Banking, helping them in their digital strategies from a software provider perspective. Presenting, demonstrating and showcasing the coverage and capabilities of Oracle Marketing Cloud and Oracle Customer Experience, not only because the solution is great but because “I am fighting poor (digital) marketing, dreaming of a world where: my inboxes (Email / Messengers … ) only contains personalized messages talking about topics that matter to me, the ads I see all around the web are relevant and appropriate (and not damaging my customer experience) , and brands finally keep my experience consistent: as a buyer, as a consumer of their services, and overall as a human being.
Saturday, June 16, 15:00 - 15:30

Coffee Break
Room: GB45

Saturday, June 16, 15:30 - 17:00

Session 6A. **B2B - Service Relationships**
Room: GB16
Session Chair: Dominik Georgi, *University of Applied Sciences and Arts of Lucerne - School of Business, Switzerland*

**Design of transaction based business process services using value viewpoint**
Anand Kumar, *Tata Consultancy Services, India*
Doji Lokku, *Tata Consultancy Services, India*
Jose Kumar Reddyogu, *Tata Consultancy Services, India*
Nikhil Zope, *Tata Consultancy Services, India*

**How Consultants Can Shape Project Outcomes Before Things Get Started: The Role of Fit Between Offer Positioning and Contextual Factors for Project Performance**
Daniel Maar, *PSB Paris School of Business, France*
Dirk Totzek, *University of Passau, Germany*

**Development and implementation of value propositions: a toolbox**
Adrienne Schäfer, *University of Applied Sciences and Arts of Lucerne - School of Business, Switzerland*
Dominik Georgi, *University of Applied Sciences and Arts of Lucerne - School of Business, Switzerland*
Session 6B. **Customer Experience in Service II**  
Room: GB19  
Session Chair: Aiden Daly, *National College of Ireland, Ireland*

**Customer activity in everyday use of social and healthcare services**  
Ulla Särkikangas, *University of Helsinki, Finland*

**Exploring the Implications of Augmented Reality-based Services in the Pre-purchase Stage of Online Tourism**  
Tseng-Lung Huang, *College of Management Yuan Ze University, Taiwan*  
Chia Yun Hsieh, *College of Management Yuan Ze University, Taiwan*  
Meng-Yi Lin, *College of Management Yuan Ze University, Taiwan*

**Applications of Forum Theatre to Service Interactions**  
Aidan Daly, *National College of Ireland, Ireland*  
Ray Fisk, *Texas State University, United States*
Chatting with my robot-chef: Contact levels, social interaction, and the service workers of the future
Kate Letheren, Queensland University of Technology, Australia
Jolanda Jetten, University of Queensland, Australia
Jonathan Roberts, Queensland University of Technology, Australia
Jared Donovan, Queensland University of Technology, Australia

Artificial Intelligence (AI) and Robotics: the case of the Holobotics Experience in Retail
Marialuisa Marzullo, Università Federico II di Napoli, Italy
Cristina Mele, Università Federico II di Napoli, Italy
Tiziana Russo Spena, Università Federico II di Napoli, Italy

Artificial Intelligence in Service Research
Valtteri Kaartemo, University of Turku, Finland
Session 6D. **Digital Services - Social Media**  
Room: GR03  
Session Chair: Paul Harrigan, *The University of Western Australia, Australia*

**Giving and receiving eWOM in altruistic services: the role of customer value**  
Rebekah Russell-Bennett, *Queensland University of Technology, United States*  
Josephine Previte, *University of Queensland, Australia*  
Rory Mulcahy, *University of the Sunshine Coast, Australia*

**The impact of consumers' feature use for online complaining on their wellbeing**  
Yean Shan Beh, *University of Auckland, New Zealand*  
Laszlo Sajtos, *University of Auckland, New Zealand*

**Two-way institutional acculturation and identity co-creation in social media**  
Momoko Fujita, *The University of Western Australia, Australia*  
Paul Harrigan, *The University of Western Australia, Australia*  
Geoffrey Soutar, *The University of Western Australia, Australia*
Session 6E. Service Innovation - An Organizational View
Room: GB17
Session Chair: Ingo O. Karpen, Royal Melbourne Institute of Technology, Australia

The Impact of Work Contextual Variables on the Creativity of Frontline Service Employees
Chen-Ya Wang, National Tsing Hua University, Taiwan
Weimin Chiu, National Tsing Hua University, Taiwan

Frontline employees as participants in service innovation
Marit Engen, Service Research Center, Karlstad University, Sweden

Innovation in Online Communities: Conditions for Customer Creativity and Participation
Gauri Laud, University of Tasmania, Australia
Ingo O. Karpen, Royal Melbourne Institute of Technology, Australia
Jodie Conduit, University of Adelaide, Australia
Session 6F. **Consumer Behavior in Services II**  
Room: GR02  
Session Chair: Jim Salas, *Pepperdine University, United States*

**Services and the Aging Brain**  
John Bateson, *Cass Business School, City University, United Kingdom*

**Understanding need for customer assistance: measuring the personal differences that trigger customer assistance request**  
Marion Sangle-Ferriere, *ESCP Europe, United Kingdom*  
Ben Voyer, *ESCP Europe, United Kingdom*

**Comparable Purchase Deviations How Customer Learning in a Committed Firm Relationship Impacts Longitudinal Upgrading**  
Jim Salas, *Pepperdine University, United States*  
Chadwick Miller, *Washington State University, United States*  
Laszlo Sajtos, *University of Auckland, New Zealand*
Session 6G. **Service Failure and Recovery IV**  
Room: GB20  
Session Chair: Yelena Tsarenko, *Monash University, Australia*

**The Effect of Captivity on Customers' Service Quality Perception, Dissatisfaction, and Word-of-Mouth**  
Olivier Furrer, *University of Fribourg, Switzerland*

**Failed Service Relationships: The Trajectory of Consumer Emotions**  
Sylvia Long-Tolbert, *Carey Business School, Johns Hopkins University, United States*

**You are supposed to help me: Transgressed customers' evaluations of help from service provider and third-party customer following service failure**  
Ting Hin Ho, *Monash University, Australia*  
Dewi Tojib, *Monash University, Australia*  
Yelena Tsarenko, *Monash University, Australia*
Session 6H. **Service Networks and Systems**

Room: GR07

Session Chair: Jens Poeppelbuss, *Ruhr-Universität Bochum, Germany*

**Challenging the Cognitive Privacy Calculus: Affective Reactions in Consumers’ Privacy-Related Decision Making**

Margarita Bidler, *University of Passau, Germany*

Jan H. Schumann, *University of Passau, Germany*

Thomas Widjaja, *University of Passau, Germany*

**The Impact of Negatively-valenced Influencing Behavior**

Jaylan Azer, *Edinburgh Napier University, United Kingdom*

Matthew Alexander, *University of Strathclyde, United Kingdom*

**The fragmentation of a service ecosystem – A grounded theory study of the German wind power industry**

Hannes Parbs, *University of Bremen, Germany*

Jens Poeppelbuss, *Ruhr-Universität Bochum, Germany*
Session 6I. Value Co-Creation II
Room: GR08
Session Chair: Stephane Thion, Université Toulouse 1 Capitole, France

Value Co-Creation in Triadic Service Settings: An Empirical Analysis in the Context of Services for Animal Companions
Gertrud Schmitz, University of Duisburg-Essen, Germany
Jennifer Hendricks, University of Duisburg-Essen, Germany

The resistance to value co-creation in a service system: The case of Syrian refugees in Turkey
Sertan Kabadayi, Fordham University, United States

Why do consumers engage in value (co-)creation? An empirical study
Stephane Thion, Université Toulouse 1 Capitole, France
Saturday, June 16, 19:00 – 23:00
Closing Cocktail: Eiffel Tower

how to get there from La Défense to be on time at 7pm:

By metro: Line 1 & Line 6
Station: Bir-Hakeim (Grenelle)

By taxi:
Address: Champ de Mars, 5 Av. Anatole France, 75007 Paris

Taxis G7: +33 (1) 41 27 66 99
www.g7.fr
Taxis bleus: +33 (1) 73 12 58 83
www.taxis-bleus.com
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<tr>
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<tr>
<td>10:45</td>
<td>Expanding the Customer Engagement Concept: The Role of Spiritual Engagement</td>
<td>Kieran D. Tierney, Ingo O. Karpen, and Jodie Conduit</td>
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<td>10:45</td>
<td>Exploring the Practice of Collaborative Consumption</td>
<td>Sheila Malone</td>
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<td>On the definition of customer experience: Repacking old concepts?</td>
<td>Larissa Carine Braz Becker</td>
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<td>10:45</td>
<td>Creating positive emotional customer experience in luxury hotels</td>
<td>Sheila Maloney, Carine Braz Becker, Zhu Ke Wu, and Yini Gao</td>
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<td>10:45</td>
<td>Understanding the Customer Experience in Luxury Services: The Case of G2002</td>
<td>Chair: Hannah Snyder</td>
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<td>10:45</td>
<td>Consumer Misbehavior in a Veterinary Service Setting</td>
<td>Chair: L. V. Black</td>
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<td>The Ha Increasing Understanding/Consumer Roles in Online Bullying</td>
<td>Chair: J. M. K. Brinton</td>
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<td>10:45</td>
<td>The Impact of Communications Style on Client-Psychological Comfort</td>
<td>Paul Patterson and Rawi Roongruangsee</td>
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<td>10:45</td>
<td>1J Service Dominant Logic</td>
<td>Chair: Susan Kandiyarov</td>
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<td>10:45</td>
<td>Value Co-Destruction: Consequences of Contextualized Interactions Between Online and Offline Deviant Behaviors</td>
<td>Loïc Plé and Catherine Demangeot</td>
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A Scaling Up Framework for Innovative Service Ecosystems: Lessons from Eataly and KidZania
» Laura Di Pietro, Bo Edvardsson, Javier Reynoso, Maria Francesca Renzi, Martina Toni, and Roberta Guglielmetti

11:30
2E Customer Experience II
GB19
Chair: Lerzan Aksoy
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<tr>
<td>13:30</td>
<td>PROGRAM OVERVIEW</td>
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<tr>
<td>13:30</td>
<td>Trapped in a service encounter – Exploring customer lock-in perceptions during negative service experiences</td>
<td>Sabina Dahlin and Cordelia Camlin</td>
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<td>13:30</td>
<td>2H Service Employees I</td>
<td>Chair: Ulla Bore</td>
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<td>13:30</td>
<td>Linking employee and customer engagement behaviors in service encounters: the mediation of relational energy</td>
<td>Chair: Ching Ling</td>
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<td>13:30</td>
<td>Dyfunctional customer behavior, employee stress, and employee turnover: the moderating effects of employee embeddedness and cultural value orientation</td>
<td>Chair: Cheng</td>
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<td>13:30</td>
<td>Distress, causal attributions and coping: Explaining aggression and patient satisfaction</td>
<td>Chair: C. Li, Xi Z. Yang, Qing Q. Zhang, and Huai Wang Liang</td>
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<td>13:30</td>
<td>Understanding the intersection between exchange norms and donation requests</td>
<td>Chair: Chih-Ying Chu and Haw-Yi Liang</td>
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<td>Understanding consumer reactions to other-customer misbehavior in service industry</td>
<td>Chair: Chih-Ying Chu and Haw-Yi Liang</td>
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<td>Conceptual advancements of a transformative social service research framework</td>
<td>Chair: Pablo Escarate Sanchez and Stephen Osborne</td>
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<td>The impact of changes to tipping norms at the organizational frontline: a comparison of pre-service and post-service tipping</td>
<td>Chair: Sara Hanson, Nathan Warren, and Hong Yuan</td>
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<td>13:30</td>
<td>Engaging transformative service encounters: insights from industry workshops for people living with dementia</td>
<td>Chair: Maria Hajo, Virginia Baker, and Natalie Dayal</td>
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<td>13:30</td>
<td>2G Public and Non-Profit Services</td>
<td>Chair: Carol Shady Raby and Matthew Alexander</td>
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<td>13:30</td>
<td>Exploring customer engagement in the healthcare context: the construct, antecedents, and moderator (work-in-progress)</td>
<td>Chair: N. Borglin, C. Lages, and Rodrigo Perla</td>
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<td>13:30</td>
<td>How does engagement affect customer journeys and experiences?</td>
<td>Chair: Efua Obeng and Samuel Petros Sebhatu</td>
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<td>2J Service Operation Management and Supply Chains I</td>
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<td>3A Special Session: Brave New World: Robots in the Service Front Line</td>
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<td>3B Branding and Service Communications I</td>
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<td>3C Customer Experience in Services I</td>
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<td>3D Digital Services - Platform Services</td>
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<td>15:30</td>
<td>3E New Analytical Approaches in Service Research I</td>
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<td>How Do Customers React Under Service Failures? The Roles of the Two Dimensions of Brand Perception - Warmth and Competence</td>
<td>Shannon X. Yi, Chloe Y. Qiu, and Lisa C. Wan</td>
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<tr>
<td>16:00</td>
<td>A Comprehensive Classification of Services Failures Based on Intentionality and Duration of Failures</td>
<td>Amin Nazifi and Dahlia El-Mansfly</td>
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<tr>
<td>16:30</td>
<td>This Customer has an accent! Would (s)he be treated differently?</td>
<td>Carol Azab and Jonas Holmqvist</td>
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<tr>
<td>15:30</td>
<td>3I Transformative and Health Services I</td>
<td>Qian Wang and Dahlia El-Mansfly</td>
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<td>16:00</td>
<td>Value Co-creation in Non-Clinical Cancer Centre</td>
<td>Qian Wang and Dahlia El-Mansfly</td>
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<td>16:30</td>
<td>Gamified Work and the effect on Front Line Employees Experience</td>
<td>Wafa Hammidi, Thomas Leclercq, and Ingrid Poncin</td>
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<td>16:30</td>
<td>Service In 2050: Design for Service Inclusion</td>
<td>Ray Fisk, Alison Dean, Alison Joubert, Linda Nasr, Josephine Previte, Nichola Robertson, and Mark Rosenbaum</td>
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<td>3J Transformation in Services</td>
<td>Rebecca Russell-Bennett</td>
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<td>16:00</td>
<td>The emergence of consumer experience in transformative consumer journeys</td>
<td>Larissa Carine Braz Becker and Elina Jaakkola</td>
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<td>16:00</td>
<td>Leveraging Design Innovation for a approach to address 'Bottom of the Pyramid' market segment</td>
<td>Doji Lokku, Anand Kumar, Jose Kumar Reddyappou, and Nikhil Zope</td>
</tr>
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<td>15:30</td>
<td>The Transformative Service Paradox: Technology as a tool to assist wellbeing</td>
<td>Rebekah Russell-Bennett, Kate Letheren, Rory Mulcahy, and Uwe Dulleck</td>
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<td>09:00</td>
<td>Drivers of consumer engagement in brand identity co-creation</td>
<td>Catherine Da Silveira and Claudia Simoes</td>
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<tr>
<td>09:15</td>
<td>Money Matters: Consumer Financial Well Being Today and Tomorrow</td>
<td>Elisabeth Bruggen, Johanna Gadal, Monique Mabille, and Jan H. Sunier</td>
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<tr>
<td>10:00</td>
<td>When is Customer Participation Alone Insufficient?</td>
<td>Stephanie Dellande</td>
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<td>Coping with Customer Participation Stresses in Financial Services</td>
<td>Signe Ruegge, Johanna Gadal, Monique Mabille, and Jan H. Sunier</td>
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<td>Reducing Customer Participation Stresses in Financial Services</td>
<td>Signe Ruegge, Johanna Gadal, Monique Mabille, and Jan H. Sunier</td>
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<td>Patterns of Servitization - Substitutability of Goods and Services with Customer Relationships</td>
<td>Timo Mura and Shoji Yamamoto</td>
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<td>12:00</td>
<td>Co-Creating Offerings: A Maturity Model</td>
<td>Anna-Sophie Oertzen</td>
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<td>13:30</td>
<td>Service System Well-being: Conceptualising a Macro-Level Concept</td>
<td>Gauri Laud, Cheryl Leo, and Cindy Yunhsin Chou</td>
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<td>14:00</td>
<td>An Investigation of the Antecedents of Customer Co-creation and Co-production in Health Services</td>
<td>Rodoula H. Tsiotsou</td>
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<td>14:30</td>
<td>Co-opetition and the co-creation of brands: An exploratory study</td>
<td>Linda Robinson</td>
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<td>15:00</td>
<td>How sophisticated servicescape can reduce negative feelings when failure occur?</td>
<td>Mellina Terres, Márcia Herter, Diego Costa Pinto, and Jose Afonso Mazzon</td>
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<td>Customer Experience and Value Destruction</td>
<td>Gauri Laud</td>
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<td>New Analytical Approaches in Service Research</td>
<td>Martin Paul Fritze</td>
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<td>17:00</td>
<td>New Approaches in Service Research</td>
<td>Martin Paul Fritze</td>
</tr>
<tr>
<td>17:30</td>
<td>New Approaches in Service Research</td>
<td>Martin Paul Fritze</td>
</tr>
<tr>
<td>Time</td>
<td>Session Title</td>
<td>Chair/Author(s)</td>
</tr>
<tr>
<td>-------</td>
<td>-------------------------------------------------------------------------------</td>
<td>--------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>09:00</td>
<td>Integrating Service Design multidisciplinary perspectives to support the Service Innovation process</td>
<td>Maíra Prestes Joly, Jorge Grenha Teixeira, Lia Patrício, and Daniela Sangiorgi</td>
</tr>
<tr>
<td>09:30</td>
<td>Service Innovation in a Triadic Business-To-Business Network</td>
<td>Chavi Chen, Xia Zhu, and Loïc Plé</td>
</tr>
<tr>
<td>09:00</td>
<td>4F Service Failure and Recovery II</td>
<td>Chair: Pascal Güntürkün</td>
</tr>
<tr>
<td>09:30</td>
<td>Unfair online review: A third party view of illegitimate and abusive complaints</td>
<td>Jiraporn Surachartkumtonkun, Debra Grace, and Mitchell Ross</td>
</tr>
<tr>
<td>10:00</td>
<td>WHEN CONSUMER LOVE STRIKES BACK: THE EFFECTS OF ONLINE COMPLAINT HANDLING AND RELATIONSHIP-STRENGTH ON CUSTOMER RETENTION</td>
<td>Chair: Pascal Güntürkün</td>
</tr>
<tr>
<td>09:00</td>
<td>4G Service Operation Management and Supply Chain II</td>
<td>Chair: Arni Halldorsson</td>
</tr>
<tr>
<td>09:00</td>
<td>How Do Process Flow Times Matter in Emergency Departments?</td>
<td>Jeff Smith, Jeff Shockley, and Sidney Anderson</td>
</tr>
<tr>
<td>09:30</td>
<td>Supply chain management as a transformative service capability construct</td>
<td>Jeff Smith, Jeff Shockley, and Sidney Anderson</td>
</tr>
<tr>
<td>09:00</td>
<td>4H Service Relationships I</td>
<td>Chair: J.Chris Lin</td>
</tr>
<tr>
<td>09:00</td>
<td>Gender differences in the customer response to all retail stores</td>
<td>Akiko Ueno and Piyush Sharma</td>
</tr>
<tr>
<td>09:30</td>
<td>THE UNIQUENESS ROLE OF RELATIONSHIP MARKETING IN SMALL SERVICE BUSINESSES</td>
<td>Chair: Fredrick Ponsignon</td>
</tr>
<tr>
<td>10:00</td>
<td>Dynamic Capabilities for Improving Service Offering Through Utilization of Customer Satisfaction Information</td>
<td>Andrea Birch-Jensen, Ida Gremyr, and Arni Halldorsson</td>
</tr>
<tr>
<td>10:00</td>
<td>Development and validation of a measurement scale for the experience capability construct</td>
<td>Fredrick Ponsignon, Jeff Smith, and Arni Halldorsson</td>
</tr>
<tr>
<td>Time</td>
<td>Session</td>
<td>Title</td>
</tr>
<tr>
<td>-------</td>
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</tr>
<tr>
<td>09:00</td>
<td>4J</td>
<td>Transformative and Health Services II</td>
</tr>
<tr>
<td>09:00</td>
<td>09:00</td>
<td>Tough but not terrific: when value is destroyed in men's preventative health services</td>
</tr>
<tr>
<td>10:00</td>
<td>10:00</td>
<td>What constitutes patient experience and journey in pediatric health services? Contrasting doctors and caregivers perceptions</td>
</tr>
<tr>
<td>10:30</td>
<td>10:30</td>
<td>Coffee Break</td>
</tr>
<tr>
<td>11:00</td>
<td>11:00</td>
<td>Growing services in base-of-the-pyramid markets</td>
</tr>
<tr>
<td>11:00</td>
<td>11:00</td>
<td>5A Special Session: Growing Services in base-of-the-pyramid</td>
</tr>
<tr>
<td>11:30</td>
<td>11:30</td>
<td>Less Than Ordinary – Quantifying the Influence of Every-Day Experiences on Consumers' Buying Behavior</td>
</tr>
<tr>
<td>12:00</td>
<td>12:00</td>
<td>Seemless Customer Experience: The Construct, Antecedents and Outcomes</td>
</tr>
<tr>
<td>11:00</td>
<td>11:00</td>
<td>Using Social Constructivism to theorize the influence of culture in quality tourism service experiences</td>
</tr>
<tr>
<td>11:30</td>
<td>11:30</td>
<td>Developing smart tourism services: a consumption framework</td>
</tr>
<tr>
<td>12:00</td>
<td>12:00</td>
<td>Operationalization and interdependence of perceived value in a comprehensive second order model for hospitality services</td>
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<td>11:00</td>
<td>11:00</td>
<td>Embodied customer experience in group tours</td>
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<td>12:00</td>
<td>12:00</td>
<td>Aesthetics of Interaction and Value Co-Creation between User and Smart Service Artefact; Investigating the Moderating Effect of Emotion</td>
</tr>
</tbody>
</table>

**Program Overview**
<table>
<thead>
<tr>
<th>Time</th>
<th>Session Title</th>
<th>Speaker(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>11:30</td>
<td>A reconceptualization of social ties for the Post-Service Sharing of Information</td>
<td>Kalyani Menon and Chatura Ranaweera</td>
</tr>
<tr>
<td>11:00</td>
<td>SF Service Failure and Recovery III</td>
<td>Chair: Stan Maklan</td>
</tr>
<tr>
<td>11:00</td>
<td>An exploratory study into the occurrence of emotional contagion after a service failure among Twitter users who are unfamiliar with each other</td>
<td>Svenja Widdershoven, Mark Pluymaekers, Josée Bloemer, Paul Sinclair, and Halthem Zourig</td>
</tr>
<tr>
<td>11:30</td>
<td>How Potential Customers Respond to Service Recovery Strategies</td>
<td>Elisa Ghan, Lisa C. Wan, and Maggie Y. Chu</td>
</tr>
<tr>
<td>12:00</td>
<td>Revisiting CSR in service failures: A cause-dependent buffer</td>
<td>Paolo Antonetti, Benedetta Crisafulli, and Stan Maklan</td>
</tr>
<tr>
<td>11:00</td>
<td>5G Service Innovation - Customer Experience</td>
<td>Chair: Per Skålén</td>
</tr>
<tr>
<td>11:00</td>
<td>How do Intermediaries Enable Open Service Innovation?</td>
<td>Kritika Randhawa, Raifi Wilden, and Siggi Gudergan</td>
</tr>
<tr>
<td>11:30</td>
<td>Service providers as entrepreneurs of co-creation assets.</td>
<td>Michael Ehret and Jochen Witz</td>
</tr>
<tr>
<td>12:00</td>
<td>Service Innovation in the Swedish music industry</td>
<td>Per Skålén</td>
</tr>
<tr>
<td>11:00</td>
<td>SH Service Relationships II</td>
<td>Chair: Hongwei He</td>
</tr>
<tr>
<td>11:00</td>
<td>Is Discretionary Preferential Treatment Bad to Nonbeneficiaries? The Emotional Pathways of Envy and Boundary Conditions</td>
<td>Kimmy Chan, CH Kim (Bennett) Yim, and Taeshik Gong</td>
</tr>
<tr>
<td>11:30</td>
<td>Customer-Employee Rapport: A Dyadic Perspective in Multi-Channel Service Settings</td>
<td>Mohamed Maher Hamad, Treasa Kearney, and Chris Raddats</td>
</tr>
<tr>
<td>12:00</td>
<td>Self-determination and service performance: the roles of service adaptiveness and openness to experience</td>
<td>Weiye Wang, Hongwei He, Sunil Sahadev, and Wei Song</td>
</tr>
<tr>
<td>11:00</td>
<td>Si Serviscape and Service Environments</td>
<td>Chair: Athinodoros Chronis</td>
</tr>
<tr>
<td>11:00</td>
<td>Can situational factors affect shop assistants’ competences to get customer satisfaction?</td>
<td>Raul Perez, LAURA LUCIA-PALACIOS, and Yolanda Polo-redondo</td>
</tr>
<tr>
<td>11:30</td>
<td>Understanding the Value Process in Service</td>
<td>Jonas Holmqvist, Christian Gbörroos, Luca Visconti, Blandine Guais, and Aurelie Kessous</td>
</tr>
<tr>
<td>12:00</td>
<td>Embodied Staging and the Making of a Tourist Serviscape</td>
<td>Athinodoros Chronis</td>
</tr>
<tr>
<td>11:00</td>
<td>5J Transformative and Health Services III</td>
<td>Chair: German Ramirez Contreras</td>
</tr>
<tr>
<td>11:00</td>
<td>Designing Transformative Health Services at the Base of the Pyramid</td>
<td>Ilma Nur Chowdhury and Linda Nasr</td>
</tr>
<tr>
<td>11:30</td>
<td>Transforming consumers’ financial well-being through gamified customer value</td>
<td>Rory Mulcahy, Rebekah Russell-Bennett, and Dawn Iacobucci</td>
</tr>
<tr>
<td>12:00</td>
<td>The (Transformative) Temporary Third Place</td>
<td>Mark Rosenbaum, Kathy (Kawon) Kim, German Ramirez Contreras, Augusto Rodriguez Orejula, and Joohyung Park</td>
</tr>
<tr>
<td>12:30</td>
<td>Lunch</td>
<td>GB44</td>
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<tr>
<td>Time</td>
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<tr>
<td>12:30</td>
<td>Editorial Board Meeting Journal Of Service Management G815</td>
<td></td>
</tr>
<tr>
<td>13:45</td>
<td>Plenary Session II: Priorities in Service Research Chair: Lerzan Aksoy</td>
<td></td>
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<tr>
<td></td>
<td>Speakers: Hélène Duneigre, Loïc Guilloux, Michael Brady, Rebekah Russell-</td>
<td></td>
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<tr>
<td></td>
<td>Bennett, Skiar KIeta</td>
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<tr>
<td>15:00</td>
<td>Coffee Break</td>
<td></td>
</tr>
<tr>
<td>15:30</td>
<td>6A B2B - Service Relationships G816</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Chair: Dominik Georgi</td>
<td></td>
</tr>
<tr>
<td>15:30</td>
<td>Design of transaction based business processes services using value viewpoint</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Anand Kumar, Daji Lokku, Jose Kumar Reddypogu, and Nikhil Zope</td>
<td></td>
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<tr>
<td>16:00</td>
<td>How Consultants Can Shape Project Outcomes Before Things Get Started: The</td>
<td></td>
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<tr>
<td></td>
<td>Role of Fit Between Offer Positioning and Contextual Factors for Project</td>
<td></td>
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<tr>
<td></td>
<td>Performance - Daniel Maar and Dirk Totzek</td>
<td></td>
</tr>
<tr>
<td>16:30</td>
<td>Development and implementation of value propositions: a toolbox</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Adrienne Schäfer and Dominik Georgi</td>
<td></td>
</tr>
<tr>
<td>15:30</td>
<td>6B Customer Experience in Service II G819</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Chair: Aidan Daly</td>
<td></td>
</tr>
<tr>
<td>15:30</td>
<td>Customer activity in everyday use of social and healthcare services</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Ulla Särkkängas</td>
<td></td>
</tr>
<tr>
<td>16:00</td>
<td>Exploring the Implications of Augmented Reality-based Services in the</td>
<td></td>
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<tr>
<td></td>
<td>Pre-purchase Stage of Online Tourism - Tseng-Lung Huang, Chia Yun Hsieh, and</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Meng-Yi Lin</td>
<td></td>
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<tr>
<td>16:30</td>
<td>Applications of Forum Theatre to Service Interactions - Adan Daly and Ray Fisk</td>
<td></td>
</tr>
<tr>
<td>15:30</td>
<td>6C Digital Services - Artificial Intelligence G818</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Chair: Valtteri Kaartemo</td>
<td></td>
</tr>
<tr>
<td>15:30</td>
<td>Chatting with my robot-chef: Contact levels, social interaction, and the</td>
<td></td>
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<tr>
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<td>service workers of the future - Kate Leahere, Jolanda Jetten, Jonathan Roberts,</td>
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<td></td>
<td>and Jared Donovan</td>
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</tr>
<tr>
<td>16:00</td>
<td>Artificial Intelligence (AI) and Robotics: the case of the Holobotics</td>
<td></td>
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<tr>
<td></td>
<td>Experience in Retail - Marialuisa Marzuilo, Cristina Mele, and Tiziana Russo</td>
<td></td>
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<td></td>
<td>Spena</td>
<td></td>
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<tr>
<td>16:30</td>
<td>Artificial Intelligence in Service Research - Valtteri Kaartemo</td>
<td></td>
</tr>
<tr>
<td>15:30</td>
<td>6D Digital Services - Social Media G803</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Chair: Paul Harrigan</td>
<td></td>
</tr>
<tr>
<td>15:30</td>
<td>Giving and receiving eWOM in altruistic services: the role of customer value</td>
<td></td>
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<tr>
<td></td>
<td>- Rebekah Russell-Bennett, Josephine Previte, and Rory Mulcahy</td>
<td></td>
</tr>
<tr>
<td>16:00</td>
<td>The impact of consumers’ feature use for online complaining on their wellbeing</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Yean Shan Beh and Laszlo Sajtos</td>
<td></td>
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<tr>
<td>16:30</td>
<td>Two-way institutional acculturation and identity co-creation in social media</td>
<td></td>
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<tr>
<td></td>
<td>- Momoko Fujita, Paul Harrigan, and Geoffrey Soutar</td>
<td></td>
</tr>
<tr>
<td>15:30</td>
<td>6E Service Innovation - An Organizational View G817</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Chair: Ingo O. Karpen</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Time</th>
<th>Session Title</th>
<th>Authors</th>
</tr>
</thead>
<tbody>
<tr>
<td>15:30</td>
<td>The Impact of Work Contextual Variables on the Creativity of Frontline Service Employees</td>
<td>Chen-Ya Wang and Weimin Chiu</td>
</tr>
<tr>
<td>15:30</td>
<td>Services and the Aging Brain</td>
<td>John Bateson</td>
</tr>
<tr>
<td>16:00</td>
<td>Understanding Need for Customer Assistance: Measuring the Personal Differences that Trigger Customer Assistance Request</td>
<td>John Baskin, Marcia H. P. Falbo, and Ben Winer</td>
</tr>
<tr>
<td>16:30</td>
<td>Comparable Purchase Deviations Impact Customer Learning in the Context of Services for Animal Companions</td>
<td>Jean Salas, Chadwick Miller, and Lando Salas</td>
</tr>
<tr>
<td>15:30</td>
<td>Value Co-Creation in Service Settings: An Empirical Analysis in the German Wind Power Industry</td>
<td>Gernot Smidt and Jennifer Hendricks</td>
</tr>
<tr>
<td>16:00</td>
<td>The Resistance to Value Co-Creation in a Service System: The Case of Syrian Refugees in Turkey</td>
<td>Sertan Kabadayi</td>
</tr>
<tr>
<td>16:30</td>
<td>Why do Consumers Engage in Value Co-Creation? An Empirical Study</td>
<td>Thion Stephane</td>
</tr>
<tr>
<td>15:30</td>
<td>Analyzing Work Contextual Variables Affecting Creativity of Frontline Service Employees</td>
<td>Chen-Ya Wang and Weimin Chiu</td>
</tr>
<tr>
<td>15:30</td>
<td>6F Service Networks and Systems</td>
<td>Jens Poeppelbuss</td>
</tr>
<tr>
<td>15:30</td>
<td>Challenging the Cognitive Privacy Calculus: Affecting the Relationship of Consumers and Third Parties</td>
<td>David Y. Ho, Dewi Tojib, and Yelena Tsarenko</td>
</tr>
<tr>
<td>15:30</td>
<td>The Impact of Negativity-Related Influencing Behavior in a Service System</td>
<td>Kayla Rezaei, Jim Salas, and Lando Salas</td>
</tr>
<tr>
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</tr>
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</tr>
<tr>
<td>15:30</td>
<td>6G Service Failure and Recovery IV</td>
<td>Barbara Traverso</td>
</tr>
<tr>
<td>16:00</td>
<td>The Effects of Captivity on Customer Service Quality Perception, Distraction, and Word-of-Mouth</td>
<td>Yelena Tsarenko</td>
</tr>
<tr>
<td>16:30</td>
<td>Failed Service Relationships: The Trajectory of Consumer Emotions</td>
<td>Yelena Tsarenko</td>
</tr>
<tr>
<td>19:00</td>
<td>Walking Dinner at the Eiffel Tower</td>
<td>Eiffel Tower</td>
</tr>
</tbody>
</table>
INDEX

LIST OF PARTICIPANTS

• Aarikka-Stenroos, Leena, Tampere University of Technology, Finland
• Abu, Mimi Liana, University of Strathclyde, United Kingdom
• Aksoy, Lerzan, Fordham University, United States
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INDEX

- Ponsignon, Frédéric, KEDGE BUSINESS SCHOOL, France
- Pozza, Ilaria Dalla, IPAG Business School, France
- Prestes Joly, Maíra, University of Porto Politecnico di Milano, Portugal
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· Yagil, Dana, The University of Haifa, Israel
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