

2018

10th SERV SIG Conference



**Opportunities for Services in a
Challenging World**

**June 14 – June 16, 2018
Paris**

Organized by



Hosted by



WELCOME TO THE 10TH SERVSIK CONFERENCE

Dear colleagues,

We are proud to host the 10th SERVSIK 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 SERVSIK and the 10th SERVSIK 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 SERVSIK 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 (SERVSIK) will present a communication entitled "Celebrating SERVSIK's 25th Year and 10th SERVSIK 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, SERVSIK board member and Lerzan Aksoy, Professor of Marketing at Fordham University, co-Chair of SERVSIK.

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 SERVSIK 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 SERVSIK for coordinating these special issues.

The SERVSIK 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 Brügger 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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IÉSEG School of Management
Conference Chair, Scientific and organizing
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Assistant Professor of Marketing
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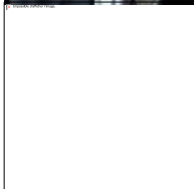
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**2018 SERV SIG CONFERENCE
TRACK CHAIRS**

**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 – Tecnológico de Monterrey, Mexico*

Customer Experience II

Lerzan Aksoy, *Fordham University, United States*

Customer Engagement II

Elena 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 Eylül 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

Carolyn 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*

THURSDAY, 17:00 – 18:00

DAILY HIGHLIGHTS • Thursday, June 14, 2018

17:00 Registration, La Grande Arche Reception
GB45

18:00 - 20:00 Welcome Reception La Grande Arche
GB44

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, 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*

María-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*

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 Ehrlinger, *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*

Session 1F. **Customer Experience I**

Room: GB19

Session Chair: Sheila Malone, *Lancaster University, United Kingdom*

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*

Session 1I. Healthcare Service

Room: GR07

Session Chair: Paul Patterson, *School of Marketing, UNSW
Sydney, Australia*

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*

Session 1J. Service Dominant Logic

Room: GR08

Session Chair: Sertan Kabadayi, *Fordham University, United States*

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 – Tecnológico 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, 13:30 – 15:00

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 Leclercq, *Louvain School of Management, Belgium*

Session 2C. **Big Data - Customer Experience**

Room: GB16

Session Chair: Ritva Höykinpuro, *Unviversity 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, *Unviversity 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*

Negatively-Valenced Customer Engagement in the Healthcare Context: The Construct, Antecedents, and Moderators (work-in-progress)

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*

Session 2H. **Service Employees I**

Room: GR02

Session Chair: Liliانا Bove, *The University of Melbourne, Australia*

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 Eylül 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, 15:30 – 17:00

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, *Catholic 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*

Session 3F. **Service Employees II**

Room: GB15

Session Chair: Olivier Furrer, *University of Fribourg, Switzerland*

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*

Session 3G. **Service Experience**

Room: GR03

Session Chair: Matthew Alexander, *University of Strathclyde, United Kingdom*

"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*

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, 19:00 – 01:00

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:

Adress: 53 av. des Terroirs de
France - 75012 Paris

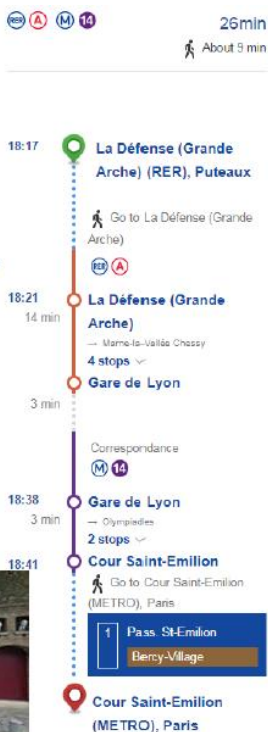
Taxis G7: +33 (1) 41 27 66 99

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

08:00 - 09:00 Editorial Board meeting: Journal of
Services Marketing GR20 (invite only)

08:30 - 09:00 Coffee Break
GB45

09:00 - 10:30 Sessions 4A to 4J

10:30 - 11:00 Coffee Break
GB45

11:00 - 12:30 Sessions 5A to 5J

12:30 - 13:45 Lunch Break
GB44

12:30 - 13:45 Editorial Board meeting: Journal of
Service Management GR20 (invite only)

13:45 - 15:00 Plenary Session: Priorities in Service
Research
GR11

15:00 - 15:30 Coffee Break
GB45

15:30 - 17:00 Sessions 6A to 6I

19:00 - 23:00 Closing cocktail: Eiffel Tower

Saturday, June 16, 08:30 - 09:00

Coffee Break

Room: GB45

SATURDAY, 09:00 – 10:30

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*

Session 4D. **Customer Participation**

Room: GB18

Session Chair: Marion Büttgen, *University of Hohenheim, Germany*

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*

Session 4E. Service Design and Service Innovation

Room: GR07

Session Chair: Loic Plé, *IÉSEG School of Management, France*

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*

Session 4F. **Service Failure and Recovery II**

Room: GB20

Session Chair: Pascal Güntürkün, *Vienna University of Economics and Business, Austria*

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*

Session 4H. **Service Relationships I**

Room: GR03

Session Chair: J.Chris Lin, *National Taiwan University, Taiwan*

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, 11:00 – 12:30

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 – Tecnológico de
Monterrey, Mexico*

Karla Cabrera, *EGADE Business School – Tecnológico de
Monterrey, Mexico*

Ana Valdes, *EGADE Business School – Tecnológico 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*

Session 5C. **Tourism Services**

Room: GB17

Session Chair: Martina Gallarza, *Valencia University, Spain*

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 Närvänen, *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*

Session 5F. **Service Failure and Recovery III**

Room: GB20

Session Chair: Stan Maklan., *Cranfield University, United Kingdom*

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 hôtelière 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*
Teresa 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*

Session 5I. **Serviscape and Service Environments**

Room: GR07

Session Chair: Athinodoros Chronis, *California State University, Stanislaus, United States*

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*

Aurélien Kessous, *Aix-Marseille Université, CERGAM, France*

Embodied Staging and the Making of a Tourist Servicescape

Athinodoros Chronis, *California State University, Stanislaus, United States*

Session 5J. Transformative and Health Services III

Room: GR08

Session Chair: German Ramirez Contreras, *Externado University, Colombia*

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 suggestion based on their long research and editorial backgrounds.

Speakers:

Hélène Duneigre, *Independent Consultant, France*

Loïc 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, H       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 embarkment. H       also believes strongly in collective intelligence benefits and enjoys missions run in collaboration with her TOPS Consult peers.

Lo  c 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

employees in frontline service transactions. He has published articles in many top scholarly journals, including Journal of Marketing, Journal of Consumer Research, Journal of Service Research, Journal of Retailing, Journal of the Academy of Marketing Science, International Journal of Research in Marketing, and many other outlets.

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.

Her research interests include social marketing and behavior change, technology and behavioral economics. Rebekah is the co-editor for the Journal of Services Marketing and has published over 200 peer-reviewed articles with more than 65 journal articles in including Journal of Business Research, Psychology and Marketing, Journal of Service Theory and Practice, European Journal of Marketing, Journal of Marketing Management, Industrial Marketing Management, Journal of Brand Management, Journal of

Product and Brand Management, Journal of Services Marketing, Health Marketing Quarterly, Consumer Satisfaction, Dissatisfaction and Complaining Behavior.

Sikaar Keita is Presales Consultant for Oracle Marketing Cloud. He has been working for over 8 years in the digital industry at various level, 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, 15:30 – 17:00

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 Reddypogu, *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*

Session 6C. **Digital Services - Artificial Intelligence**

Room: GB18

Session Chair: Valtteri Kaartemo, *University of Turku, Finland*

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:
Adress: 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



Thursday, 14th June			
17:00	Registration La Grande Arche - IESEG School of Management GB45	10:45	Distance Frontline Employee - Customer Relationships: Towards a new Concept of Proximity in the Banking and Insurance Industries » Ilaria Dalla Pozza, Raphael Krivine, Karim Zemouli
18:00	Welcome Reception La Grande Arche - IESEG School of Management GB44	10:45	1C B2B - Services Networks GB16 Chair: Jonas Holmqvist
			Antecedents and Measurement of Industrial Service Excellence in Manufacturing Companies » Christian Stadlmann, Doris Ehrlinger, Anna Biedersberger, David Tempelmayr, Stefan Mang, and Margarethe Überwimmer
		11:15	An Approach to Elaborate Implicit Customer Service Needs for B2B IT Services Offerings » Nikhil Zope, Doji Lokku, Anand Kumar, and Jose Kumar Reddy pogu
		11:45	Who is the Real Value Facilitator? Facilitating value creation in business networks » Jonas Holmqvist, Aurélien Timbre, Christian Kowalkowski, and Christian Grönroos
		10:45	1D Consumer Behavior in Services I GB15 Chair: Alex Bolinger
		10:45	How service deal popularity and starrating influence quality expectation toward online service deals » Karen Kao, Sally Rao Hill, Indrit Troshani, and Simon Kao
		11:15	The outcome of surface acting: emotional dissonance or self-serving attribution? » Dana Yagil
		11:45	Server Crying, Explanations, and Customer Tipping Behavior » Alex Bolinger and Tyler Burch
		10:45	1E Customer Engagement I GB18 Chair: Teresa Fernandes

Friday, 15th June		
08:00	Coffee Break & Registration GB45	
08:30	Welcome and Plenary Session I: Improving Service Experiences through Digitalization and Big Data GB11 Chair: Werner Kunz Speakers: Arne De Keyser, Peter Ruchatz, Marianna Sigala	
10:15	Coffee Break GB45	
10:45	1A Special Session I: The feasibility of Virtual Doctor Appointments in a Nutshell GB17 Chair: Arne Schmitz	
10:45	The feasibility of virtual doctor appointments in a nutshell » Arne Schmitz, Ana M. Díaz-Martin, and María-Jesús Yague-Guillén	
10:45	1.B Special Session II: Distance Frontline Employee - Customer Relationships: Towards a new Concept of Proximity in the Banking Room GB01 Chair: Dalla Pozza Ilaria	

PROGRAM OVERVIEW

10:45	Expanding the Customer Engagement Concept: The Role of Spiritual Engagement » Kieran D. Tierney, Ingo O. Karpen, and Jodie Conduit
11:15	Exploring the Practice of Collaborative Consumption » Hugo Guyader
11:45	Customer Engagement in Social Network Brand Communities: Drivers and Impact On Brand Loyalty » Teresa Fernandes and Ana Castro
10:45	1F Customer Experience I GB19 Chair: Sheila Malone
10:45	On the definition of customer experience: Repacking old concepts? » Larissa Carine Braz Becker
11:15	Creating positive emotional customer experience in luxury hotels » Szu-Hsin Wu and Yuhui Gao
11:45	Understanding the Customer Experience in Luxury Services: The Case of Ethical Tourism » Sheila Malone, Caroline Tynan, and Sally McKechnie
10:45	1G Customer Misbehavior GR02 Chair: Hannah Snyder
10:45	Consumer Misbehavior in a Veterinary Service Setting » Daina Nicolaou and Christos Theoris
11:15	The Haters Gonna Hate - Towards a Better Understanding of Consumer Roles in Online Bullying » Jan Breitsohl and Werner Kunz
11:45	The truth, the whole truth and nothing but the truth? Customer lies in the service encounter » Hannah Snyder, Lars Witell, Anders Gustafsson, and Janet R. McColl-Kennedy
10:45	1H Big Data Enabled Services GR03 Chair: Linda Nasr
10:45	Challenges and Approaches for Product-Service-Transformation of SMEs » Jürg Meierhofer
11:15	Alexa - What's on my shopping list? Investigating consumer perceptions of voice-controlled devices » Sven Tuzovic and Stefanie Paluch
11:45	Frontline Technology Infusion: Conceptual Archetypes and a Future Research Agenda » Anne De Keyser, Sarah Köcher, Linda Nasr, and Jay Kandampully
10:45	1I Healthcare Service GR07 Chair: Paul Patterson
10:45	The effects of passive innovation resistance on healthcare users: An analysis of the influencing factors. » Joshua K Salawu, Wafa Hammedi, Annick Castiaux, and Mohammad Nejad
11:15	Does Dr. Google Help? Patients' Online Health Information Search » Maria Lara-Quintanilla, Zelal Ates, Lola C. Duque, Jan H. Schumann, and Marion Büttgen
11:45	The Impact of Communications Style on Client Psychological Comfort in Healthcare Services » Paul Patterson and Rawi Roongruangsee
10:45	1J Service Dominant Logic GR08 Chair: Sertan Kabadayi
10:45	Value Co-Destruction Consequences of Contextualized Interactions Between Online and Offline Deviant Behaviors: An Ecosystemic View » Loïc Plé and Catherine Demangeot

PROGRAM OVERVIEW

11:15	A Scaling Up Framework for Innovative Service Ecosystems: Lessons from EatZy and KidZania » Laura Di Pietro, Bo Edvardsson, Javier Reynoso, Maria Francesca Renzi, Martina Toni, and Roberta Guglielmetti Mugion	13:30	2B SERV5IG Best Dissertation Award GB17 Chair: Thomas Baker Speakers: Leonard Mandl, Tobias Otterbring, Thomas Leclercq
11:45	Delving into the role of different resources for value creation in the internal market » Achilleas Boukis and Sertan Kabadayi	13:30	2C Big Data - Customer Experience GB16 Chair: Ritva Höykinpuro
10:45	1K Service solutions and mobile applications GB20 Chair: Mellina Terres	13:30	Customer Experience (CX) Analytics: Big Data Approach to Analyse CX Data » Mohamed Zaki
10:45	Service solutions in professional services - a study of law firms in Poland » Marek Gnusowski, Kristina Heinonen, and Johanna Frösén	14:00	Service-oriented Data Analytics: Connecting Data Analytics to Value Creation through Service Design » Chiehyeon Lim, Kwang-jae Kim, Min-jun Kim, Ki-hun Kim, and Paul Maglio
11:15	So close yet so far? The impact of mobile app usage on psychological distance » Christoph Schmitz and Silke Bartsch	14:30	Service work is no longer where it used to be: Challenges to service-related HRM and service leadership » Ritva Höykinpuro
11:45	The importance of colors on trust: how colors influence on service mobile applications? » Mellina Terres, Leonardo Nicolao, Márcia Herter, and Diego Costa Pinto	13:30	2D Value Co-Creation I GB15 Chair: Javier Reynoso
12:15	Lunch GB44	13:30	Intellectual capital and its relation to employee innovative behavior: consumer value co-creation behavior as a moderator » chin shu Huang, TZU-AN LIN, and Cindy Yunhsin Chou
12:15	Editorial Board Meeting Journal of Service Theory and Practice GR20	14:00	Mitigating the Risks of Co-Creation by Integrating Empathy and Lived Experience in Service Design » Anna-Sophie Oertzen and Josina Vlink
13:30	2A Special Session: Service Thinking: Perspectives and Applications GR01 Chair: Russell-Bennett Rebekah	14:30	Social Capital and Value Co-Creation at the Base of the Pyramid » Ana Valdes-Loyola, Carlos Brambila Paz, Javier Reynoso, and Bo Edvardsson
13:30	Service Thinking: Perspectives and Applications » Rebekah Russell-Bennett, Josephine Previte, Ray Fisk, Linda Nasr, Sidney Anderson, and Steven Rayburn	13:30	2E Customer Experience II GB19 Chair: Lerzan Aksoy

PROGRAM OVERVIEW

13:30	Trapped in a service encounter - Exploring customer lock-in perceptions during negative service experiences » Sabine Fliess and Maarten Volkers
14:00	The Digital Selling Experience: Consumer-to-Consumer E-Commerce » Mika Yrjölä, Hannu Saarjärvi, and Oskari Paakkilä
14:30	Pump Up the Volume: Understanding the Drivers of Word-of-Mouth Volume Across Industries » Timothy Keiningham, Roland Rust, Bart Larivière, Lerzan Aksoy, and Luke Williams
13:30	2F Customer Engagement II GB18 Chair: Elina Jaakkola
13:30	Negatively-Valenced Customer Engagement in the Healthcare Context: The Construct, Antecedents, and Moderators (work-in-progress) » Niloufar Borghel Razavi, Cristiana Lages, and Rodrigo Perez Vega
14:00	Exploring Customer Engagement Marketing (CEM) and its impact on Customer Engagement Behaviour (CEB) » Esraa Karam and Matthew Alexander
14:30	How does engagement affect customer journeys and experience? » Elina Jaakkola and Matthew Alexander
13:30	2G Public and Non-Profit Services GR08 Chair: Carolina Camén
13:30	Enabling transformative service encounters: Insights from inclusive arts workshops for people living with dementia » Pablo Escarate-Sanchez and Stephen Osborne
14:00	Conceptual Advancements of a Transformative Social Service Research Framework » Joerg Finsterwalder, Jeff Foote, Graeme Nicholas, Annabel Taylor, Maria Hepi, Virginia Baker, and Natasha Dayal
14:30	Implementation of a quality model in public care procurement: challenges and opportunities » Sara Darlin and Carolina Camén
13:30	2H Service Employees I GR02 Chair: Lilliana Bove
13:30	Dysfunctional customer behavior, employee stress, and employee turnover: The moderating effects of employee embeddedness and cultural value orientation » Taeshik Gong
14:00	LINKING EMPLOYEE AND CUSTOMER ENGAGEMENT BEHAVIORS IN SERVICE ENCOUNTERS: THE MEDIATION OF RELATIONAL ENERGY AND INTERACTION QUALITY » J. Chris Lin, Chih-Ying Chu, and Haw-Yi Liang
14:30	Distress, Casual Attributions and Coping: Explaining Aggression towards Health Care Workers » Lilliana Bove and Simon Pervan
13:30	2I Norms in Services GR03 Chair: Hong Yuan
13:30	Understanding The intersection Between Exchange Norms and Donation Requests » Etua Obeng and Samuel Petros Sebhathu
14:00	The Interaction Effect of Norm Violation Type and Group Categorization on Consumer Reactions to Other-Customer Misbehavior in Service Industry » Chloe Y. QIU and Lisa C. Wan
14:30	The Impact of Changes to Tipping Norms at the Organizational Frontline: A Comparison of Pre-service and Post-service Tipping » Sara Hanson, Nathan Warren, and Hong Yuan

PROGRAM OVERVIEW

13:30	2J Service Operation Management and Supply Chains I <i>GR07</i> Chair: Cansu Yildirim
13:30	Redefining the Service Triad for Sharing Services » Sooyun Kim and Summe Choi
14:00	The impact of servicesupplychainorientation onperceived industrial service quality: an empirical analysis » Ozgur Yurt, Tunedcan Baltacioglu, and Ebru Aglamaz
14:30	Multi-Agent Service Failure Classification: Service Supply Chain Perspective » Cansu Yildirim and Bengü Oflac
15:00	Coffee Break <i>GB45</i>
15:30	3A Special Session: Brave New World: Robots in the Service Front Line <i>GR01</i> Chair: Werner Kunz
15:30	Brave New World: Robots in the Service Front Line » Werner Kunz, Jochen Wirtz, Paul Patterson, Thorsten Gruber, Vinh Lu, Stelanie Paluch, and Anjie Martins
15:30	3B Branding and Service Communications I <i>GB16</i> Chair: Aron O'Cass
15:30	Brand Publicity and Consumer Sentiment in Online Reviews » Jacob Mickelsson, Joep Van Haren, Roland Wenmeckers, Jos Lemmink, and Kristina Heinonen
16:00	Omni-channel communication in cultural services » Roberta Gargiulo, Cristina C. Amirano, and Francesco Bifulco
16:30	A multilevel study of service brand building: Unpacking employee brand building behaviors » Aron O'Cass and Vida Siahtiri
15:30	3C Customer Experience in Services I <i>GB19</i> Chair: Carolin Plewa
15:30	An Exploration on the Mechanism of Co-creation Experience: An Empirical Study in Wedding Service » Jishan xie, Dongmei Li, and Xiaoyun Han
16:00	Managing attributions of gratitude-generating encounters » Paolo Antonetti, Sebastian Forkmann, Thomas Baker, and Kristy Reynolds
16:30	The interplay of value-in-use and trust in the service provider » Carolin Plewa and Jillian C. Sweeney
15:30	3D Digital Services - Platform Services <i>GB18</i> Chair: Silke Bartsch
15:30	Business Model Innovation and Value-creation: The Platform Way » Tor W. Andreassen, Line Lervik-Olsen, Hannah Snyder, Jillian C. Sweeney, Yves Van Vaerenbergh, and Allard van Riel
16:00	The Role of Digital Platform E-Services in Chinese Cinema Industry » Ben Liu, Xing Wan, and Nianxin Wang
16:30	The Effect of Service Interface on Individuals' Exercise Adherence » Silke Bartsch and Yingzi Xu
15:30	3E New Analytical Approaches in Service Research I <i>GB17</i> Chair: Gys-Walt van Egdom
15:30	Informing Resource Integration in Service Dominant Logic with Motivation Theory » Rolf Fjndrsrud, Bård Tronvoll, and Bo Edvardsson

PROGRAM OVERVIEW

16:00	Detecting Spurious Moderation Effect in Service Research: An Information-Theoretic Approach and MODLR SPSS Macro » Ahmad Daryanto	15:30	How Do Customers React Under Service Failures? The Roles of the Two Dimensions of Brand Perception - Warmth and Competence » Shannon X. Yi, Chloe Y. QIU, and Lisa C. Wan
16:30	Applying Machine Translation in Sentiment Analysis: the Case of Chinese Reviews on TripAdvisor » Gys-Walt van Egdom, Mark Puijmaekers, and Zilla Dooge	16:00	A Comprehensive Classification of Services Failures Based on Intentionality and Duration of Failures » Amin Nazifi and Dahlia El-Manstrly
15:30	3F Service Employees II <i>GB15</i> Chair: Olivier Furrer	16:30	This Customer has an accent! Would (s)he be treated differently? » Carol Azab and Jonas Holmqvist
15:30	SERVICE EMPLOYEE GESTURES AS DEEP ACTING EVIDENCE » Tall Seger-Gutmann and Hana Medler-liraz	15:30	3I Transformative and Health Services I <i>GR08</i> Chair: Mark Rosenbaum
16:00	Evidence for Three Role Behaviors for Frontline Service Employees » Phiangdao Chaoluck, Christopher J. Medlin, and Jodie Conduit	15:30	Value Co-creation in Non-Clinical Cancer Centre » Qian Wang and Dahlia El-Manstrly
16:30	Frontline Employee Friendliness: an Exploratory Investigation in the Service Industry » Melanie Boninsegni and Olivier Furrer	16:00	Gamified Work and the effect on Front Line Employees Experience » Waifa Hammedi, Thomas Lederer, and Ingrid PONCIN
15:30	3G Service Experience <i>GR03</i> Chair: Matthew Alexander	16:30	Service in 2050: Design for Service Inclusion » Ray Fisk, Alison Dean, Alison Joubert, Linda Nasr, Josephine Previle, Nichola Robertson, and Mark Rosenbaum
15:30	"Buy-it-yourself": Should the retailing industry support do-it-yourself practices? » Zakia Obaidalahe and Nadia Stells	15:30	3J Transformation in Services <i>GR02</i> Chair: Rebecca Russel-Bennett
16:00	Delivering integrated and customised service experiences within a heterogeneous cultural organisation » Jane Johnstone, Matthew Alexander, and Derek Bryce	15:30	The emergence of consumer experience in transformative consumer journeys » Larissa Carine Braz Becker and Elina Jaakkola
16:30	Transforming mundane experiences: exploring customer well-being of the commuting journey » Mimi Liana Abu, Matthew Alexander, and Juliette Wilson	16:00	Leveraging Design Innovation for an approach to address 'Bottom of the Pyramid' market segment » Doji Lokku, Anand Kumar, Jose Kumar Reddydogu, and Nikhil Zope
15:30	3H Service Failure and Recovery I <i>GR07</i> Chair: Carol Azab	16:30	The Transformative Service Paradox: Technology as a tool to assist wellbeing » Rebekah Russell-Bennett, Kate Letheren, Rory Mulcahy, and Uwe Dulleck

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15:30	How sophisticated service escape can reduce negative feelings when a failure occurs? » Mellina Terres, Márcia Herter, Diego Costa Pinto, and Jose Afonso Maz	10:00	The role of brand community for service organization employees » Lina Xiong and Ceidwyn King
16:00	An Investigation of the Antecedents of Customer Co-creation and Co-ownership » Rodoula H. Tsiotsou	09:00	4C New Analytical Approaches in Service Research II <i>GB17</i> Chair: Martin Paul Fritze
16:30	Service System Well-being: Conceptualising a Macro-Level Concept » Gauri Laud, Cheryl Leo, and Cindy Yunhsin Chou	09:00	Patterns of Servitization in Manufacturing – Substitutability of Goods and Services with Customer Relationships » Tamao Miura and Shoji Yamamoto
19:00	Gala Dinner <i>Musée des Arts Forains</i>	09:30	Co-Creating Offerings: A Maturity Model » Anna-Sophie Oertzen
Saturday, 16th June		10:00	Servitization - The Holy Grail? Considering The Strategic Dark Sides of Servitization » Martin Paul Fritze, Florian Urmetzer, Michael Leyer, and Andy Neely
08:00	Editorial Board Meeting Journal of Services Marketing <i>GR20</i>	09:00	4D Customer Participation <i>GB18</i> Chair: Marion Büttgen
08:30	Coffee Break <i>GB45</i>	09:00	When is Customer Participation Alone Insufficient? » Stephanie Dellande
09:00	4A Special Session: Money Matters: Consumer Financial Well Being Today and Tomorrow <i>GR07</i> Chair: Elisabeth Bruggen	09:30	Coping with Customer Participation through Improvisation » Jessica Vredenburg, Simon Bell, and Evan Polman
09:00	Money Matters: Consumer Financial Well Being Today and Tomorrow » Elisabeth Bruggen and Sertan Kabadayi	10:00	Reducing Customer Participation Stress in Financial Services » Stephanie Haager, Janina Garbas, Marion Büttgen, Jan H. Schumann, and Zein Ates
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09:00	Drivers of consumer engagement in brand identity co-creation » Catherine Da Silveira and Claudia Simoes		

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09:00	4H Service Relationships I GR03 Chair: J.Chris Lin
09:00	Gender differences in the customer response to retail loyalty cards: Findings from supermarkets in the UK » Akiko Ueno and Piyush Sharma
09:30	THE UNIQUENESS ROLE OF RELATIONSHIP MARKETING IN SMALL SERVICE BUSINESSES » Tali Seger-Guttmann and Shaked Gilboa
10:00	WHAT IF I MAKE THE WRONG DECISION? THE ROLE OF ANTICIPATED REGRET IN SWITCHING BARRIER BASED CUSTOMER RETENTION » J. Chris Lin, Chih-Ying Chu, and Haw-Yi Liang
09:00	4I Customer Experience III GB19 Chair: Frédéric Ponsignon
09:00	Great oaks from little acorns grow: Tracing the scientific evolution of customer experience research using a science mapping approach » Stefan Dyck
09:30	The CX Scale: Towards a Holistic Measurement of Customer Experiences along the Customer Journey » Markus Gahler, Michael Paul, and Jan F. Klein
10:00	Development and validation of a measurement scale for the experience capability construct » Frédéric Ponsignon, Jeff Smith, and Andi Smart

09:00	Integrating Service Design multidisciplinary perspectives to support the Service Innovation process » Mafra Prestes Joly, Jorge Grenha Teixeira, Lia Patrício, and Daniela Sangiorgi
09:30	Service Innovation in a Triadic Business-To-Business Network » Chavi Chen, Xia Zhu, and Loïc Plé
09:00	4F Service Failure and Recovery II GB20 Chair: Pascal Güntürkün
09:00	Unfair online review: A third party view of illegitimate and abusive complaint » Jiraporn Surachartkumtonkun, Debra Grace, and Mitchell Ross
09:30	Dare to Share: Stimulating Electronic Word-of-Mouth after Service Recovery in the Hotel Industry » Hilde Hanegreets, Mark Ploymaekers, Merel Donkers, Frida Jousira, Celesta Van Der Laan, Willemijn Odekerken, Jasmijn Stenzler, and Martijn Zengerink
10:00	WHEN CONSUMER LOVE STRIKES BACK: THE EFFECTS OF ONLINE COMPLAINT HANDLING AND RELATIONSHIP-STRENGTH ON CUSTOMER REVENGE » Wolfgang Weitzl, Clemens Hutzinger, Pascal Güntürkün, and Sabine Einwiller
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09:00	How Do Process Flow Times Matter in Emergency Departments? The Differential Effects on Productivity and Patient Experience » Jeff Smith, Jeff Shockley, and Sidney Anderson

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09:00	4J Transformative and Health Services II <i>GR08</i> Chair: Leena Aarikka-Stenroos	SMART RESOURCE INTEGRATION » Maria Colurcio, Bo Edvardsson, Stella Carè, and Alberto Pastore
09:00	Tough but not terrific: when values are destroyed in men's preventative health services » Jacquie McGraw, Rebekah Russell-Bennett, and Katherine M. White	5C Tourism Services <i>GB17</i> Chair: Martina Gallarza
09:30	The Global Refugee Crisis: How Can Transformative Service Researchers Help? » Linda Nasr and Ray Fisk	Using Social Constructivism to theorize the influence of culture in quality tourism service experiences » Lynn Beckles
10:00	What constitutes patient experience and journey in pediatric health services? Contrasting doctors and caregivers perceptions » Lauri Litovuori, Elina Jaakkola, Leena Aarikka-Stenroos, Johanna Kaipio, Nina Karisalmi, and Marko Nieminen	Developing smart tourism services: a co-creation framework » Marianna Sigala
10:30	Coffee Break <i>GB45</i>	Operationalization and interdependence of perceived value: a comprehensive second order model for hospitality services » Martina Gallarza, Francisco Arteaga, and Irene Gil Saura
11:00	5A Special Session: Growing Services in base-of-the pyramid markets <i>GR01</i> Chair: Heiko Gebauer	5D Customer Experience IV <i>GB18</i> Chair: Nathalie Demoulin
11:00	Growing services in base-of-the-pyramid markets » Heiko Gebauer, Javier Reynoso, Karla Cabrera, Ana Valdes, and Simon Joncourt	Embodied customer experience in group fitness » Tiina-Kaisa Kuuri and Elina Näränen
11:00	5B Big Data - Smart Services <i>GB16</i> Chair: Bo Edvardsson	Less Than Ordinary - Quantifying the Influence of Every-Day Experiences On Consumers' Buying Behavior » Phil Klaus and Volker Kuppelwieser
11:00	B2B Customers' Data Disclosure Concerns Regarding Smart Service Adoption: A Qualitative Approach » Corinna Winkler, Curt-Georg Eggert, and Jan H. Schumann	Seamless Customer Experience: the construct, Antecedents and Outcomes » Helen Cocco and Nathalie Demoulin
11:30	Aesthetics of Interaction and Value Co-Creation between User and Smart Service Artefact: Investigating the Moderating Effect of Emotion » Cecilia Lee	5E Post-Purchase Phase <i>GB19</i> Chair: Chatura Ranaweera
		A Cross-National Service Strategy to Deal with Product Returns: The Role of Return Policies and Institutional Environment » Jana Gäthke and Katja Gelbrich

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11:30	Customer-Employee Rapport: A Dyadic Perspective in Multi-Channel Service Settings » Mohamed Maher Hammad, Treasa Kearney, and Chris Raddats
12:00	Self-determination and service performance: the roles of service adaptiveness and openness to experience » Weiyue Wang, Hongwei He, Sunil Sahadev, and Wei Song
11:00	5I Servicecape and Service Environments GR07 Chair: Athinodoros Chronis
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11:30	Understanding the Value Process in Service » Jonas Holmqvist, Christian Grönroos, Luca Visconti, Blandine Guais, and Aurélie Kessous
12:00	Embodied Staging and the Making of a Tourist Servicescape » Athinodoros Chronis
11:00	5J Transformative and Health Services III GR08 Chair: German Ramirez Contreras
11:00	Designing Transformative Health Services at the Base of the Pyramid » Ilma Nur Chowdhury and Linda Nasr
11:30	Transforming consumers financial well-being through gamified customer value » Rory Mulcahy, Rebekah Russell-Bennett, and Dawn Iacobucci
12:00	The (Transformative) Temporary Third Place » Mark Rosenbaum, Kathy (Kawon) Kim, German Ramirez Contreras, Augusto Rodriguez Orejuela, and Joohyung Park
12:30	Lunch GB44

11:30	A reconceptualization of social ties for the Post-Service Sharing of Information » Kalyani Menon and Chatura Ranaweera
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11:00	An exploratory study into the occurrence of emotional contagion after a service failure among Twitter users who are unfamiliar with each other » Svenja Widdershoven, Mark Playmaekers, Josée Bloemer, Paul Sinclair, and Hailhem Zourrig
11:30	How Potential Customers Respond to Service Recovery Strategies » Elisa Chan, Lisa C. Wan, and Maggie Y. Chu
12:00	Revisiting CSR in service failures: A cause-dependent buffer » Paolo Antonetti, Benedetta Crisafulli, and Stan Maklan
11:00	5G Service Innovation - Customer Experience GR02 Chair: Per Skälén
11:00	How do Intermediaries Enable Open Service Innovation? » Krithika Randhawa, Ralf Wilden, and Sigg Gudergan
11:30	Service providers as entrepreneurs of co-creation assets. » Michael Ehret and Jochen Witz
12:00	Service innovation in the Swedish music industry » Per Skälén
11:00	5H Service Relationships II GR03 Chair: Hongwei He
11:00	Is Discretionary Preferential Treatment Bad to Nonbeneficiaries? The Emotional Pathways of Envy and Boundary Conditions » Kimmy Chan, Chi Kin (Bennett) Yin, and Taeshik Gong

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12:30	Editorial Board Meeting Journal Of Service Management GB15	16:00	Exploring the Implications of Augmented Reality-based Services in the Pre-purchase Stage of Online Tourism » Tseng-Lung Huang, Chia Yun Hsieh, and Meng-Yi Lin
13:45	Plenary Session II: Priorities in Service Research Chair: Lerzan Aksoy Speakers: Helène Duneigre, Loïc Guilloux, , Michael Brady, Rebekah Russell-Bennett, Sikaar Kella	16:30	Applications of Forum Theatre to Service Interactions » Aidan Daly and Ray Fisk
15:00	Coffee Break GB45	15:30	6C Digital Services - Artificial Intelligence GB18 Chair: Valtteri Kaartemo
15:30	6A B2B - Service Relationships GB16 Chair: Dominik Georgi	15:30	Chatting with my robot-chef: Contact levels, social interaction, and the service workers of the future » Kate Letheren, Jolanda Jetten, Jonathan Roberts, and Jared Donovan
15:30	Design of transaction based business process services using value viewpoint » Anand Kumar , Doji Lokku, Jose Kumar Reddyoggu, and Nikhil Zope	16:00	Artificial Intelligence (AI) and Robotics: the case of the Hologistics Experience in Retail » Marialuísa Marzullo, Crisina Mele, and Tiziana Russo Spena
16:00	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 and Dirk Totzek	16:30	Artificial Intelligence in Service Research » Valtteri Kaartemo
16:30	Development and implementation of value propositions: a toolbox » Adrienne Schäfer and Dominik Georgi	15:30	6D Digital Services - Social Media GB03 Chair: Paul Harrigan
15:30	6B Customer Experience in Service II GB19 Chair: Aidan Daly	15:30	Giving and receiving eWOM in altruistic services: the role of customer value » Rebekah Russell-Bennett, Josephine Previte, and Rory Mulcahy
15:30	Customer activity in everyday use of social and healthcare services » Ulla Särkikangas	16:00	The impact of consumers' feature use for online complaining on their wellbeing » Yeon Shan Beh and Laszlo Sajtos
		16:30	Two-way institutional acculturation and identity co-creation in social media » Momoko Fujita, Paul Harrigan, and Geoffrey Soutar
		15:30	6E Service Innovation - An Organizational View GB17 Chair: Ingo O. Karpen

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15:30	6H Service Networks and Systems <i>GR07</i> Chair: Jens Poeppelbuss
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16:00	The Impact of Negatively-valenced Influencing Behavior » Jaylan Azer and Matthew Alexander
16:30	The fragmentation of a service ecosystem - A grounded theory study of the German wind power industry » Hannes Parbs and Jens Poeppelbuss
15:30	6I Value Co-Creation II <i>GR08</i> Chair: Thion Stephane
15:30	Value Co-Creation in Triadic Service Settings: An Empirical Analysis in the Context of Services for Animal Companions » Gertrud Schmitz and Jennifer Hendricks
16:00	The resistance to value co-creation in a service system: The case of Syrian refugees in Turkey » Sertan Kabadayi
16:30	Why do consumers engage in value (co-)creation? An empirical study » Stephane Thion
19:00	Walking Dinner at the Eiffel Tower <i>Eiffel Tower</i>

15:30	The Impact of Work Contextual Variables on the Creativity of Frontline Service Employees » Chen-Ya Wang and Weimin Chiu
16:00	Frontline employees as participants in service innovation » Marit Engen
16:30	Innovation in Online Communities: Conditions for Customer Creativity and Participation » Gauri Laud, Ingo O. Karpen, and Jodie Conduit
15:30	6F Consumer Behavior in Services II <i>GR02</i> Chair: Jim Salas
15:30	Services and the Aging Brain » John Bateson
16:00	Understanding need for customer assistance: measuring the personal differences that trigger customer assistance request » Marion SANGLE-FERRIERE and Ben Voyer
16:30	Comparable Purchase Deviations How Customer Learning in a Committed Firm Relationship Impacts Longitudinal Upgrading » Jim Salas, Chadwick Miller, and Laszlo Sajtos
15:30	6G Service Failure and Recovery IV <i>GB20</i> Chair: Yelena Tsarenko
15:30	The Effect of Captivity on Customers' Service Quality Perception, Dissatisfaction, and Word-of-Mouth » Olivier Furrer
16:00	Failed Service Relationships: The Trajectory of Consumer Emotions » Sylvia Long-Tolbert
16:30	You are supposed to help me: Transgressed customers' evaluations of help from service provider and third-party customer following service failure » Ting Hin Ho, Dewi Tojib, and Yelena Tsarenko

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The conference is held in the premises of IÉSEG School of Management, Socle de la Grande Arche, 1 Parvis de la Défense, 92044 Paris la Défense, France.

The Paris Campus consists of two buildings of a total of 9,000 m² (97,000 sq ft), and provides students with 20 lecture halls, 20 classrooms, 3 multimedia rooms and a trading room.

For more information on our Paris campus please visit the following link:

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IÉSEG CAMPUS MAP

