

21st Service Workshop 2007 Report

The 21st Service Workshop was successfully run at the University of Westminster on November 15, 16 & 17, 2007. The title was: "Service Science: Transdisciplinary Approaches and Advances for the 22nd Century: Taxi to the ChangeRunway". The Co-Chairs were Professor Charles L. Martin, University of Wichita, and Professor Lloyd C. Harris, Warwick University. There were 86 attendees from the UK, USA, Australia, Japan, Russia, France, Spain, Italy, Germany, Sweden, Norway, Copenhagen, and Finland.

Conference Proceedings are published with an ISBN [978-0-9552685-4-0] Rev. Ed. 2007. They are lodged in the British Library and are on sale on Amazon. There are 21 Peer Refereed papers and Abstracts in the Proceedings.

There were a wide range of papers with themed sessions on eCommerce, Inter-Disciplinary Perspectives, Service Quality, Service Business Markets, and Special Sessions. There was a very well attended "Meet the Editors" session, and a new session, "Meet the Reviewers".

Prizes and Best Paper Awards

Prizes were donated by Compass PLC, John Wiley Publishers, Emerald, and the Westminster Service Research Centre. The following prizes were awarded:

Best Paper Award from Wiley, Emerald, and Westminster Service Research Centre, to **Sven Tuzovic**, Pacific Lutheran University, USA, for "Are Renters Different than Buyers? An Exploratory Study of Technical and Functional Quality in the Real Estate Industry"

Best Qualitative Paper, to **Tony Garry and Anne Broderick**, De Montfort University, for "Customer Attributes or Service Attributes? Rethinking the Search, Experience and Credence Classification Basis of Services"

Best Empirical Paper to **Kaouther Kooli, Len Tiu Wright, Anne Broderick and Yen Liang Chen**, for "Marketing Communications and Customer Attitudes towards SSTs in Banking"

Best Multi-Disciplinary Paper to **Abdullah Promise Opute** for "Accounting-Marketing Integration in Contemporary Financial Services Organizations: The Antecedents and Strategic Marketing Dimensions".

Best On-Line Paper to **Luisa Andreu, Enrique Bigne**, University of Valencia, **Blanca Hernandez**, University of Zaragoza, and **Carla Ruiz**, University of Valencia, for "How Motivation, Opportunity and Ability Drive Online Air Ticket Purchases".

Best Innovative Service Thinking Paper to **Francesca Montagnini and Roberta Sebastiani**, Università Cattolica del Sacro Cuore of Milan, for "New Directions of Customer Based Convergence Processes: The Case of the Wellness Industry"

Best Service Science Multi-Disciplinary Paper to **Stewart Johnstone**, Loughborough University, **Andrew Dainty**, Loughborough University, and **Adrain Wilkinson**, Griffith

University, Australia, for “The Challenges of ‘Product Service’ Intergration in Engineering and Construction Organisations”

Best Service Quality Paper to Olga Balaeva and Marina Predvoditeleva, State University Higher School of Economics Moscow, for “The Gap Model, SERVQUAL Instrument and the Zone of Tolerance: Combination, Possibilities, and Problems in Use”.

Best Innovative Service Thinking Paper to Jon Sundbo, Roskilde University, for “Customer-Based Innovation of e-Knowledge Services: The Importance of After-Innovation”.

Best B2B Paper to Jing Tan, University of Westminster, for “A Comprehensive Model for the Adoption and Diffusion of B2B E-Commerce in Developing Countries”.

Best B2B Innovation Paper to Cristina Miele, University of Naples “Federico II”, for “Value Innovation and Creativity in B2B NPD and NSD within Service Dominant Logic”

A full report can be seen on the Service Workshop web page at www.serviceworkshop.org and the Academy of Marketing webpages. There are pictures available on the website and there are also CD’s available for purchase, for each session.

Publications

**Cristina Miele’s paper has been accepted for the Journal of Customer Behaviour.
Sven Tuzvoic’s paper has been accepted for the Journal of Services Marketing.
Katherine Tyler’s paper has been accepted for the Journal of Customer Behaviour.**

The workshop has been re-positioned as the Service Conference and Workshop, as members wanted to keep elements of the workshop informality with the opportunity to be run as a professional conference with publication opportunities and deliverables. This year’s 22nd Service Conference and Workshop will be held on November 6, 7 & 8 at The Royal Automobile Club, Pall Mall, London, SW1. Dr Jim Spohrer, of the IBM Research Centre in Silicon Valley California, Professor Ray Fisk, and Professor Evert Gummesson.