



22nd Service Conference and Workshop

"The Future of Service Research and Practice in a Global World: Service Science, Service Logic, and Service Perspectives for Markets, Businesses and Customers...Quo Vadis?"



Royal Automobile Club, London, Pall Mall, W1
6-8 November 2008



Programme

Day 1, Thursday 6th November 2008			
Time	Committee Room	Mall Room	Segrave Room
12:00 – 21:00	Registration for the 22nd Service Conference in the Upper West Wing Conference Team, Helen Cohen and Ezgi Ceren		
18:00 – 20:00	Reception in the Terrace Room Drinks, hot and cold canapés		

Day 2, Friday 7th November 2008			
Time	Committee Room	Mall Room	Segrave Room
08:30 – 09:00	Coffee, Tea, Orange Juice & Pastries in the Terrace Room		
09:00 – 09:30	PLENARY SESSION Committee Room Welcome: Dr. Mark Patton, Dean, Harrow Business School, Professor Geoffrey Petts, Vice-Chancellor University of Westminster & Conference Chairs		
09:30 – 10:10	Dr. James C. Spohrer, IBM Research Almaden, CA "Service Science and the Future Wealth of Nations"		
10:10 – 10:45	Dr. Allan Mayo, BERR, "Government's Role in Service Science and Innovation in Services and CPD"		
10:45 – 11:15	Coffee Break, Committee Room, Poster Sessions		
11:15 – 11:50	Professor Evert Gummesson, Professor of Service Management & Marketing, Stockholm University School of Business, "How are Service Dominant Logic and Service Science Related to the Many-to-Many Network Approach to Marketing ?"		
11:50 – 13:00	Employer's Panel & Response : Employers' Needs for SSME Curricula Development and Launch of the Employers' Document, M. Lyons, BT, S. Street, IBM, R. Taylor, P. Tasker, BAE General Discussion		
13:00 – 14:00	Lunch in the Terrace Room Meet the Reviewers in the Committee Room, I.Ng, R. Fisk, K. Tyler, 13:30 – 14:00		

Day 2, Friday 7th November 2008

Time	Committee Room	Mall Room	Segrave Room
14:00 – 15:30	<p>Service Science 1 Chair: K. Tyler Discussant: J. Spohrer</p> <p>-A Blue Print for SSME Education: Report on Sept 17-19 Event in Manchester, L. Macaulay</p> <p>- Employer, Government & Academic Panel – The Challenge for CPD, A. Mayo, P. Tasker, R. Taylor</p> <p>-The Development of an MSc Module in Service Science, M. Lyons BT</p> <p>-“What’s New in Service Science,” S. Street, IBM</p>	<p>Service Management 1 Chair: L. Harris Discussant: E. Gummesson</p> <p>-Potential Uses of Forum Theatre in Services Business A. Daly</p> <p>-Strategic Time of Day Marketing in Services S. Dacko (Fri only)</p> <p>-Rethinking Customer Loyalty: The Challenge of Complex Services, I. Shephard</p>	<p>Financial Services 1 Chair: C. Martin Discussant: J. Farquhar</p> <p>-Who Is Your Customer in the Assessment of Bank Branch Efficiency?, J. Coughlan</p> <p>-On Services Positioning in Dynamic Markets: Enter, The Red Queen, D. Arnott</p> <p>-The Credit Crunch and Its Implications for the Mortgage Market, P. Wheale & H. Benamraoui</p>
15:30 – 16:00	Coffee Break, Committee Room, Poster Sessions		
16:00 – 17:30	<p>Service Science 2 Chair: K. Tyler Discussants: J. Spohrer & A. Mayo Finish 17:00</p> <p>- "No Questions, Please. We'll Tell You What You Don't Need to Know": Is Academia Answering the Challenges of the Service Industry? I. Ng</p> <p>- Service Science, the Elephants and the Blind Men, Who's Who, Shafti, Bititci & Van Der Meer</p>	<p>Deviant Customers 1 Chair: T. Garry Discussant: E. Gummesson Finish 17:30</p> <p>-Employee Contributions to Poor Customer Service: A Customer Perspective S. Baron & A. Patterson</p> <p>- Factors Associated with Dysfunctional Customer Behaviour: An Empirical Study, K. Reynolds & L. Harris</p> <p>-Frequent (Flier) Frustration and Disloyal Customer Behaviour: A New Perspective on Heskett et al.'s "Zone of Defection", Tuzovic & Mangold</p>	<p>Service Management 2 Chair: R. Fisk Discussant: A. Daly Finish 17:30</p> <p>-We've Asked Many Times Before... Will Academics Interested in Marketing Services Internationally Please Stand Up... Please, Please, Please! A. Daly & M. Simpson</p> <p>-“If Music Be the Food of Love (and Hate), Play on”-Side Effects of Sonic Segmentation, Oakes & Patterson</p> <p>- Efficient Service vs. Resilient Customers: Modeling Service Time Expectations to Explain Delays in the Adoption of Self Service Alternatives, Amorim, Lago and Oliveira</p>
18:30 – 19:30	Drinks in the Mall Room		
19:30 – 23:00	<p>CONFERENCE DINNER IN THE MOUNTBATTEN ROOM</p> <p>Best Paper Prizes, Awarded by Professor Evert Gummesson, Dr. Jim Spohrer, Dr. Allan Mayo, Dr. Mark Patton</p> <p>Prizes donated by Professor Gummesson, Emerald, Wiley, Warwick Business School</p> <p>Conference Dinner Speaker: Professor Ray Fisk, “Liberating Service Customers”</p>		

Day 3, Saturday 8th November 2008

Time	Committee Room	Mall Room	Segrave Room
08:30 – 09:00	Coffee, Tea & Pastries in the Terrace Room		
09:00 – 09:30	Workshop on Customer Productivity, S. Baron and K. Cassidy		
09:30 – 10:30	<p>Service Quality 1 Chair: C. Martin Discussant: R. Fisk</p> <p>-Service Quality in Professional Services: A Case for Small Animal Veterinary Services, S. Dobson</p> <p>-An Integrated Disconfirmation Model of Service Repurchase Intention, R. Morritt</p>	<p>On-Line / IT 1 Chair: L. Harris Discussant: N. Amin</p> <p>-Online Retailing: On the Primacy of Goals in Consumers' Evaluations of Retail Web Sites, Argyriou & Arnott</p> <p>-Remixed! - Discussing the Impact of IT and Traditional Actor Identities: The Record Industry, Røndell & Sörhammar</p>	<p>Financial Services 2 Chair: D. Arnott Discussant: J. Farquhar</p> <p>- Incentives for Business Model Innovation: A Financial Services Case, C. Velu & T. Driouchi</p> <p>- Branding for Stakeholder Relationships in High Street Financial Services: Words & Pictures, J. Farquhar</p>
10:30 – 11:00	Coffee Break, Committee Room, Poster sessions		
11:00 – 13:00	<p>SSME, SD Logic, Value 1 Chair: K. Tyler Discussant: J. Spohrer</p> <p>- Value Co-Creation Process in the Relationship between Retailers & Consumers, Andreu, Mele & Sánchez</p> <p>-Is Your Organisations' Service Management Culture Logically Service Dominant?, J. Burton</p> <p>-Customer Value Propositions in G-D and S-D Logics, Saarijärvi & Rintamä</p> <p>-Customers as Value Creating Resources – Expanding Resource Based Theories, Kelleher & Peppard</p>	<p>Industrial Service, B2B 1 Chair: T. Garry Discussant: J. Zolkiewski</p> <p>-Interaction, Interacting & the Service Encounter, Sutton-Brady, Zhu & Zolkeiwski</p> <p>-Relationship Marketing Models: A Re-Evaluation, Beetles</p> <p>-Adaptations in a Triadic co-operation – A Case Study of Business Travel Management, Holma</p> <p>-The Role of Networks in Developing Sustainable Product and Service Offerings, Barber, Beach & Zolkeiwski</p>	<p>Service Management 3 Chair: L. Harris Discussant: C. Martin</p> <p>-Retailers and Sustainability: Different Approaches in the Managerial Perspective, Sebastiani & Montagnini</p> <p>-Tourists' Perceptions of the Image of Mauritius, P. Naidoo, P. Ramseook-Munhurrun, & V Rengasamy</p> <p>-Service Consumption in the 21st Century: Not a Sporting Chance in the Middle East, Madichie</p> <p>-Building Innovative Models for Shaping Countries with Ageing Problems Sustainable: Lessons from Japanese Cases, D.C. Liang Kuo</p>
13:00 – 14:00	Lunch in the Terrace Room Meet the Editors in the Committee Room, C. Martin, J. Farquhar, 13:30-14:00		

Day 3, Saturday 8th November 2008

Time	Committee Room	Mall Room	Segrave Room
14:00 – 15:30	<p>SD Logic, SSME, Value 2 Chair: K. Tyler Discussant: J. Spohrer</p> <p>-Circularity of Customer Experience and Customer Perception of Value, Helkkula & Kelleher</p> <p>-Looking for the Implicit Link Between Service Innovation and Value Add: The Government Perspective, D. C. Liang Kuo</p> <p>-Revisiting Value Dynamics between Product and Service Activities within Manufacturing Firms, Visnjic & Van Looy .</p>	<p>OnLine, IT 2 Chair: T. Garry Discussant: N. Amin</p> <p>-Exploring the (un)Healthy Consequences of Virtual Third Places, Rosenbaum & Wong</p> <p>-The Answers from Within – Customer Driven Service Innovation in Web 2.0 Online Communities, Kelleher & Helkkula</p> <p>- Evaluation and Comparison of Usability of Websites in India and the United Kingdom, Balaji & Aminn</p>	<p>Financial Services 3 Chair: L. Harris Discussant: J. Farquhar</p> <p>-Internet Banking Service Quality: Customer's Perspective, Ramseook-Munhurrun, Naidoo & Rengasamy</p> <p>-The Antecedents of Accounting-Marketing Integration during the Strategic Marketing Process, A. Opute</p> <p>Deviant Customers 2 Chair: Discussant: L. Harris</p> <p>-The Relationship Between Passenger Behavior and Service Delivery Performance: An Empirical Study of Thai Flight Attendants, Limpanitgul & Robson</p>
15:30 – 16:00	Coffee Break, Committee Room, Poster Event		
16:00 – 17:00	<p>SD Logic, SSME, Value 3 Chair: K. Tyler Discussants: J. Spohrer, S. Street</p> <p>- Service Logic in Innovation, C. Mele, M. Colurcio, T. R. Spena</p> <p>-Applying Anthropological Methods to Study Extended Service Encounters – A Contradiction or Contribution to SSME?, Sundbo & Sundbo</p>	<p>Service Quality 2 Chair: C. Martin Discussant: L. Harris</p> <p>-Closing the Service Quality Gaps: Combined Use of Quality Function Deployment & Discrete Choice Analysis, N. Raajpoot</p> <p>-Modelling Logistics Relationship Quality Across Organization Cultures, T. Palaima & J. Banyte</p>	<p>Online, IT 3 Chair: S. Tuzvoic Discussant: R. Brennan</p> <p>-Conceptualizing Online Service Switching Barriers and Inducements, Ghazali, Arnott & Harris</p> <p>- Customers' Perception of Online Banking Provision: A Means to Improve Profitability in Banks ?, Kyaw, Kasturiantne & Lim</p>