

## Keynote Speakers:

Professor Bo Edvardsson,  
Karlstad University, Sweden

Professor Ray Fisk,  
Texas State University, USA

Professor Mark Gabbott,  
Monash University, Australia

Professor Christian Grönroos,  
Swedish School of Economics, Finland

Professor Christopher Lovelock,  
Yale University, USA

Professor Nigel Piercy,  
Warwick Business School, UK

## Conference Co-Chairs:

Katherine Tyler  
University of Westminster, UK

Professor Charles L. Martin  
Wichita State University, USA

Professor Lloyd Harris  
Warwick Business School, UK

## Session Chairs:

Professor Kim Cassidy  
Professor Steve Baron  
Professor Susan Hart  
Professor Gillian Hogg,  
Professor Angus Laing  
Professor Irene Ng  
Professor Kaj Storbacka

# 21<sup>st</sup> ServiceWorkshop 2007

***“Service Science: Trans-disciplinary  
Approaches and Advances for the 22<sup>nd</sup>  
Century – Taxi to the Change Runway”***

The Workshop format will provide short, lively sessions designed to stimulate debate and discussion, the emergence of new research ideas and the future of services marketing and marketing.

The purpose of the Workshop is to stimulate exchange between managers and academics and to initiate advanced service science research topics.

The Workshop is designed to foster an open “ecosystem” of collaborative partnerships between businesses, universities, and technology suppliers, and encourage professional learning from the workplace.



# 21<sup>st</sup> ServiceWorkshop

November 15<sup>th</sup>-17<sup>th</sup>  
University of Westminster  
309 Regent Street  
London, W1B 2UW  
UK

[www.serviceworkshop.org](http://www.serviceworkshop.org)

**Academy of Marketing  
University of Westminster**  
Harrow Business School  
309 Regent Street, London W1B 2UW

# Provisional Programme

Day 1, Thursday 15th November 2007		
Time	Speaker	Topic / Session
09:30 – 21:00	Helen Cohen & Service Team	Registration in Foyer
18:00 – 22:00	Reception and Buffet in The Fyvie Hall Dr. David Hitchcock, Chair HBS Professor Simon Jarvis, Vice-Provost	Welcome to University of Westminster

Day 2, Friday 16th November 2007		
Time	Speaker	Topic / Session
09:30 – 09:45	Katherine Tyler, Professor Charles Martin, Professor Lloyd Harris	Opening of the 21 <sup>st</sup> Service Workshop
09:45 – 10:45	KEYNOTE SPEAKER: Professor Christopher Lovelock, Yale University, USA	"The Non-Ownership Society: When Goods Become Rentals"
10:45 – 11:00	Coffee & tea break	
11:00 – 12:00	KEYNOTE SPEAKER Professor Christian Gronroos Swedish School of Economics, FI	"In Search of a New Logic for Marketing: A Promise Management Approach to Defining Marketing"
12:00 – 13:00	KEYNOTE SPEAKER Professor Mark Gabbott, Monash University, AU	"Services Under Stress"
13:00 – 14:00	Lunch in the Fyvie Hall Sub-Session – Meet the Editors 13:30 – 14:00	
14:00 – 14:40	Professor Steve Baron & Professor Kim Cassidy Liverpool & Lincoln Universities, UK	"Service & Consumption as Performance"
14:40 – 15:15	Professor Angus Laing, University of Glasgow, UK	"Public / health marketing / consumption e-services / consumption"
15:15 – 15:30	Coffee & tea break	
15:30 – 16:15	Professor Susan Hart, Strathclyde University, UK	"Innovation and New Product Development in Services"
16:15 – 17:00	Professor Gillian Hogg	"Services and Work-Life Balance"
18:30 – 23:00	Drinks and Hot Buffet Supper in the Fyvie Hall	

Day 3, Saturday 17th November 2007		
Time	Speaker	Topic / Session
09:30 – 10:30	KEYNOTE SPEAKER Professor Bo Edvardsson, Karlstad University, SE	"Creating and Test Driving Service Experiences & The Future of Service Research"
10:30 – 11:30	KEYNOTE SPEAKER Professor Nigel Piercy, Warwick Business School, UK	"Strategic Customer Management in Services"
11:30 – 11:45	Coffee & tea break	
11:45 – 12:25	Panel	eCommerce, eBusiness and Services
12:25 – 13:05	Professor Paul Phillips & Dr. Dan Petrovici, University of Kent, UK	"Service Performance"
13:05 – 14:00	Lunch in the Fyvie Hall Sub-Session – Meet the Reviewers 13:30 – 14:00	
14:00 – 14:40	Professor Irene Ng, University of Exeter, UK	"Pricing & Revenue Management for Services"
14:40 – 15:20	Dr. Maria Holmlund-Rytkönen, Professor Tore Strandvick, Swedish School of Economics, FI Professor Bo Edvardsson, Karlstad University, SE Katherine Tyler, University of Westminster, UK	"B2B Services"
15:20 – 15:35	Coffee & tea break	
15:35 – 16:15	Professor Kaj Storbacka, Nyenrode Business Universiteit, NL	"Services Marketing is Dead"
16:15 – 17:00	Tony Gary, De Montfort University, UK	"Professional Services"
18:00 – 19:30	Champagne Reception in the Foyer	
19:30 – 23:00	Workshop Dinner Announcements & Prizes  KEYNOTE SPEAKER Professor Ray Fisk, Texas State University, USA	"The Evolution and Future of the Services Marketing Field: Building a Multi-Disciplinary Democracy"

## Contact for further information:

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Professor Charles L. Martin, charles.martin@wichita.edu

Professor Lloyd Harris, lloyd.harris@wbs.ac.uk

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### Websites:

[www.serviceworkshop.org](http://www.serviceworkshop.org)

[www.academyofmarketing.info/sigservice.cfm](http://www.academyofmarketing.info/sigservice.cfm)

[www.wmin.ac.uk](http://www.wmin.ac.uk)