

PROGRAM

PROGRAM

TUESDAY JUNE 15	WEDNESDAY JUNE 16	THURSDAY JUNE 17	FRIDAY JUNE 18
19.00 Reception	07.30 Bus to univ	08.00 Bus to univ	08.00 Bus to univ
	08.15 P1	08.30 P3	08.30 C21-C25
	10.00 Coffee	10.00 Coffee	10.00 Coffee
	10.30 P2	10.30 C11-C15	10.30 P5
	12.00 Lunch	12.00 Lunch	12.00 Lunch
	13.00 C1-C5	13.00 P4	13.00 Bus to hotels
	14.30 Coffee	14.30 Coffee	
	15.00 C6-C10	15.00 C16-C20	
	16.45 Bus to hotels	17.15 Bus to hotels	
	18.00 Bus to dinner	19.30 Banquet	



International Research Symposium on Service Excellence in Management

WELCOME TO KARLSTAD, SWEDEN, JUNE 15-18, 2004

Organized by

Service Research Center - CTF, Karlstad University, Sweden

Professor Bo Edvardsson, Professor Anders Gustavsson

Coordinator Ingrid Hansson

in cooperation with

Center for Services Leadership, Arizona State University, Tempe, Arizona, USA

Professor Stephen W Brown

Warwick Business School, University of Warwick, Coventry, UK

Professor Robert Johnston

PROGRAM

TUESDAY JUNE 15

PLAZA HOTEL

Registration and Reception 19.00-21.00

WEDNESDAY JUNE 16

Bus departure from hotels to Karlstad University 07.30

PLENARY SESSION 1

AULA MAGNA

Chair: STEPHEN W BROWN, *Professor,*
Arizona State University, USA

Opening of the symposium 08.15-08.30

BO EDVARDSSON, *Professor,*
CHRISTINA ULLENIUS, *Vice-chancellor,*
Karlstad University, Sweden

Passion for Creating Lifetime Customers 08.30-09.15

CHRISTOPHER J ZANE, *President,*
Zanes Cycles, Connecticut, USA

Driving Customer Equity 09.15-10.00

VALARIE ZEITHAML, *Professor,*
University of North Carolina at Chapel Hill, USA

COFFEE 10.00

PLENARY SESSION 2

AULA MAGNA

Chair: ROBERT JOHNSTON, *Professor,*
University of Warwick, UK

The Impact of National Culture on 10.30-11.00

Technology Readiness, Adoption and Use
A PARASURAMAN, *Professor,*
University of Miami, USA

ANDERS GUSTAFSSON, BO EDVARDSSON
Professors, CTF, Karlstad University, Sweden

Let's Improvise! 11.00-12.00

AIDAN DALY, *Professor,*
National University of Ireland, Galway

AOIFA DUFFIN, WILLIAM IRVINE,
STEPHEN OROURKE, CHRIS SIMPSON,
Trainee Actors, University of Dublin, Ireland

LUNCH 12.00

CONCURRENT
SESSION 1-5 13.00-14.30

COFFEE 14.30

CONCURRENT
SESSION 6-10 15.00-16.30

Bus departure from Karlstad University to hotels 16.45

Bus departure from hotels to HENNICKEHAMMAR 18.00

DINNER HENNICKEHAMMAR 19.00

Bus departure from Hennickehammar to hotels 22.00

THURSDAY JUNE 17

Bus departure from hotels to Karlstad University 08.00

PLENARY SESSION 3

AULA MAGNA

Chair: BO EDVARDSSON, *Professor,*
CTF, Karlstad University, Sweden

The Customer Forum of Volkswagen KLAUS CHOJNACKI, <i>CEO,</i> <i>VW Kunden Club GmbH, Germany</i>	08.30-09.00	BANQUET STADSHOTELLET <i>Hosted by the City of Karlstad</i>	19.30
From One-to-One to Many-to-Many Marketing EVERT GUMMESSON, <i>Professor,</i> <i>Stockholm University, Sweden</i>	09.00-09.30	FRIDAY JUNE 18 <i>Bus departure from hotels to Karlstad University</i>	08.00
Culture, Co-workers and Customers – the different IKEA Way MICHAEL HAY, <i>Range Concept Developer,</i> <i>IKEA, Sweden</i>	09.30-10.00	CONCURRENT SESSION 21-25	08.30-10.00
COFFEE	10.00	COFFEE	10.00
CONCURRENT SESSION 11-15	10.30-12.00	PLENARY SESSION 5 ANDER 11D 121 <i>Chair: ROBERT JOHNSTON, Professor,</i> <i>University of Warwick, UK</i>	
LUNCH	12.00	Developing Services for the Bottom of the Economic Pyramid: A Management Challenge and Research Opportunity CHRISTOPHER LOVELOCK, <i>Professor,</i> <i>Yale School of Management, USA</i>	10.30-11.00
PLENARY SESSION 4 AULA MAGNA <i>Chair: STEPHEN W BROWN, Professor,</i> <i>Arizona State University, USA</i>		Customer Satisfaction in a Service Economy: Lessons from the National Barometers MICHAEL D JOHNSON, <i>Professor,</i> <i>University of Michigan Business School, USA</i>	11.00-11.30
Icecold Mission in the Experience Economy and Services AGNETHA LUND, <i>Director,</i> <i>Icebar International, Icehotel, Sweden</i>	13.00-13.45	SUMMING UP	11.30-12.00
B2B Services NEELI BENDAPUDI, <i>Professor,</i> <i>The Ohio State University, USA</i>	13.45-14.30	STEPHEN W BROWN, <i>Professor,</i> <i>Arizona State University, USA</i> BO EDVARDSSON, <i>Professor,</i> <i>CTF, Karlstad University, Sweden</i>	
COFFEE	14.30	LUNCH	12.00
CONCURRENT SESSION 16-20 <i>Bus departure from Karlstad University to hotels</i>	15.00-17.00	<i>Bus departure from Karlstad University to hotels</i>	13.00
	17.15		

WEDNESDAY JUNE 16

CONCURRENT SESSION 1-5

13.00-14.30

1 • TECHNOLOGY IN SERVICES (I) ANDER 11D 121

Chair: LEIF MAGNUSSON
Service Development Centre, Sweden

Exploring the impact of e-government for small firms

DEBORA VIANA THOMPSON, ROLAND T RUST,
JEFFREY RHODA
*Robert H. Smith School of Business,
University of Maryland, USA*

IT services – a special field of new service development

MIKE FREITAG, CHRISTIAN VAN HUSEN
Fraunhofer Institute for Industrial Engineering (IAO), Germany

Comfort your customers: trust, assurance and loyalty on the internet

DINA RIBBINK, ALLARD VAN RIEL,
VERONICA LILJANDER, JOS LEMMINK
*Maastricht University, the Netherlands, Hanken, Swedish School
of Economics and Business Administration, Finland*

2 • CUSTOMER RELATIONSHIPS AND COMMUNICATION

AGARDH 11D 257

Chair: BIRGITTA JOHANSSON-HIDÉN
CTF, Karlstad University, Sweden

Examining the validity of ‘relationship strength’

LILIANA BOVE
The University of Melbourne, Australia

Inside word of mouth: A dyadic analysis of content

TOR W ANDREASSEN, LIV KARIN SLÅTTEBREKK
Norwegian School of Management, BI, Norway

Communication as an element of service value

KRISTINA HEINONEN, TORE STRANDVIK
*Hanken, Swedish School of Economics and Business
Administration, Finland*

3 • SERVICE QUALITY MEASURE- MENT AND ASSESSMENT (I)

ERLANDER 11D 227

Chair: A PARASURAMAN
University of Miami, USA

Measuring and managing overall service quality in customer care centers - empirical findings of a multi- perspective approach

ROLAND KANTSPERGER, WERNER H KUNZ,
ALEXANDER WILKOSZEWSKI
*Munich School of Management, Ludwig-Maximilians-
University, Germany*

Does perceived risk influence perceived value of services?

PHILIPP E BOKSBERGER
University of St Gallen, Switzerland

Confidence – the development of a concept for assessing ‘satisfaction’ with the police service

PAUL FLANAGAN, ROBERT JOHNSTON, DEREK TALBOT
Northamptonshire Police, UK, Warwick Business School, UK

4 • HUMAN RESOURCES AND RELATIONSHIPS (I)

11B 239

Chair: JOHAN QUIST
CTF, Karlstad University, Sweden

Process mapping – re-engineering client relationship process: The case of Baker Harding Recruitment Services

RAPHAËL K AKAMAVI, SUE DAWSON, JO EMERY
Leeds Metropolitan University, Leeds Business School, UK
Baker Harding Leeds, UK

Satisfaction dimensions and their impact on service orientation

JACOB FRIMPONG, ALAN WILSON
Department of Marketing, University of Strathclyde, UK

Total quality management (TQM) and organizational performance in Australian service companies

MARUF HASAN
University of New South Wales, Sydney, Australia

5 • MANAGING SERVICE ORGANIZATIONS

11B 343

Chair: PATRIK LARSSON
CTF, Karlstad University, Sweden

Aligning organizational practices with service mission: A pilot study

DUNCAN R DICKSON, ROBERT C FORD
Rosen School of Hospitality Management, College of Business Administration, University of Central Florida, Orlando, USA

Managing service networks: An approach to enhance value

JAY KANDAMPULLY, P PROMISVAPALLOP
Ohio State University, USA, Faculty of Service Industries Prince of Songkla University, Phuket, Thailand

Converting cultural assessment survey data to action plans for management

DAVID M LYTH, LARRY A MALLAK, SUZAN D OLSON,
SUSAN GIBSON, PAM THOMAS, FRANK J SARDONE,
SUSAN M ULSHAFFER
Western Michigan University, Kalamazoo, Michigan, USA
Saint Alphonsus Regional Medical Center, Boise, Idaho, USA
Bronson Helthcare Group, Kalamazoo, Michigan, USA

WEDNESDAY JUNE 16

CONCURRENT SESSION 6-10

15.00-16.30

6 • CUSTOMER RELATIONSHIPS AND CUSTOMER CARE (I)

ANDER 11D 121

Chair: VERONICA LILJANDER, *Hanken, Swedish School of Economics and Business Administration, Finland*

Services in the automobile supplier

WILHELM DANGELMAIER, ANDREAS EMMRICH,
FRANK IHNEN, AXEL ROGAISCHUS
Fraunhofer ALB, Germany
IBM Consulting Services, Germany

The role of customer clubs in telecom relationships

INGER ROOS, ANDERS GUSTAFSSON, BO EDVARDSSON
CTF, Karlstad University, Sweden

Service guarantee economic payout model

TIMOTHY K BAKER, DAVID A COLLIER
Washington State University at Tri-Cities, USA
The Ohio State University, Fisher College of Business, USA

7 • SERVICE INFUSION IN MANUFACTURING (I)

AGARDH 11D 257

Chair: LARS NILSSON-WITHELL
CTF, Karlstad University, Sweden

A manufacturer becoming a service provider – challenges and a paradox

SAARA BRAX
Helsinki University of Technology, Finland

Service excellence in business-to-business relationships

BARBARA R LEWIS, JUDITH M ZOLKIEWSKI
Manchester School of Management, UMIST, UK

How to innovate customer support services in manufacturing firms?

HEIKO GEBAUER, BERNOLD BECKENBAUER,
ELGAR FLEISCH
*Institute of Technology Management,
University of St Gallen, Switzerland*

8 • MANAGING THE SERVICE PROCESS

ERLANDER 11D 227

Chair: ANDERS GUSTAFSSON
CTF, Karlstad University, Sweden

Change comes to Jyske Bank

ROGER HALLOWELL
The Center for Executive Development, USA

Casting the customer

STEPHEN J GROVE, RAYMOND P FISK,
MICHAEL J DORSCH
Clemson University, USA,
University of New Orleans, USA

The impact of a service failure event on customers' global judgments of and behavioral responses to strategic airline alliance entities

KARIN WEBER, BEVERLY SPARKS

School of Hotel and Tourism Management, Hong Kong Polytechnic University, China, School of Tourism and Hotel Management, Griffith University, Australia

9 • MEASURING SERVICE LOYALTY

11B 239

Chair: LARS HAGLUND

CTF, Karlstad University, Sweden

The roles of corporate image on NCSI model: Halo or summary? Consumer knowledge differences and industry types

CHUN-SEON LEE, SOUNG-HIE KIM, SEONG Y PARK

*Korea Advanced Institute of Science and Technology, South Korea
Seoul National University of Technology, South Korea*

Perceived service quality and brand equity

THOMAS BAMERT

University of Zurich, Switzerland

To relate or not – is that the question?

LINE L OLSEN, TOR W ANDREASSEN,

MICHAEL D JOHNSON

*Norwegian School of Management, BI, Norway
University of Michigan Business School, USA*

10 • SERVICE DESIGN AND NEW SERVICE DEVELOPMENT (I)

11B 343

Chair: PER KRISTENSSON

CTF, Karlstad University, Sweden

The object and the nature of service specifications

SOFIA PINTO, ROBERT JOHNSTON

Warwick Business School, University of Warwick, UK

Service development using process modelling – in practice and theory

GÖSTA STENESKOG

Stockholm School of Economics, Sweden

New service development through IT-based knowledge generation

NIKLAS JOHANSSON, LEON MICHAEL KAISERLIDIS

Department of Information Technology, Karlstad University, Sweden, Department of Business Studies, Uppsala University, Sweden

THURSDAY JUNE 17

CONCURRENT SESSION 11-15

10.30-12.00

11 • TECHNOLOGY IN SERVICES (II)

ANDER 11D 121

Chair: ROGER HALLOWELL

The Center for Executive Development, USA

E-services and physical fulfillment:

How e-loyalty is created

JANJAAP SEMEIJN, ALLARD VAN RIEL,

MARCEL VAN BIRGELEN

Maastricht University, the Netherlands

Relationships benefits in an internet environment

MARK COLGATE, MARGO BUCHANAN-OLIVER,

ROSS ELMSLY

*University of Victoria, Canada, University of Auckland,
New Zealand, Mobileway, UK*

Relationship and loyalty attitudes among e-banking versus branch office users: A large-scale questionnaire study on private clients

ODD FREDRIKSSON

*Information Systems Department,
Karlstad University, Sweden*

12 • SERVICE QUALITY MEASURE- MENT AND ASSESSMENT (II)

AGARDH 11D 257

Chair: ROLAND T RUST

University of Maryland, USA

Current and potential research approaches of service quality in and between service encounters

GÖRAN SVENSSON

Växjö University, Sweden

Caution in the use of different intention measures in service research

MAGNUS SÖDERLUND, NICLAS ÖHMAN

*Center for Consumer Marketing,
Stockholm School of Economics, Sweden*

Assessing the kano model: a categorical regression analysis

STEFAN MICHEL

*Thunderbird, The American Graduate School of
International Management, USA*

13 • HUMAN RESOURCES AND RELATIONSHIPS (II)

ERLANDER 11D 227

Chair: PER SKÅLÉN

CTF, Karlstad University, Sweden

Attitude and appearance in the service encounter: Survey data from the retail and hospitality industries

DENNIS NICKSON, CHRIS WARHURST, ELI DUTTON

University of Strathclyde, UK

”Hire for attitude” or ”Hire for skills”? How the service providers effort and ability affects the judgement of quality and satisfaction in different types of services

CHRISTIAN BLÜMELHUBER, SINA FICHEL,

NINA SPECHT

*Institute for Marketing, Ludwig-Maximilians-University,
Munich, Germany*

How newcomers use role models in organizational socialization

CATHERINE JAKOBSEN, JOHAN OLAISEN,

TOM ROSENDAL

The Norwegian School of Management, BI, Norway

14 • SERVICESCAPES

11B 239

Chair: MARKUS FELLESON

CTF, Karlstad University, Sweden

Looking beyond the physical realm: A theory regarding the role of places in consumer’s lives

MARK S ROSENBAUM, AMY OSTROM,

BEHT WALKER, JAMES WARD

University of Hawaii, Honolulu, USA

Arizona State University, Tempe, USA

The concept of new physical surroundings in relation to hedonic consumptions and purchase behaviour in theme parks

CHING-HUNG CHANG, ROBERT Z WARYAZAK

Victoria University of Technology, Melbourne, Australia

Customer driven development of the servicescape - A video based analysis of ordinary and disabled travellers handling the multimodal door-to-door experience

PER ECHEVERRI

CTF, Karlstad University, Sweden

15 • COMPETING FOR CUSTOMER LOYALTY (I)

11B 343

Chair: INGER ROOS,

CTF, Karlstad University, Sweden

Customer loyalty in cellular mobile telecommunication market

ANITA SETH

IIT, Delhi, India

Understanding customer loyalty and disloyalty – the effect of relationship supporting and repressive factors

CHRISTINA NORDMAN

Hanken, Swedish School of Economics and Business

Administration, Finland

Consumer commitment to service organizations: Insights from arts patronage studies

MARK S JOHNSON

Montclair State University, New Jersey, USA

THURSDAY JUNE 17

CONCURRENT SESSION 16-20

15.00-17.00

16 • CUSTOMER COMPLAINTS AND SERVICE RECOVERY

ANDER 11D 121

Chair: EVERT GUMMESSON
Stockholm University, Sweden

Naturalistic decision making approaches to service recovery

EDWIN THWAITES, CHRISTINE WILLIAMS
University of Central Lancashire, UK

Consumer reaction to involuntary switching

GAIL AYALA TAYLOR, LAWRENCE HAMER, INGER ROOS
Tuch School of Business at Dartmouth College, USA
DePaul University, USA,
CTF, Karlstad University, Sweden

Complainer characteristic in asymmetric power balance

BÅRD TRONVOLL
Norwegian Center of Service Research at OMH Business School, Norway

Integrated product and service development in the manufacturing industry

BERNOLD BECKENBAUER, ELGAR FLEISCH, KATHARINA HILDENBRAND
University of St Gallen, Switzerland

New business models for manufacturing companies in B2B markets: From selling products to managing the operations of customers

KATHARINA HILDENBRAND, ELGAR FLEISCH, BERNOLD BECKENBAUER
University of St Gallen, Switzerland

Service quality in manufacturing supply chain: Review, model and measurement issues

NITIN SETH, S G DESHMUKH, PREM VRAT
Indian Institute of Technology Delhi, India,
Indian Institute of Technology Roorkee, India

Business-to-business service co-creation: A conceptual model

ISABELLE LEFEBVRE, LOÏ PLÉ
Paris-Dauphine University, France

17 • SERVICE INFUSION IN MANUFACTURING (II)

AGARDH 11D 257

Chair: LARS NILSSON-WITHELL
CTF, Karlstad University, Sweden

18 • SERVICE STRATEGY AND PERFORMANCE

ERLANDER 11D 227

Chair: MAGNUS SÖDERLUND
Stockholm School of Economics, Sweden

The 4th generic strategy

GUIDO SIEBIERA

ThyssenKrupp, Spain

Reinventing the services organization:

4 paths to greatness

JAMES A ALEXANDER

Alexander Consulting, LLP, USA

The influence of service characteristics on performance ambiguity

TORE MYSEN

Norwegian Center of Service Research, Norway

The value of leisure as market segmentation criterion for services

SABINE FLIESS, JENS HOGREVE, SABINE MÖLLER

University of Hagen, Germany, Otto Beisheim Graduate School of Management, Germany

19 • COMPETING FOR CUSTOMER LOYALTY (II)

11B 239

Chair: BO RUNDH

Karlstad University, Sweden

Understanding the link between service, loyalty and profitability in competitive energy markets

PHILIP E LEWIS, JUHANI LEPPÄNEN

University of Vaasa, Finland

Applying the service profit chain to analyse retail performance

RHIAN SILVESTRO, MIKE PRITCHARD

*Warwick Business School, University of Warwick, UK
PRT Consultants, UK*

Customer satisfaction, share-of-wallet, customer revenue, and customer profitability

TIMOTHY L KEININGHAM, TIFFANY PERKINS-MUNN,

LERZAN AKSOY, DEMITRY ESTRIN

Ipsos Loyalty, USA, Koc University, Turkey

Managing the service profit chain in Latin America: Insights from transportation and financial services in Mexico

JOSÉ M SÁNCHEZ, JAVIER REYNOSO,

ALBERTO RODRIGUEZ, DANIEL MARANTO

Monterrey Institute of Technology, Mexico

20 • DEVELOPING SERVICE QUALITY

11B 343

Chair: PATRIK GOTTFRIDSSON

CTF, Karlstad University, Sweden

New project innovativeness: The case of Portuguese financial services

J M CARVALHO VIEIRA, ELISABETH SERRA,

ALBERTO CASTRO, A L GUEVARA MARTINEZ

University Católica Portuguesa, Portugal,

University Pompeu Fabra, Spain

Developing world-class reliability model for improving professional services quality

HASSAN FARSIJANI

Management Faculty, Shahid Beheshti University, Tehran, Iran

Service quality in the open and distance learning the perspective of learners in Malaysia

ZABID ABDUL RASHID

Hairudin Harun Open University, Malaysia

FRIDAY JUNE 18

CONCURRENT SESSION 21-25

08.30-10.00

21 • TECHNOLOGY IN SERVICES (III)

ANDER 11D 121

Chair: TOR W ANDREASSEN
Norwegian School of Management, BI, Norway

Impact of consumer technology readiness on the adoption and evaluation of an e-service

VERONICA LILJANDER, JOHANNA GUMMERUS,
ALLARD C R VAN RIEL

*Hanken, Swedish School of Economics and Business
Administration, Finland, Maastricht University, the Netherlands*

Dynamics of service attributes: a test of kano's theory of attractive quality

LARS NILSSON-WITHELL, ANDERS FUNDIN
*Service Research Center-CTF, Karlstad University, Sweden
Department of Quality Sciences, Chalmers University of
Technology, Sweden*

Barriers for the adaption of remote monitoring systems in service processes

ULRIKA H WESTERGREN, KATRIN JONSSON
*Center for Digital Business and the Department of Informatics,
Umeå University, Sweden*

22 • CRITICAL SERVICE ENCOUNTERS AND SWITCHING

AGARDH 11D 257

Chair: MARGARETA FRIMAN
CTF, Karlstad University, Sweden

Using critical internet feedback technique (CIFT) to analyze causes for encounter dissatisfaction

CHRISTIAN E COENEN
ServiceBarometer AG, Germany

Fading relationships in professional financial services

HELENA ÅKERLUND
*Hanken, Swedish School of Economics and Business
Administration, Finland*

Analysing critical service encounters: A linguistic perspective

STEFAN MICHEL, SYLVIA BENDEL
*Thunderbird, The American Graduate School of International
Management, USA, Hochschule für Wirtschaft Luzern,
Switzerland*

23 • SERVICE DESIGN AND NEW SERVICE DEVELOPMENT (II)

ERLANDER 11D 227

Chair: BARBARA R LEWIS
Mnacheater School of Management, UMIST, UK

Niche-driven service design: a case study from retail banking

MARCIN CHLONICKI, RICHARD NICHOLLS,
PAWEŁ ZELLER
Poznan University of Economics, Poland

Offshore outsourcing of services

STEPHEN W BROWN, ATUL VASHISTA
Center for Services Leadership, Arizona State University, USA
neoIT, USA

Cross functional new service development: Combining marketing and engineering perspectives

WALTER GANZ, ANNE-SOPHIE TOMBEIL,
RAYMOND P FISK
Fraunhofer-Institut für Arbeitswirtschaft und Organisation,
Stuttgart, Germany, University of New Orleans, USA

24 • SERVICE EXCELLENCE AND LEADERSHIP

11B 239

Chair: JOHAN QUIST
CTF, Karlstad University, Sweden

Do-it-yourself service leadership: Strategies of Asia's winners in the service quality stakes

CHENG SOO MAY
University of Macau, China

Culture-related issues and implications for service quality in the Singapore workforce

TAN KAY CHUAN, BO EDVARDSSON
Department of Industrial and Systems Engineering, National
University of Singapore, CTF, Karlstad University, Sweden

The impact of marketing assets and capabilities on competitive advantage and performance in service companies

HANS KASPER, JOSÉE BLOEMER,
KYRIAKOS KYRIAKOPOULOS
Maastricht University, the Netherlands,
Nijmegen University, the Netherlands

25 • CUSTOMER RELATIONSHIPS AND CUSTOMER CARE (II)

11B 343

Chair: LEIF MAGNUSSON
Service Development Centre, Sweden

Account managers' views on managing key business relationships in the financial services sector

SUVI HINTSANEN, TORE STRANDVIK
OKO Bank, Finland, Hanken, Swedish School of Economics
and Business Administration, Finland

Corporate social responsibility and brand cultivation

BO ENQUIST, BO EDVARDSSON
CTF, Karlstad University, Sweden

Customer relationship in Polish hospitals

MONIKA DOBSKA, PAWE DOBSKI
University of Economics, Poznan, Poland

PROGRAM