

LOCAL

BGSU business prof Fulbright scholar

Dr. Dwayne Gremler, a faculty member in Bowling Green State University's College of Business Administration, will share his expertise in services marketing next spring with students and faculty in the Netherlands. He has been chosen to teach at the University of Maastricht as a lecturer in the Fulbright Scholar Program.

Gremler said he applied specifically to the University of Maastricht because his specialization in services marketing dovetails with the focus of its Academic Center for Research in Services. He also has ties to the Dutch university as a result of spending six weeks there as a visiting scholar and senior research fellow in 1998.

"The University of Maastricht is one of the leading centers of services marketing and management research in the world," said Gremler, an associate professor of marketing at

Bowling Green.

Services marketing differs from traditional marketing in that the primary benefit being offered to the consumer is not a tangible product, he explained. Yet the service economy, which includes such businesses as accounting, health care and even house painting, makes up more than 80 percent of the gross national product in the United States.

"When the product offering does not include a tangible output as its primary focus, there are significant implications from a marketing point of view," said Gremler, who came to BGSU in 2000 to help strengthen the



Dr. Dwayne Gremler

University's program in that area.

In return for sharing his marketing knowledge at Maastricht, Gremler wants to gain experience in problem-based learning, which he hopes to do more of in his Bowling Green classes. "Maastricht is a pioneer in problem-based learning. All of their classes are set up that way, from freshman year on. They were one of the first universities to do this," Gremler said.

He will supervise eight to 10 classes of about 14 students each, in which the students will work as teams to solve real-world problems. He will also consult with doctoral students on their projects. While in Europe, Gremler also has scheduled several speaking engagements and will conduct seminars at universities in France, Sweden, Switzerland and Germany.

Gremler is co-author of one of the

foremost textbooks on services marketing. Published by McGraw Hill, "Services Marketing: Integrating Customer Focus Across the Firm" is now in its fourth edition. The text stresses the importance of developing strong customer relationships through quality services.

The marketing expert received his bachelor's, master's and doctoral degrees from Arizona State University. Before coming to Bowling Green, he taught at the University of Idaho and has conducted a number of undergraduate and graduate seminars at European universities, some of which he will be revisiting in the spring.

He has published numerous award-winning papers and journal articles, frequently gives conference presentations on services marketing and regularly helps organize academic conferences in that field.