

Dwayne D. Gremler

Curriculum Vita

January 9, 2017

Distinguished Teaching Professor
Department of Marketing
College of Business
Bowling Green State University
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EDUCATION

Ph.D. in Marketing (1995), Arizona State University, Tempe, Arizona
- Dissertation entitled *The Effect of Satisfaction, Switching Costs, and Interpersonal Bonds on Service Loyalty* (chaired by Stephen W. Brown)
M.B.A. (*summa cum laude*) in Marketing (1990), Arizona State University, Tempe, Arizona
B.A. (*magna cum laude*) in Mathematics (1980), Arizona State University, Tempe, Arizona

RESEARCH INTERESTS

Service Marketing and Management
Customer Loyalty and Retention
Customer-Employee Interactions
Word-of-Mouth Communication
Servicescape Design
Pedagogical Issues in Teaching Marketing

TEACHING INTERESTS

Services Marketing and Management
Marketing Management
Servicescape Design
Consumer Behavior
Various Special Topics (Managing the Service Experience, Hospitality Marketing and Management, Sports Marketing)

ACADEMIC EXPERIENCE

Positions

Distinguished Teaching Professor, Bowling Green State University (2015-present)
Professor of Marketing, Bowling Green State University (2007-present)
Associate Professor of Marketing, Bowling Green State University (2000-2007) (*Granted tenure spring 2003*)
Assistant Professor of Marketing, University of Idaho (1995-2000) (*Promoted and granted tenure spring 2000*)
Instructor, Arizona College of the Bible (1987-88)

Current Appointments at Other Universities

Research Faculty, Center for Services Leadership, W. P. Carey School of Business, Arizona State University (2009-present)
Associate Member, Center for Service Management, Loughborough University, UK (2014-present)

Visiting Scholar

Audi Visiting Professor, Catholic University of Eichstätt-Ingolstadt, Germany (2016)
Invited Visiting Professor, HEC School of Management, University of Liege, Belgium (2015-2016)
Invited Visiting Professor, Radboud University Nijmegen, The Netherlands (June 2008)
Fulbright Scholar, University of Maastricht, The Netherlands (January-July 2006)
Invited Visiting Scholar and Senior Research Fellow to the University of Maastricht Academic Center for Research in Services, Maastricht, The Netherlands (May-June, 1998)

ACADEMIC EXPERIENCE

Courses Taught

Bowling Green State University (2000-present)

- Services Marketing* (MKT 4050)
 - 54 sections between Fall 2000 and Fall 2016 (more than any other professor in the U.S. during this time)
- Servicescape Design* (MKT 4160)
 - 9 sections between Fall 2005 and Fall 2014 (only class of its kind offered within any business college in the U.S.)
- Managing the Service Experience* (MKT 4150)
 - Spring 2015, Spring 2014 (capstone course for Sales and Services Marketing specialization)
- Marketing Management and Strategy* (MBA 6050P)
 - Fall 2010, Fall 2009 (required class for professional MBA students)
- Marketing Management* (MKT 4600)
 - Fall 2016 (capstone course for Marketing specialization)
- Services Marketing and Management* (MBA 6420)
 - Summer 2007 (elective class for MBA and Master of Accountancy students)
- Consumer Behavior* (MKT 3020)
 - 3 sections between Spring 2003 and Fall 2004
- Marketing on the Internet* (MKT 435)
 - Fall 2001, Fall 2000
- Principles of Marketing* (MKT 300)
 - Summer 2000

University of Idaho (1995-2000)

- Marketing Management* (BUS 428)
 - 8 sections from Fall 1996 to Spring 2000
 - the capstone class for marketing majors with major focus on developing a marketing plan for an actual client (class was formerly labeled *Product Management*)
- Services Marketing* (BUS 327)
 - 8 sections between Spring 1996 and Spring 2000
 - an elective class for junior and senior business majors
- Internet Marketing* (BUS 404)
 - Spring 2000
 - first e-commerce course taught in the College of Business & Economics
- Principles of Marketing* (BUS 321)
 - 7 sections between Fall 1995 and Spring 1999
 - an introductory course for both business and non-business students

Arizona State University (1991-1994)

- Marketing for Service Industries* (MKT 430 & MKT 598) - Spring 1993
 - an elective class for graduating seniors and graduate students
- Marketing Management* (MKT 302) - Summer 1992 (2 sections)
 - a basic marketing management course for students majoring in Marketing
- Principles of Marketing* (MKT 300) - Summer 1991, Summer 1994
 - an introductory course for both business and non-business students

Arizona College of the Bible (1987-1988)

- College Algebra* - Fall 1987, Fall 1988
 - an introductory course primarily for education majors

ACADEMIC EXPERIENCE *(continued)*

Course Development (at Bowling Green State University)

Managing the Service Experience (MKT 4150)

- designed an elective class that builds upon MKT 4050 that focuses on creating and managing the entire customer experience

Servicescape Design (MKT 4160)

- designed an elective class that focuses upon issues related to the design and management of the environment where service delivery occurs

Executive Education

The Service Council

- “Service Blueprinting,” a workshop at the 2016 Smarter Services Executive Symposium in Chicago, IL, for executives of field service companies across the U.S. - September 2016

Center for Services Leadership, W. P. Carey School of Business, Arizona State University

- “Service Recovery,” a session of the *Service Leadership Institute* for executives of service companies across the U.S. - March 2016

Maastricht University School of Business and Rotterdam School of Management, The Netherlands

- “The Soul of Service,” a six-hour seminar (“Master Class”) to executives of Philips, Vanderlande Industries, and Océ Canon, Eindhoven, The Netherlands - April 2014

American Marketing Association

- “Foundations of Service Marketing: Crafting Service Delivery Excellence,” a two-day seminar, Chicago - May 2013

Arizona State University

- “Service Excellence: Competing Strategically through Service” on behalf of the W. P. Carey School of Business for Dow Chemical, Philadelphia - July 2011

- “Service Excellence: Competing Strategically through Service” on behalf of the W. P. Carey School of Business for the Fourth Annual Phonak Practice Development Conference, Phoenix - October 2011

University of Minnesota

- “The Service Leader,” for the *Service Quality Leadership Program*, on behalf of the Carlson School of Management for SMSC Gaming Enterprise, Minnesota - May 2010

Jacobs University Bremen, Germany

- Marketing Services* (Executive MBA in European Utility Management Course) - November 2006, November 2005
- an introduction to services marketing concepts (as part of an executive education course)

Maastricht University School of Business, The Netherlands

- Leadership in Services* (Philips Corporation Executive Course) - May 2006

- facilitated a field trip to Vodafone (and led a case study exercise to apply these concepts to Philips)

University of Idaho, Moscow, Idaho

- Marketing Energy Services* (Public Utilities Executive Course) - Summer 1998, Summer 1999

- an introduction of marketing concepts (as part of an executive education course)

International Graduate Courses (for university credit)

University of Münster, Münster, Germany

Service Management

- a course for MBA students (20 hours) - June 2016, January 2016

WHU–Otto Beisheim School of Management, Koblenz, Germany

Publishing Scholarly Research

- a course for PhD students (20 hours) - November 2015

University of Paderborn, Paderborn, Germany

Publishing Scholarly Research

- a course for PhD students (20 hours) - October 2015

ACADEMIC EXPERIENCE *(continued)*

International Graduate Courses *(for university credit)* *(continued)*

Newcastle University Business School, Newcastle, England

Publishing Scholarly Research

- a seminar for PhD students and faculty (14 hours) - June 2015

Louvain School of Management, Belgium

Publishing Scholarly Research

- a course for PhD students (12 hours) - November 2013

University of Münster, Münster, Germany

Publishing Scholarly Research

- a course for PhD students (20 hours) - May 2012

Maastricht University School of Business, Maastricht, The Netherlands

Advanced Services Marketing (two courses)

- an elective course for MBA students (44 hours) - February/March 2006

LUISS (Libera Università Internazionale degli Studi Sociali) University, Rome, Italy:

Services Marketing

- an elective course for MBA students (40 hours) - March 2002

International Graduate Seminars

University of Augsburg, Augsburg, Germany

Publishing Scholarly Research

- a seminar for PhD students (20 hours) - April/May 2016

Queensland University of Technology, Brisbane, Australia

Publishing Scholarly Research

- a seminar for Faculty and PhD students (16 hours) - April 2016

HEC-School of Management, University of Liege, Belgium

Publishing Scholarly Research

- a seminar for PhD students and faculty (8 hours) - January/February 2016

Maastricht University School of Business, Maastricht, The Netherlands

Publishing Scholarly Research

- a seminar for PhD students and faculty (4 hours) - February 2016

University of Namur, Belgium

The Critical Incident Technique in Service Research

- a seminar for PhD students (4 hours) as part of the "Let's Talk About Service" Workshop - December 2015

University of Roehampton Business School, London, England

Publishing Scholarly Research

- a seminar for PhD students and faculty (4 hours) - June 2015

Loughborough University School of Business and Economics, Loughborough, England

Publishing Scholarly Research

- a seminar for PhD students and faculty (15 hours) - June 2015

Universidad de Sevilla, Spain

Publishing Scholarly Research

- a seminar for PhD students (8 hours) - July 2012

Ecole de Management de Lyon (University of Lyon), Lyon, France:

Services Marketing

- an elective course for International and Executive MBA students - February 2008

Relationship Marketing in Service Businesses

- a 3-hour seminar for MBA students - December 2007, March 2006 (two classes), March 2004

Service Recovery

- a 3-hour seminar for MBA students - March 2006 (two classes), March 2004

ACADEMIC EXPERIENCE *(continued)*

International Graduate Seminars *(continued)*

Hochschule fur Wirtschaft (Business School), Lucerne, Switzerland:

Servicescape and Employee Influences on the Service Experience

- a 6-hour seminar for MBA students - June 2006, March 2004

Service Guarantees and Service Development and Design

- a 6-hour seminar for Executive MBA students - March 2004, June 2003, June 2002

University of Zurich, Zurich, Switzerland:

Service Guarantees and Service Development and Design

- a 3-day seminar for MBA students - June 2003

Institute for Financial Services, Hochschule fur Wirtschaft, Zug, Switzerland:

Service Guarantees

- a 4-hour seminar for MBA students - June 2002

University of Auckland Business School, Auckland, New Zealand:

Employee-Customer Interactions

- a 4-hour seminar for MBA and PhD students - May 2001

International Undergraduate Courses/Seminars

WFI-Catholic University of Eichstätt-Ingolstadt, Germany

Servicescape Design

- an elective course for undergraduate students (25 hours) - April/May 2016

HEC-School of Management, University of Liege, Belgium

Service Blueprinting

- a seminar for undergraduate students (3 hours) - February 2016

Audencia Nantes School of Management, Nantes, France

Customer Behavior in Services

- a seminar for undergraduate students (3 hours) - June 2014

Maastricht University School of Business, Maastricht, The Netherlands

Services Marketing (two courses)

- an elective course for undergraduate students (44 hours) - April/May 2006

Hochschule fur Wirtschaft (Business School), Lucerne, Switzerland

Service Guarantees and Service Development and Design

- a seminar for undergraduate students (6 hours) - March 2004

National (U.S.) Graduate Courses/Seminars

University of Alabama

Becoming a Successful (Marketing) Professor

- a seminar for PhD students (6 hours) - April 2011

University of Texas-Pan American

Becoming a Successful (Marketing) Professor

- a seminar for PhD students (6 hours) - November 2012

PROFESSIONAL MEMBERSHIPS

Academy of Marketing Science (*current*)
American Marketing Association (*current*)
Association for Consumer Research (*past*)
Marketing Educators' Association (*past*)

OTHER WORK EXPERIENCE

Business Experience

Software Engineer and Project Manager, Bull Worldwide Information Systems, Phoenix, AZ. Responsible for directing a multinational team of engineers in the development of software for both domestic and foreign applications (1980 to 1990).

Other Professional Experience

Marketing Consulting Projects:

First Interstate Bank (1995), Dental Offices of Dr. Richard Bietz and Dr. Frederick Wood, Tempe, AZ (1995), Walker Research (1990-94), Dial Corporation (1990)

Graduate Research and Teaching Assistant, Department of Marketing, Arizona State University. Research assistantships were with Stephen Brown, Mary Jo Bitner, John Schlacter, and Michael Hutt (1990 to 1995)

Intercollegiate Basketball Coach, Arizona College of the Bible, Phoenix, AZ (1984 to 1990)

PUBLICATIONS

Journal Articles

- Albrecht, Arne K., Gianfranco Walsh, Simon Brach, Dwayne D. Gremler, and Erica van Herpen (2017), "The Influence of Service Employees and Other Customers on Customer Unfriendliness: A Social Norms Perspective," *Journal of the Academy of Marketing Science*, forthcoming.
- Zablah, Alex R., Nancy J. Sirianni, Daniel Korschun, Dwayne D. Gremler, and Sharon E. Beatty (2017), "Emotional Convergence in Service Relationships: The Shared Frontline Experience of Customers and Employees," *Journal of Service Research* (Special Issue on Organizational Frontline Research), 20 (February), forthcoming.
- Rafaeli, Anat, Daniel Altman, Dwayne D. Gremler, Ming-Hui Huang, Dhruv Grewal, Bala Iyer, A. Parasuraman, and Ko de Ruyter (2017), "Invited Commentaries on the Future of Frontline Research," *Journal of Service Research* (Special Issue on Organizational Frontline Research), 20 (February), forthcoming.
- Delcourt, Cécile, Dwayne D. Gremler, Allard C.R. van Riel, and Fabrice De Zanet (2017), "An Analysis of the Interaction Effect between Employee Technical and Emotional Competencies in Emotionally Charged Service Encounters" *Journal of Service Management*, 28 (forthcoming).
- Delcourt, Cécile, Dwayne D. Gremler, Allard C.R. van Riel, and Marcel J. H. van Birgelen (2016), "Employee Emotional Competence: Construct Conceptualization and Validation of a Customer-Based Measure," *Journal of Service Research*, 19 (February), 72-87.
- Bleijerveld, Jeroen F. J., Dwayne D. Gremler, Jos G. A. M. Lemmink (2015), "Service Alliances Between Unequals: The Apple Does Not Fall Far from the Better Tree," *Journal of Service Management*, 26 (5), 807-822.
- Meyer, Jeffrey, Dwayne D. Gremler, and Jens Hogreve (2014), "Do Service Guarantees Guarantee Greater Market Value?" *Journal of Service Research*, 17 (May), 150-163.
- Delcourt, Cécile, Dwayne D. Gremler, Allard C.R. van Riel, and Marcel van Birgelen (2013), "Effects of Perceived Employee Emotional Competence on Customer Satisfaction and Loyalty: The Mediating Role of Rapport," *Journal of Service Management*, 24 (1), 5-24. (*This paper received an award.*)
- Walsh, Gianfranco, Matthias Gouthier, Dwayne D. Gremler, and Simon Brach (2012), "What the Eye Does Not See, the Mind Cannot Reject: Can Call Center Location Explain Differences in Customer Evaluations?" *International Business Review*, 21 (5), 957-967.
- Brüggen, Elisabeth, Bram Foubert, and Dwayne D. Gremler (2011), "Extreme Makeover: Short- and Long-Term Effects of a Remodeled Servicescape," *Journal of Marketing*, 75 (September), 71-87. (*This paper received an award.*)
- Tronvoll, Bård, Stephen W. Brown, Dwayne D. Gremler, and Bo Edvardsson (2011), "Paradigms in Service Research," *Journal of Service Management*, 22 (5), 560-585. (*This paper received an award.*)
- Titus, Philip A. and Dwayne D. Gremler (2010), "Guiding Reflective Practice: An Auditing Framework to Assess Teaching Philosophy and Style," *Journal of Marketing Education*, 32 (2), 182-196.
- Hogreve, Jens and Dwayne D. Gremler (2009), "Twenty Years of Service Guarantee Research: A Synthesis," *Journal of Service Research*, 11 (May), 322-343.
- Paul, Michael, Thorsten Hennig-Thurau, Dwayne D. Gremler, Kevin P. Gwinner, and Caroline Wiertz (2009), "Toward a Theory of Repeated Purchase Drivers for Consumer Services," *Journal of the Academy of Marketing Science*, 37 (2), 215-237.
- Gremler, Dwayne D. and Kevin P. Gwinner (2008), "Rapport-Building Strategies Used by Retail Employees," *Journal of Retailing*, 84 (3), 308-324.

PUBLICATIONS *(Continued)*

Journal Articles *(Continued)*

- Ruiz, David Martín, Dwayne D. Gremler, Judith H. Washburn, and Gabriel Cepeda Carrión (2008), "Service Value Revisited: Specifying a Higher-Order, Formative Measure," *Journal of Business Research - Special Issue on Formative Measures*, 61 (12), 1278-91.
- Hennig-Thurau, Thorsten, Markus Groth, Michael Paul, and Dwayne D. Gremler (2006), "Are All Smiles Created Equal? How Employee-Customer Emotional Contagion and Emotional Labor Impact Service Relationships," *Journal of Marketing*, 70 (July), 58-73.
- Gremler, Dwayne D. (2004), "The Critical Incident Technique in Service Research," *Journal of Service Research*, 7 (August), 65-89. (*This paper received an award.*)
- Hennig-Thurau, Thorsten, Kevin P. Gwinner, Gianfranco Walsh, and Dwayne D. Gremler (2004), "Electronic Word-of-Mouth via Consumer-Opinion Platforms: What Motivates Consumers to Articulate Themselves on the Internet?" *Journal of Interactive Marketing*, 18 (Winter), 38-52.
- McCullough, Michael A. and Dwayne D. Gremler (2004), "A Conceptual Model and Empirical Examination of the Effect of Service Guarantees on Post-purchase Consumption Evaluations," *Managing Service Quality*, 14 (1), 58-74. (*This paper received an award.*)
- Evans, Kenneth R., John L. Schlacter, Roberta J. Schultz, Dwayne D. Gremler, Michael Pass, and William G. Wolfe (2002), "Salesperson and Sales Manager Perceptions of Salesperson Job Characteristics and Job Outcomes: A Perceptual Congruence Approach," *Journal of Marketing Theory and Practice*, 10 (Fall), 30-44.
- Gremler, Dwayne D. and Michael A. McCullough (2002), "Student Satisfaction Guarantees: An Empirical Examination of Attitudes, Antecedents, and Consequences," *Journal of Marketing Education*, 24 (August), 150-160.
- Hennig-Thurau, Thorsten, Kevin P. Gwinner, and Dwayne D. Gremler (2002), "Understanding Relationship Marketing Outcomes: An Integration of Relational Benefits and Relationship Quality," *Journal of Service Research*, 4 (February), 230-247. (*This paper received an award.*)
- Gremler, Dwayne D., Kevin P. Gwinner, and Stephen W. Brown (2001), "Generating Positive Word-of-Mouth Communication Through Customer-Employee Relationships," *International Journal of Service Industry Management*, 12 (1), 44-59.
- Bailey, Jeff, Dwayne D. Gremler, and Michael A. McCullough (2001), "Service Encounter Emotional Value: The Dyadic Influence of Customer and Employee Emotions," *Services Marketing Quarterly*, 23 (1), 1-25.
- Gremler, Dwayne D. and Kevin P. Gwinner (2000), "Customer-Employee Rapport in Service Relationships," *Journal of Service Research*, 3 (August), 82-104.
- Gremler, Dwayne D., K. Douglas Hoffman, Susan M. Keaveney, and Lauren K. Wright (2000), "Experiential Learning Exercises in Services Marketing Courses," *Journal of Marketing Education*, 22 (April), 35-44.
- Gremler, Dwayne D. and Stephen W. Brown (1999), "The Loyalty Ripple Effect: Appreciating the Full Value of Customers," *International Journal of Service Industry Management*, 10 (3), 271-291. (*This paper received an award.*)
- McCullough, Michael A. and Dwayne D. Gremler (1999), "Student Satisfaction Guarantees: An Empirical Investigation of Student and Faculty Attitudes," *Marketing Education Review*, 9 (Summer), 1-12.
- McCullough, Michael A. and Dwayne D. Gremler (1999), "Guaranteeing Student Satisfaction: An Exercise in Treating Students as Customers," *Journal of Marketing Education*, 21 (August), 118-130.

PUBLICATIONS (*Continued*)

Journal Articles (*Continued*)

- Gwinner, Kevin, Dwayne D. Gremler, and Mary Jo Bitner (1998), "Relational Benefits in Services Industries: The Customer's Perspective," *Journal of the Academy of Marketing Science*, 26 (Spring), 101-114.
- Gremler, Dwayne D., Mary Jo Bitner, and Kenneth R. Evans (1995), "The Internal Service Encounter," *Logistics Information Management*, 8 (4), 28-34. (Adapted from 1994 *IJSIM* article.)
- Evans, Kenneth R., Dwayne D. Gremler, John L. Schlacter, and William G. Wolfe (1995), "The Impact of Salesperson Socialization on Organizational Commitment, Satisfaction, and Performance in a Professional Service Organization," *Journal of Professional Services Marketing*, 11 (2), 139-156.
- Gremler, Dwayne D., Mary Jo Bitner, and Kenneth R. Evans (1994), "The Internal Service Encounter," *International Journal of Service Industry Management*, 5 (2), 34-55. (*This paper received an award.*)

Other Refereed Publications

- Ruiz, David Martín, Dwayne D. Gremler, Judith H. Washburn, and Gabriel Cepeda Carrión (2010), "Reframing Customer Value in a Service-based Paradigm: An Evaluation of a Formative Measure in a Multi-Industry, Cross-Cultural Context," in *Handbook of Partial Least Squares: Concepts, Methods and Applications*, Vincenzo Esposito Vinzi, Wynne W. Chin, Joerg Henseler, and Huiwen Wang, eds., Heidelberg, Germany: Springer-Verlag, 535-566.
- Hennig-Thurau, Thorsten, Kevin P. Gwinner, Dwayne D. Gremler, and Michael Paul (2005), "Managing Service Relationships in a Global Economy: Exploring the Impact of National Culture on the Relevance of Customer Relational Benefits for Gaining Loyal Customers," in *Advances in International Marketing: Research on International Service Marketing: A State of the Art*, 15, 11-31.
- Gremler, Dwayne D., Kevin P. Gwinner, and Stephen W. Brown (2000), "Cultivating Positive Word-of-Mouth Communication Through Customer-Employee Bonds," in *Service Quality in the New Economy: Interdisciplinary and International Dimensions*, B. Edvardsson, S. W. Brown, R. Johnston, and E. E. Scheuing, eds. Jamaica, New York: International Service Quality Association, 183-192.
- Gremler, Dwayne D. and Stephen W. Brown (1998), "Worth Beyond Revenue: The Full Value of a Loyal Customer" in *Pursuing Service Excellence: Practices and Insights*. E. E. Scheuing, S. W. Brown, B. Edvardsson, et al., eds. Jamaica, New York: International Service Quality Association, 119-128.
- Gremler, Dwayne D. and Stephen W. Brown (1996), "Service Loyalty: Its Nature, Importance, and Implications," in *Advancing Service Quality: A Global Perspective*, B. Edvardsson, S. W. Brown, R. Johnston, et al., eds. Jamaica, New York: International Service Quality Association, 171-180.
- Goodwin, Cathy and Dwayne D. Gremler (1996), "Friendship Over the Counter: How Social Aspects of Service Encounters Influence Consumer Service Loyalty," in *Advances in Services Marketing and Management*, Vol. 5, T. A. Swartz, D. E. Bowen, and S. W. Brown, eds. Greenwich, Connecticut: JAI Press Inc., 247-282.

Book Chapters

- Gremler, Dwayne D. and Kevin P. Gwinner (2015), "Relational Benefits Research: A Synthesis," in *Handbook on Research in Relationship Marketing*, Robert M. Morgan, Janet Turner Parish, and George Deitz, eds. Cheltenham, UK: Edward Elgar Publishing, 32-74.
- Gremler, Dwayne D. (2015), "The Nordic School: Observations from an Outsider," in *The Nordic School—Service Marketing and Management for the Future*, Johanna Gummerus and Catharina von Koskull, eds. Helsinki, Finland: Hanken School of Economics, 157-160.

PUBLICATIONS (*Continued*)

Book Chapters (*continued*)

- Meyer, Jeffrey and Dwayne D. Gremler (2014). "Customer Service," *Wiley Encyclopedia of Management*, 3rd Edition, Volume 9, Marketing. Nick Lee and Andrew M. Farrell, eds. Wiley-Blackwell: Chichester.
- Dwayne D. Gremler (2014). "The Critical Incident Technique," *Wiley Encyclopedia of Management*, 3rd Edition, Volume 9, Marketing. Nick Lee and Andrew M. Farrell, eds. Wiley-Blackwell: Chichester.
- Gremler, Dwayne D. (2013), "Acknowledging Christian Grönroos and His Contributions to Advancing Service Quality Research," in *Legends in Marketing: Service Quality*, Volume 4, Lawrence A. Crosby, ed. New Delhi, India: Sage Publications, 194-199.
- Zeithaml, Valarie A., Mary Jo Bitner, and Dwayne D. Gremler (2010), "Services Marketing Strategy," in *Wiley International Encyclopedia of Marketing: Marketing Strategy*, Volume 1, Robert A. Peterson and Roger A. Kerin, eds. Chichester, UK: John Wiley & Sons, 208-218.
- Bitner, Mary Jo, Valarie A. Zeithaml, and Dwayne D. Gremler (2010), "Technology's Impact on the Gaps Model of Service Quality," in *Handbook of Service Science*, Paul P. Maglio, Cheryl A. Kieliszewski, and James C. Spohrer, eds. New York: Springer, 197-218.
- Hennig-Thurau, Thorsten, Kevin P. Gwinner, and Dwayne D. Gremler (2000), "Why Customers Build Relationships With Companies—And Why Not," in *Relationship Marketing: Gaining Competitive Advantage Through Customer Satisfaction and Retention*, T. Hennig-Thurau and U. Hansen, eds. Berlin, Germany: Springer, 369-391.

National Conference Proceedings (Full Papers)

- Bailey, Jeff, Michael A. McCollough, and Dwayne D. Gremler (2001), "The Dyadic Influence of Emotions in the Service Encounter: Toward a Model of Service Encounter Emotional Value," *American Society of Business and Behavioral Sciences 8th Annual Meeting*, Vol. 8, S. Hall, D. Jackson, and J. Terrill, eds. San Bernadino, CA: American Society of Business and Behavioral Sciences, 638-49.
- Gremler, Dwayne D. (1994), "Word-of-Mouth About Service Providers: An Illustration of Theory Development in Marketing," *AMA Winter Educators' Conference Proceedings: Marketing Theory and Applications*, Vol. 5, C. W. Park and D. Smith, eds., Chicago, IL: American Marketing Association, 62-70.
- Houston, Mark B. and Dwayne D. Gremler (1993), "Biases in the Researcher/Informant Interaction in the Collection of Marketing Research Data: A Cognitive Framework," in *AMA Summer Educators' Conference Proceedings: Enhancing Knowledge Development in Marketing*, Vol. 4, D. W. Cravens and P. R. Dickson, eds., Chicago, IL: American Marketing Association, 311-319.
- Gremler, Dwayne D. and Mary Jo Bitner (1992), "Classifying Service Encounter Satisfaction Across Industries," in *AMA Winter Educators' Conference Proceedings: Marketing Theory and Applications*, Vol. 3, C. T. Allen and T. J. Madden, eds., Chicago, IL: American Marketing Association, 111-118.

PUBLICATIONS (*Continued*)

Abstracts Published in National/International Conference Proceedings

- Delcourt, Cécile, Dwayne D. Gremler, and Dominique A. Greer (2016), "Delivering Bad News to Customers: An Employee Perspective," in *2016 SERVSIG International Service Research Conference*, Martin Wetzels, ed. Maastricht, The Netherlands: 81.
- Delcourt, Cécile, Dwayne D. Gremler, Allard C.R. van Riel, and Marcel van Birgelen (2015), "I Am Sorry, But Your Laptop Cannot Be Repaired': A Typology of Customer-Perceived Bad News in Service Encounters," in *QUIS 14: Collaborative Innovations in the Network Environment*, Mary Jo Bitner, Bo Edvardsson, Xiucheng Fan, Rohit Verma, and Xiande Zhou, eds. Shanghai, China. (*Presented by Cécile Delcourt*)
- Meyer, Jeffrey D., Dwayne D. Gremler, and Jens Hogreve (2013), "Are All Service Guarantees Equal? The Effect of Service Guarantees on Market Value," in *AMA Winter Marketing Educators' Conference: Challenging the Bounds of Marketing Thought*, Aric Rindfleisch and James Burroughs, eds. Vol. 24, Chicago, IL: American Marketing Association, 170-171. (*Presented by Jeff Meyer*)
- Delcourt, Cécile, Allard C.R. van Riel, Marcel van Birgelen, and Dwayne D. Gremler (2011), "Delivering Bad News to Customers: The Role of Employee Emotional and Technical Competences," in *18th Recent Advances in Retailing and Services Science Conference*, San Diego, CA (July 2011), 40. (*Presented by Cécile Delcourt*)
- Hogreve, Jens, Sabine Fliess, and Dwayne D. Gremler (2010), "Understanding Service Guarantees: How Do They Actually Influence Consumer Behavior?" in *2010 SERVSIG International Service Research Conference*, Lia Patrício, ed. Porto, Portugal: 81.
- Elisabeth C. Brügger, Bram Foubert, and Dwayne D. Gremler (2009), "The Longitudinal Effects of a Servicescape Makeover" in *QUIS 11: Moving Forward with Service Quality*, Bernd Stauss, Stephen W. Brown, Bo Edvardsson, and Robert Johnston, eds. Wolfburg, Germany: 30. (*Presented by Elisabeth C. Brügger*)
- Hogreve, Jens, Sabine Fliess, and Dwayne D. Gremler (2009), "Understanding the Mechanisms Behind Service Guarantees: Are Service Guarantees More than a Signal of Quality" in *QUIS 11: Moving Forward with Service Quality*, Bernd Stauss, Stephen W. Brown, Bo Edvardsson, and Robert Johnston, eds. Wolfburg, Germany: 240-241. (*Presented by Jens Hogreve*)
- Dwayne D. Gremler, Elisabeth C. Brügger, and Bram Foubert (2008), "Return on Servicescape Investments: Does Remodeling Make A Difference?" in *AMA Winter Marketing Educators' Conference: Marketing Theory and Applications*, Tom Brown and Zeynep Gurhan-Canli, eds. Vol. 19, Chicago, IL: American Marketing Association, 252-253.
- Bleijerveld, Jeroen, Dwayne D. Gremler, and Jos Lemmink (2007), "The Dynamic Nature of Customers' Criteria for Assessing Customer Value: A Longitudinal Investigation," in *Advances in Consumer Research*, Volume 35, eds. Angela Y. Lee and Dilip Soman, Memphis, TN: Association for Consumer Research, (October 2007), 924-925. (*Presented by Jeroen Bleijerveld*)
- Brügger, Elisabeth C. and Dwayne D. Gremler (2007), "Return on Servicescape Investments," in *Flexible Marketing in an Unpredictable World: Proceedings of the 36th European Marketing Academy (EMAC) Conference*, Engilbertsson, H.O. (ed.), Reykjavik University, Reykjavik, Iceland. (*Presented by Elisabeth Brügger*)
- Hogreve, Jens and Dwayne D. Gremler (2007), "A Research Synthesis on Service Guarantees: What Do We Know and Where Do We Need to Go?" in *10th Quality in Services Symposium: Managing Magical Service*, Robert C. Ford, Duncan R. Dickson, Bo Edvardsson, Stephen W. Brown, and Robert Johnston, eds. Orlando, Florida: 169-170.

PUBLICATIONS (*Continued*)

Abstracts Published in National/International Conference Proceedings (*Continued*)

- Paul, Michael, Thorsten Hennig-Thurau, Dwayne D. Gremler, Kevin P. Gwinner, and Caroline Wiertz (2006), "Toward a Means-End Theory of Service Relationships: Linking Relationship-Driving Benefits with Service Attributes and Motivational Values," in *AMA Summer Educators' Conference Proceedings: Enhancing Knowledge Development in Marketing*, Dhruv Grewal, Michael Levy, and R. Krishnan, eds. Vol. 17, Chicago, IL: American Marketing Association, 39-40.
- Hennig-Thurau, Thorsten, Markus Groth, Michael Paul, and Dwayne D. Gremler (2005), "Not All Smiles Are Created Equal: How Employee-Customer Emotional Contagion Impacts Service Relationships," in *Developments in Marketing Science: Proceedings of the Annual Conference of the Academy of Marketing Science*, Harlan E. Spotts, ed. Tampa, FL: Academy of Marketing Science.
- Gremler, Dwayne D. and Tom DeWitt (2005), "Service Guarantees: Do Firms Practice What Academics Preach?" in *2005 SERVSIG Service Research Conference*, Jochen Wirtz, ed., Singapore: Stallion Press, 2-3.
- Gwinner, Kevin P. and Dwayne D. Gremler (2004), "Examining the Knowledge Structure and Performance Link Among Front-Line Service Providers," in *AMA Winter Marketing Educators' Conference: Marketing Theory and Applications*, William L. Cron and George S. Low, eds. Vol. 15, Chicago, IL: American Marketing Association, 317-318.
- Hennig-Thurau, Thorsten, Kevin P. Gwinner, and Dwayne D. Gremler (2003), "Managing Service Relationships in a Global Economy: Refining and Extending the Concept of Customer Relational Benefits," in *AMA Summer Educators' Conference Proceedings: Enhancing Knowledge Development in Marketing*, R. Bruce Money and Randall L Rose, eds. Vol. 14, Chicago, IL: American Marketing Association, 152-153.
- Gremler, Dwayne D., David Martín Ruiz, and Judith Washburn (2003) "Understanding Service Value Across Cultures," *SERVSIG Service Research Conference*, Reims, France.
- Gremler, Dwayne D. (2003), "An Examination of the Use of the Critical Incident Technique in Services Marketing Research," in *AMA Winter Educators' Conference Proceedings: Marketing Theory and Applications*, Geraldine R. Henderson and Marian Chapman Moore, eds. Vol. 14, Chicago, IL: American Marketing Association, 199-200. (*This paper received an award.*)
- Gremler, Dwayne D., Shannon B. Rinaldo, and Scott W. Kelley (2002), "Rapport-Building Strategies Used By Service Employees: A Critical Incident Study," in *AMA Summer Educators' Conference: Enhancing Knowledge Development in Marketing*, William J. Kehoe and John H. Lindgren, Jr., eds. Vol. 13. Chicago, IL: American Marketing Association, 73-74. (*This paper received an award.*)
- McCullough, Michael A. and Dwayne D. Gremler (2002), "Service Guarantees: A Conceptual Model and Empirical Examination," in *AMA Summer Educators' Conference: Enhancing Knowledge Development in Marketing*, Vol 13, William J. Kehoe and John H. Lindgren, Jr., eds. Chicago, IL: American Marketing Association, 83.
- Evans, Kenneth R., John L. Schlacter, Roberta J. Schultz, Dwayne D. Gremler, and William G. Wolfe (2001), "An Assessment of the Effects of Salesperson-Sales Manager Perceptual Congruence on Salesperson Job-Related Characteristics and Job Outcomes," in *AMA Summer Educators' Conference: Enhancing Knowledge Development in Marketing*, Vol. 12, Greg W. Marshall and Stephen J. Grove, eds. Chicago, IL: American Marketing Association, 232-233.
- McCullough, Michael A. and Dwayne D. Gremler (2001), "An Empirical Examination of the Antecedents and Consequences of Student Satisfaction Guarantees," in *AMA Winter Educators' Conference: Marketing Theory and Applications*, Vol. 12. R. Krishnan and M. Viswanathan, eds. Chicago, IL: American Marketing Association, 349.

PUBLICATIONS (*Continued*)

Abstracts Published in National/International Conference Proceedings (*Continued*)

- Hennig-Thurau, Thorsten, Kevin P. Gwinner, and Dwayne D. Gremler (2000), "The Rationales of Service Relationships: Integrating Company-Oriented and Customer-Oriented Relational Benefits," in *AMA Winter Educators' Conference: Marketing Theory and Applications*, Vol. 11, John P. Workman, Jr. and William D. Perreault, Jr., eds. Chicago, IL: American Marketing Association, 201-202.
- McCullough, Michael A. and Dwayne D. Gremler (1999), "Student and Faculty Attitudes Toward Student Satisfaction Guarantees: An Empirical Investigation," in *AMA Summer Educators' Conference: Enhancing Knowledge Development in Marketing*, Vol. 10, S. P. Brown and D. Sudharshan, eds. Chicago: American Marketing Association, 84. (*This paper received an award.*)
- McCullough, Michael A., Dwayne D. Gremler, and Bob Hieronymus (1998), "Treating Students as Customers: Promotion of the University and Course Offerings Through Student Satisfaction Guarantees," in *Ninth Symposium for the Marketing of Higher Education*, Vol. 9, R. E. Johnson, ed. Chicago, IL: American Marketing Association, 142-144.
- Gremler, Dwayne D. and Kevin P. Gwinner (1998), "Connecting with Customers: An Examination of Rapport in Service Industries," in *1998 AMA Summer Educators' Conference: New Frontiers in Marketing Theory and Practice*, Vol. 9, R. C. Goldstein and S. B. MacKenzie, eds. American Marketing Association, 161-162. (*This paper received an award.*)
- Gremler, Dwayne D. and Stephen W. Brown (1998), "Service Loyalty: Antecedents, Components, and Outcomes," in *1998 AMA Winter Educators' Conference: Marketing Theory and Applications*, Vol. 9, D. Grewal and C. Pechmann, eds. Chicago, IL: American Marketing Association, 165-166. (*This paper received an award.*)
- McCullough, Michael A. and Dwayne D. Gremler (1998), "Guaranteeing Student Satisfaction: An Attempt to Walk the Talk," in *1998 AMA Winter Educators' Conference: Marketing Theory and Applications*, Vol. 9, D. Grewal and C. Pechmann, eds. Chicago, IL: American Marketing Association, 257.
- Gremler, Dwayne D., Kevin P. Gwinner, and Mary Jo Bitner (1997), "An Empirical Examination of Relational Benefits in Services Industries: What Do Customers Receive From the Relationship?" in *1997 AMA Winter Educators' Conference: Marketing Theory and Applications*, Vol.8, D. T. LeClair and M. Hartline, eds. Chicago, IL: American Marketing Association, 241-242. (*This paper received an award.*)
- Gremler, Dwayne D. and Stephen W. Brown (1997), "Towards a Conceptual Model of Service Loyalty," in *1997 AMA Winter Educators' Conference: Marketing Theory and Applications*, Vol. 8, D. T. LeClair and M. Hartline, eds. Chicago, IL: American Marketing Association, 218-219.
- Gremler, Dwayne D. and Stephen W. Brown (1996), "How Much Do Loyal Customers Really Talk?" in the *Book of Abstracts of the Third International Conference on Recent Advances in Retailing and Services Science*, H. Timmermans and I. Vermeulen-van der Rijt, eds: European Institute of Retailing and Services Studies, 66.
- Gremler, Dwayne D. and Stephen W. Brown (1994), "Word-of-Mouth Communication and Customer Loyalty to Service Providers" in *AMA Summer Educators' Conference Proceedings: Enhancing Knowledge Development in Marketing*, Vol. 5, R. Achrol and A. Mitchell, eds. Chicago, IL: American Marketing Association, 331-332.

PUBLICATIONS (*Continued*)

Textbooks

- Valarie A. Zeithaml, Mary Jo Bitner, and Dwayne D. Gremler (2017), *Services Marketing: Integrating Customer Focus Across the Firm*, 7th Edition. New York: Irwin/McGraw-Hill. (*Forthcoming*)
- Valarie A. Zeithaml, Mary Jo Bitner, and Dwayne D. Gremler (2013), *Services Marketing: Integrating Customer Focus Across the Firm*, 6th Edition. New York: Irwin/McGraw-Hill.
- Valarie A. Zeithaml, Mary Jo Bitner, and Dwayne D. Gremler (2009), *Services Marketing: Integrating Customer Focus Across the Firm*, 5th Edition. New York: Irwin/McGraw-Hill.
- Valarie A. Zeithaml, Mary Jo Bitner, and Dwayne D. Gremler (2006), *Services Marketing: Integrating Customer Focus Across the Firm*, 4th Edition. New York: Irwin/McGraw-Hill.

Instructor's Manuals

- Gremler, Dwayne D., Mary Jo Bitner, and Valarie A. Zeithaml (2009, 2006, 2003, and 2000), *Services Marketing: An Active Learning Resource Guide*. New York: Irwin/McGraw-Hill.

Pedagogical Publications

- Gremler, Dwayne D. (2011), "SMA Distinguished Teacher Comment: Teaching (Services) Marketing—Walking the Talk," in *Advances in Marketing: Sensory Marketing—The Next Frontier*, William J. Kehoe and Linda K. Whitten, eds. Montgomery, AL: Society for Marketing Advances, 8.
- Gremler, Dwayne D. (2006), "Putting It All Together: An Activity for Aspiring Marketing Consultants," in *Handbook for New Instructors: Getting Started with Great Ideas*, Charles W. Lamb Jr., Joseph F. Hair Jr., and Carl McDaniel, eds. Mason, OH: Thomson South-Western Publishing Co., 145-146. (*Reprint of 1998 publication.*)
- Gremler, Dwayne D. (1998), "Putting It All Together: An Activity for Aspiring Marketing Consultants," in *Great Ideas for Teaching Marketing*, Fourth Edition, Joseph F. Hair Jr., Charles W. Lamb, Jr., and C. McDaniel, eds. Cincinnati, OH: Southwestern Publishing Co., 227-230.
- Gremler, Dwayne D. and Michael A. McCollough (1997), "Service Guarantees in the Classroom: Should We Practice What We Preach?" *Marketing Educator*, 16 (Fall), 1, 4.
- Hubbert, Amy R. and Dwayne D. Gremler (1996), "A Peek at Packaging: Students' Observations of Their Own Use of Packaging," in *Great Ideas for Teaching Marketing*, Third Edition, Joseph F. Hair, Jr., et al., eds. Cincinnati, OH: Southwestern Publishing Co., 501-504.

Other Publications

- Gremler, Dwayne D. (2000), "Book Review: Discovering the Soul of Service," *Journal of the Academy of Marketing Science*, 28 (Spring), 311-312.

OTHER RESEARCH PRESENTATIONS AT ACADEMIC CONFERENCES (*not listed previously*)

- Delcourt, Cécile and Dwayne D. Gremler (2016), "I Am Very Sorry Sir! Breaking Bad News to Customers," presented at the *Thought Leaders in Service Marketing Strategy Conference*, HEC-Paris, Paris, France (May 2016).
- Delcourt, Cécile and Dwayne D. Gremler (2016), "Bad News in Service Encounters: Ideas, Insights, and Ice Cream," presented at the *Second Organizational Frontlines Research Symposium*, Florida State University, Tallahassee, Florida (March 2016).
- Gremler, Dwayne D., Jeffrey Myer, Douglas B. Grisaffe, and Azam Ghahghaei (2015), "The Effect of Service Recovery Strategies on Social Media Buzz and Financial Performance," presented at the *Frontiers in Services Conference*, San Jose, CA (July 2015).
- Delcourt, Cécile, Dwayne D. Gremler, Allard C.R. van Riel, and Marcel van Birgelen (2015), "Employee Emotional Competence: Its Nature, Importance, and Implications," presented at the *Organizational Frontlines Research Symposium*, Oklahoma State University, Stillwater, Oklahoma (April 2015).
- Delcourt, Cécile, Dwayne D. Gremler, Allard C.R. van Riel, and Marcel van Birgelen (2014), "Delivering Bad News in Service Encounters: A Customer Perspective," presented at the *2014 SERVSIG Service Research Conference*, Thessaloniki, Greece (June 2014). (*Presented by Cécile Delcourt*)
- Gremler, Dwayne D. (2014), "Emotions on the Frontline: Managing the Customer-Employee Interface," presented at the "Lightening Talk" special session at the *American Marketing Association Winter Educators' Conference*, Orlando, FL (February 2014).
- Furrer, Olivier, Cécile Delcourt, and Dwayne D. Gremler (2013), "Two Decades of Service Marketing Research: Mapping the New Frontiers of the Discipline," presented at the *Frontiers in Services Conference*, National Taiwan University, Taipei, Taiwan (July 2013). (*Presented by Olivier Furrer*)
- Brüggen, Elisabeth, Bram Foubert, and Dwayne D. Gremler (2012), "Extreme Makeover: Short- and Long-Term Effects of a Remodeled Servicescape," presented at the *Art and Service of Science Conference*, Maastricht, The Netherlands (June 2012).
- Delcourt, Cécile, Dwayne D. Gremler, Allard C.R. van Riel, and Marcel van Birgelen (2012), "'Sorry sir, your flight has been cancelled!' The Role of Employee Competencies in Emotionally Charged Service Encounters," presented at the *Frontiers in Services Conference*, University of Maryland, MD (June 2012). (*Presented by Cécile Delcourt*)
- Eller, Tönnjes, Jens Høgreve, and Dwayne D. Gremler (2011), "Too Ashamed to Complain? How Impersonal Complaint Channels Increase Likelihood of Customer Voice," presented at the *Frontiers in Services Conference*, Columbus, OH (July 2011).
- Meyer, Jeffrey D. and Dwayne D. Gremler (2011), "The Effect of Service Guarantees on Financial Performance," presented at the *Frontiers in Services Conference*, Columbus, OH (July 2011).
- Delcourt, Cécile, Allard C.R. van Riel, Marcel van Birgelen, and Dwayne D. Gremler (2011), "The Emotional Competence of Service Contact Employees. Effects on Rapport, Customer Satisfaction and Loyalty," in *Conference Proceedings of Association Française du Marketing*. 27th ed. Brussels (May 2011). (*Presented by Cécile Delcourt*)
- Brüggen, Elisabeth, Bram Foubert, and Dwayne D. Gremler (2008), "Extreme Makeover: Financial and Perceptual Effects of a Remodeled Servicescape over Time" presented at *Junior Professor Day*, University of Mannheim, Germany (November 2008). (*Presented by Elisabeth Brüggen*)
- Bleijerveld, Jeroen, Dwayne D. Gremler, and Jos Lemmink (2008), "Structural Dynamics of Customer Value: Differences between Experienced and Inexperienced Consumers," in *2008 SERVSIG Service Research Conference*, Liverpool, England (June 2008).

OTHER RESEARCH PRESENTATIONS AT ACADEMIC CONFERENCES *(Continued)*

- Dwayne D. Gremler, Brügger, Elisabeth, and Bram Foubert (2008), "Extreme Makeover: Does Remodeling the Servicescape Make a Difference?" Special Session presentation at the *Academy of Marketing Science Conference*, Vancouver, Canada (May 2008).
- Brügger, Elisabeth, Dwayne D. Gremler, and Bram Foubert (2007), "Return on Servicescape Investments: Does Remodeling Make a Difference?" presented at the *Frontiers in Services Conference*, San Francisco, CA (October 2007).
- Gremler, Dwayne D. (2007), "The Nordic School of Service Marketing: Observations from an Outsider," presented at the *10th Quality in Services Symposium*, Orlando, Florida (June 2007).
- Gremler, Dwayne D., Tom DeWitt, and Kevin P. Gwinner (2005), "Guaranteeing Service: Learning from Service Guarantees Found on the Internet," presented at the *Frontiers in Services Conference*, Tempe, AZ (October 2005).
- Gremler, Dwayne D., Thorsten Hennig-Thurau, and Kevin P. Gwinner (2005), "Customer Relationship Benefits: A Cross Cultural Perspective" Special Session, presented at the *Academy of Marketing Science Conference*, Tampa, FL (May 2005).
- Paul, Michael, Thorsten Hennig-Thurau, Dwayne D. Gremler, and Kevin P. Gwinner (2004), "The 'Why' of Service Relationships: Applying Means-End Theory to Understand Consumers' Desire for Relationship Building," presented at the *Frontiers in Services Conference*, Miami, FL (October 2004).
- DeWitt, Tom, David Kuhlmeier, and Dwayne D. Gremler, "The Efficacy of a Second Chance: When Service Providers Fail to Respond to Customer Complaints," presented at the *Frontiers in Services Conference*, Miami, FL (October 2004). *(Presented by Tom DeWitt)*
- Ruiz, David Martín, Dwayne D. Gremler, and Judith H. Washburn (2004), "Service Value: An Empirical Assessment of a Formative Measure," presented at the *European Institute for Advanced Studies in Management Workshop on Relationship Marketing*, Brussels, Belgium (January 2004). *(Presented by David Martín Ruiz)*
- Gremler, Dwayne D., David Martin Ruiz, and Judith H. Washburn (2003), "Understanding Service Value: An Empirical Assessment of Key Components," presented at the *Frontiers in Services Conference*, Washington, D.C. (October 2003).
- Gwinner, Kevin P., Dwayne D. Gremler, Thorsten Hennig-Thurau, and Gianfranco Walsh (2003), "Consumption-Related Consumer-to-Consumer Communication via the Internet: Implications for e-tailing," presented at the *Frontiers in Services Conference*, Washington, D.C. (October 2003).
- Gremler, Dwayne D., Scott W. Kelley, and Shannon B. Rinaldo (2002), "The Impact of Rapport-Building Critical Incidents on Service Customers: An Exploratory Study," presented at the *2002 Frontiers in Services Conference*, Maastricht University, The Netherlands (June 2002).
- Hennig-Thurau, Thorsten, Gianfranco Walsh, Kevin P. Gwinner, and Dwayne D. Gremler (2002), "Why Customers Articulate Themselves on the Internet: An Extension of the Word-of-Mouth Concept," presented at the *2002 Frontiers in Services Conference*, Maastricht University, The Netherlands (June 2002).
- Gwinner, Kevin P. and Dwayne D. Gremler (2001), "The Influence of Categorical Knowledge on Customer-Interaction Performance" presented at the *2001 Frontiers in Services Conference*, University of Maryland, College Park, MD (October 2001).
- Gremler, Dwayne D. and Kevin P. Gwinner (1999), "Interpersonal Relationships Between Employees and Customers: A Means of Encouraging Word-of-Mouth Communication?" presented at the *1999 Frontiers in Services Conference*, Vanderbilt University, Nashville, TN (October 1999).

OTHER RESEARCH PRESENTATIONS AT ACADEMIC CONFERENCES *(Continued)*

- Gremler, Dwayne D. and Kevin P. Gwinner (1998), "Customer-Employee Rapport in Service Industries: Scale Development, Validation, and Future Directions," presented at the *1998 Frontiers in Services Conference*, Vanderbilt University, Nashville, TN (September 1998).
- Gremler, Dwayne D. and Stephen W. Brown (1996), "An Empirical Examination of a Model of Service Loyalty," presented at the *1996 Frontiers in Services Conference*, Vanderbilt University, Nashville, TN (October 1996).
- Bitner, Mary Jo, Kevin Gwinner, and Dwayne D. Gremler (1996), "Relationship Marketing Benefits in Service Industries: A View from the Customer's Perspective," presented to the *Services Marketing Special Interest Group, 1996 American Marketing Association Summer Educators' Conference*, San Diego, CA (August 1996).
- Gremler, Dwayne D. (1996), "An Examination of Service Loyalty: What Is It and What Influences Its Development?" presented at the *Northwest Management Scholars' Conference*, University of Washington-Bothell, Bothell, WA (May 1996).
- Gwinner, Kevin, Dwayne D. Gremler, and Mary Jo Bitner (1995), "Relationship Marketing Benefits in Services Industries: A View From the Consumer's Perspective," presented at the *1995 Frontiers in Services Conference*, Vanderbilt University, Nashville, TN (October 1995).
- Goodwin, Cathy and Dwayne D. Gremler (1995), "Social Aspects of Service Encounters: A Preliminary Taxonomy," presented at the *1995 AMA Summer Educators' Conference*, Washington, D.C. (August 1995). *(Presented by Cathy Goodwin)*
- Gremler, Dwayne D. and Mary Jo Bitner (1993), "The Internal Service Encounter," presented at the *1993 University of Houston Doctoral Symposium in Marketing*, Houston, TX (April 1993).

CURRENT RESEARCH

Under Review

None at the moment.

Work in Progress

- Gremler, Dwayne D., Elizabeth Brügger, Yves Van Vaerenbergh and Kevin P. Gwinner, "Relational Benefits: A Meta-Analysis," examines more than 200 empirical papers published on relational benefits since the concept's introduction in 1998; manuscript will target *Journal of the Academy of Marketing Science*.
- Delcourt, Cécile, Dwayne D. Gremler, and Dominique A. Greer, "Delivering Bad News to Service Customers: An Exploratory Study," uses the critical incident technique to examine the approaches service employees use in giving customers bad news as it relates to service delivery; manuscript will target *Journal of Service Research*.

CAREER AWARD

SERVSIG Christopher Lovelock Career Contributions Award from the *American Marketing Association's Services Marketing Special Interest Group (SERVSIG)* (awarded in 2014)

RESEARCH AWARDS

For Journal Publications

Best Service Research Paper Published in 2011 from the *American Marketing Association's Services Marketing Special Interest Group (SERVSIG)*; for article entitled "Extreme Makeover: Short- and Long-Term Effects of a Remodeled Servicescape," (awarded in 2012)

Highly Commended Award from *Journal of Service Management* as one of the top four papers in 2013; for article entitled "Effects of Perceived Employee Emotional Competence on Customer Satisfaction and Loyalty: The Mediating Role of Rapport" (awarded in 2014)

Highly Commended Award from *Journal of Service Management* as one of the top four papers in 2011; for article entitled "Paradigms in Service Research" (awarded in 2012)

Finalist for **Excellence in Service Research Award** from the *Journal of Service Research* for being one of the best four articles of Volume 7; for article entitled "The Critical Incident Technique in Service Research" (awarded in 2005)

Highly Commended Award from *Managing Service Quality* as one of the top four papers in 2004; for article entitled "A Conceptual Model and Empirical Examination of the Effect of Service Guarantees on Post-purchase Consumption Evaluations" (awarded in 2005)

Excellence in Service Research Award from the *Journal of Service Research* for the best article of Volume 4; for article entitled "Understanding Relationship Marketing Outcomes: An Integration of Relational Benefits and Relationship Quality" (awarded in 2002)

Highly Commended Award from the *International Journal of Service Industry Management* as one of the top three articles of 1999; for article entitled "The Loyalty Ripple Effect: Appreciating the Full Value of Customers" (awarded in 2000)

Outstanding Paper of the Year from the *International Journal of Service Industry Management* as the best article of 1994; for article entitled "The Internal Service Encounter" (awarded in 1995)

For Conference Papers

Best Paper Award for the *Service Connections Track* of the *2003 AMA Winter Educators' Conference*; for paper entitled "An Examination of the Use of the Critical Incident Technique in Services Marketing Research" (2003)

Best Paper Award for the *Services Marketing Track* of the *2002 AMA Summer Educators' Conference*; for paper entitled "Rapport-Building Strategies Used By Service Employees: A Critical Incident Study" (2002)

Best Paper Award for the *Marketing Academy, Marketing Education, and Teaching Innovations Track* of the *1999 AMA Summer Educators' Conference*; for paper entitled "Student and Faculty Attitudes Toward Student Satisfaction Guarantees: An Empirical Investigation" (1999)

Best Paper Award for the *Services Marketing Track* of the *1998 AMA Summer Educators' Conference*; for paper entitled "Connecting with Customers: An Examination of Rapport in Service Industries" (1998)

Best Paper Award for the *Services and Retailing Management Track* of the *1998 AMA Winter Educators' Conference*; for paper entitled "Service Loyalty: Antecedents, Components, and Outcomes" (1998)

RESEARCH AWARDS (*Continued*)

For Conference Papers (*continued*)

Best Paper Award for the *Marketing Relationships, Customer Orientation and Alliances Track* of the 1997 AMA Winter Educators' Conference; for paper entitled "An Empirical Examination of Relational Benefits in Service Industries: What Do Customers Receive From the Relationship?" (1997)

Awards for Research Record

CBA Outstanding Scholar Award from the College of Business Administration, Bowling Green State University (2004-2006)

Robert A. Patton Scholarly Achievement Award from the College of Business Administration, Bowling Green State University (for 2011-2013 and for 2001-2003)

Outstanding Research Award from the Department of Marketing, College of Business Administration, Bowling Green State University (2002)

TEACHING AWARDS

For Career

BGSU Distinguished Teaching Professor, Bowling Green State University (2015)

For Instruction

College of Business Teaching Excellence Award, College of Business Administration, Bowling Green State University (2015)

Sherwin Williams Distinguished Teacher Award Finalist from the *Society for Marketing Advances* (2011)

Hormel Teaching Excellence Award from the *Marketing Management Association* (2011)

Alumni Undergraduate Teaching Award, College of Business Administration, Bowling Green State University (2010)

Outstanding Marketing Teacher Award from the *Academy of Marketing Science* (2009)

J. William Fulbright Scholarship (for lecturing and research on Services Marketing at Maastricht University, The Netherlands) from the Bureau of Educational and Cultural Affairs of the U.S. Department of State (awarded in 2005 for Spring 2006)

Outstanding Teaching Award from the Department of Marketing, College of Business Administration, Bowling Green State University (2005)

First Interstate Bank Student Excellence in Teaching Award in the College of Business and Economics, University of Idaho (*nominated and selected by students*) (1999)

Doctoral Student Teaching Effectiveness Award, Department of Marketing, Arizona State University College of Business (1994)

Teaching Assistant Excellence Award, Graduate and Professional Student Association, Arizona State University Graduate College (1993)

TEACHING AWARDS *(continued)*

For Pedagogical Publications

Best of the Great Ideas in Teaching Marketing Award, Thompson South-Western (for one of the top contributions in the eight *Great Ideas in Teaching Marketing* publications) (2005)

SERVICE AWARD

Reviewer of the Year, *International Journal of Service Industry Management* (awarded in 2007 for 2006)

OTHER AWARDS

Center for Services Leadership Fellow, Arizona State University, Tempe, Arizona (2003-2009)

Senior Research Fellow, Maastricht Academic Center for Research in Services, University of Maastricht, The Netherlands (1998-2005)

National Finalist for the American Marketing Association's George Hay Brown M.B.A. Marketing Scholar Award (1990)

Gene Gallup Graduate Fellow Award from the Center for Services Marketing and Management, Arizona State University (sponsored by Blue Cross/Blue Shield of Arizona) (1990-1991)

Honor Societies: Beta Gamma Sigma, National Graduate Honor Society in Business and Management; Phi Kappa Phi, Graduate Honor Society

RESEARCH GRANTS

2016 Leading Edge Service Research Award from the Center for Services Leadership, W. P. Carey School of Business, Arizona State University, for project entitled "The Delivery of Bad News to Customers in Service Encounters," *(with Cécile Delcourt and Dominique Greer)*.

2015 Leading Edge Service Research Award from the Center for Services Leadership, W. P. Carey School of Business, Arizona State University, for project entitled "Drivers and Consequences of Customer Relationship Benefits: A Meta-Analysis," *(with Lisa Brüggem, Yves Van Vaerenbergh, and Kevin Gwinner)*.

2015 Summer Research Grant, College of Business Administration and Department of Marketing, Bowling Green State University, for project entitled "Examining the Effect of Service Recovery Strategies on Social Media Buzz and Financial Performance" *(with Jeff Meyer)*.

2013 Summer Research Grant, College of Business Administration and Department of Marketing, Bowling Green State University, for project entitled "Two Decades of Service Marketing Research: Mapping Past Discoveries and Identifying New Frontiers of the Discipline."

2012 Summer Research Grant, College of Business Administration and Department of Marketing, Bowling Green State University, for project entitled "Employee Emotional and Technical Competencies in Emotionally Charged Service Encounters: Delivering Bad News to Customers."

2011 Summer Research Grant, College of Business Administration and Department of Marketing, Bowling Green State University, for project entitled "Developing, Examining, and Validating a Customer-Based Measure of Employee Emotional Competence."

2010 Summer Research Grant, College of Business Administration and Department of Marketing, Bowling Green State University, for project entitled "Understanding How Service Guarantees Influence Consumer Behavior."

RESEARCH GRANTS *(Continued)*

- 2009 Summer Research Grant, College of Business Administration and Department of Marketing, Bowling Green State University, for project entitled “An Examination of the Dynamic Nature of Customers’ Value Perceptions.”
- 2008 Summer Research Grant, College of Business Administration and Department of Marketing, Bowling Green State University, for project entitled “Twenty Years of Service Guarantee Research: A Research Synthesis and Future Directions.”
- 2007 Marketing Science Institute Research Grant, Marketing Science Institute, Boston, MA, for project entitled “Return on Servicescape Investments” *(with Elisabeth Brüggem)*.
- 2007 Summer Research Grant, College of Business Administration and Department of Marketing, Bowling Green State University, for project entitled “Return on Servicescape Investment: Linking Remodeling Expenses to Key Marketing Outcomes.”
- 2006 Summer Research Grant, College of Business Administration and Department of Marketing, Bowling Green State University, for project entitled “Toward a Means-End Theory of Service Relationships: Linking Relational Benefits with Service Attributes and Motivational Values.”
- 2005 Summer Research Grant, College of Business Administration and Department of Marketing, Bowling Green State University, for project entitled “The Influence of Employee-Customer Emotional Contagion on Service Relationships.”
- 2004 Summer Research Grant, Supply Chain Management Institute and Department of Marketing, Bowling Green State University, for project entitled “Managing Service Relationships in a Global Economy: Exploring the Impact of National Culture on Customer Relational Benefits.”
- 2002 Summer Research Grant, College of Business Administration and Department of Marketing, Bowling Green State University, for project entitled “Rapport-Building Strategies Used by Customer-Contact Employees in Service Firms.”
- 2001 Summer Research Grant, College of Business Administration and Department of Marketing, Bowling Green State University, for project entitled “Encouraging Positive Word-of-Mouth Communication About Services Through Interpersonal Bonds.”
- 2001 Faculty Research Committee Travel Grant, Bowling Green State University, to present a paper at the 2001 AMA Winter Educators’ Conference.
- 2000 Summer Research Grant, College of Business Administration, Bowling Green State University.
- 2000 Small Travel Grant, University of Idaho, to present a paper at the 2000 AMA Winter Educators’ Conference.
- 1999 Summer Research Grant, College of Business and Economics, University of Idaho, for project entitled “Experiential Learning Exercises in Services Marketing Courses.”
- 1998-99 Seed Grant, University of Idaho, for project entitled “Assessing the Role of Self-Service Technology in Service Encounters: A Cross-Cultural Critical Incident Study.”
- 1998 Summer Research Grant, College of Business and Economics, University of Idaho, for project entitled “Connecting with Customers: An Examination of Rapport in Service Industries.”
- 1998 Small Travel Grant, University of Idaho, to present two papers and chair a session at the 1998 AMA Winter Educators’ Conference.
- 1997 Summer Research Grant, College of Business and Economics, University of Idaho, for project entitled “Towards a Conceptual Model of Service Loyalty.”

RESEARCH GRANTS *(Continued)*

- 1996-97 Seed Grant, University of Idaho, for project entitled “How Much Do Loyal Customers Really Talk?: A Study of Customer Loyalty and Word-of-Mouth Communication.”
- 1996 Small Travel Grant, University of Idaho, to assist in travel to Sweden and Austria to present two papers at international conferences.
- 1996 Summer Research Grant, College of Business and Economics, University of Idaho, for project entitled “Relationship Marketing Benefits in Services Industries: A View From the Consumer’s Perspective.”
- 1995 Dissertation Research Grant, Center for Services Marketing and Management, College of Business, Arizona State University, for project entitled “The Effect of Satisfaction, Switching Costs, and Interpersonal Bonds on Service Loyalty.”
- 1993 Doctoral Research Fellowship, Center for Services Marketing and Management, College of Business, Arizona State University, for project entitled “What Do They Say? An Examination of the Content of Word-of Mouth Recommendations for Service Providers.”

INSTRUCTIONAL GRANTS

- 2007 Instructional Improvement Grant, Bowling Green State University, to assist in travel to participate in a Case Teaching course at Harvard University.
- 2001 Business and International Education Project Grant, College of Business Administration, Bowling Green State University, to assist in internationalization of the Services Marketing course.
- 2001 Faculty Development (Speed) Grant, Bowling Green State University, to assist in travel to the American Marketing Association’s Annual Faculty Consortium (on Electronic Commerce).

SERVICE

Service to the Discipline

Associate Editor

Journal of Service Research (2014-present)

Editorial Advisory Board:

Journal of Service Management (2009-present)

Journal of Marketing for Higher Education (2010-present)

Journal of Service Theory and Practice (formerly *Managing Service Quality*) (2001-present)

International Journal of Service Industry Management (2002-2008)

Editorial Review Board:

Journal of the Academy of Marketing Science (2012-present)

Journal of Business Research (2007-present)

Journal of Marketing Education (2001-present)

Journal of Service Research (2007-2014)

Service Industries Journal (2014-present)

Ad hoc Reviewer:

British Journal of Economics, Management & Trade (2013)

Journal of Operations Management (2013)

Journal of Marketing (2016, 2015, 2011, 2010, 2009, 2007, 2006, 2005, 2004, 2003)

Journal of Marketing Research (2016)

Journal of Public Policy & Marketing (2012)

Journal of Retailing (2015, 2011, 2006, 2005, 1996)

Journal of Personal Selling and Sales Management (2011)

Service Industries Journal (2011, 2008)

Social Sciences and Humanities Research Council of Canada (grant application) (2014, 2011, 2004)

Journal of Interactive Marketing (2009)

Information Systems Research (2009)

California Management Review (2006)

Journal of Service Research (2006, 2005, 2003, 2002)

John A. Howard (AMA) Dissertation Competition Award (2005)

Journal of Retailing and Consumer Services (2005, 2004, 2003)

Academy of Management Executive (2002)

International Journal of Service Industry Management (2001, 1998, 1996, 1995)

Journal of Services Marketing - Special Issue on Relationship Marketing (2001)

Journal of the Academy of Marketing Science (2000, 1999)

Journal of Marketing Education (2000)

Journal of Applied Business Research (1999, 1997)

Mary Kay (AMS) Dissertation Competition Award (2015, 2014, 2013)

Shankar-Spiegel Direct Marketing Doctoral Dissertation Proposal Award (2014, 2012, 2011)

International Research Conference Program Co-Chair and/or Committee:

Services Special Interest Group (SERVSIG) *Services Research Conference* at University of Maastricht, The Netherlands (June 2016)

Services Special Interest Group (SERVSIG) *Services Research Conference* at Hanken School of Economics, Helsinki, Finland (June 2012)

Services Special Interest Group (SERVSIG) *Services Research Conference* at the University of Porto, Portugal (June 2010)

9th *International Research Seminar in Service Management*, La Londe les Maures, France (May 2006)

Services Special Interest Group (SERVSIG) *Frontiers in Services Conference* at the University of Maryland, College Park, MD (October 2003)

SERVICE (*Continued*)

Service to the Discipline (*continued*)

International Research Conference Program Co-Chair and/or Committee: (continued)

Services Special Interest Group (SERVSIG) *Services Research Conference* at the Reims Management School, France (June 2003)

Services Special Interest Group (SERVSIG) *Frontiers in Services Conference* at the University of Maastricht, The Netherlands (June 2002)

American Marketing Association Service:

Academic Council:

Council Member (2009-2012)

Governance Committee

Committee Member (2015-2016)

Chair:

American Marketing Association Services Marketing Special Interest Group (2002-2003)

Chair-Elect:

American Marketing Association Services Marketing Special Interest Group (2001-2002)

Mentoring Coordinator:

American Marketing Association Services Marketing Special Interest Group (1999-2001)

Program Co-chair:

Services Special Interest Group (SERVSIG) *Doctoral Consortium*, University of Maryland, College Park, MD (October 2001)

Services Special Interest Group (SERVSIG) *Doctoral Consortium*, Vanderbilt University, Nashville, TN (September 2000)

Track Chair:

Services Marketing and Retailing Track of the AMA 2016 Winter Educators' Conference in Las Vegas, NV

Special Interest Group (SIG) Special Sessions Track of the AMA 2012 Summer Educators' Conference in Chicago, IL

Special Interest Group (SIG) Special Sessions Track of the AMA 2005 Summer Educators' Conference in San Francisco, CA

Services Marketing (SERVSIG) Track of the AMA 2001 Summer Educators' Conference in Washington, D. C.

Services Theory and Management Track of the AMA SERVSIG 2001 Services Research Conference "New Horizons in Services Marketing" in Sydney, Australia

Awards Committee Chair:

Services Marketing (SERVSIG) Christopher Lovelock Lifetime Contribution Award (2015, 2013)

Services Marketing (SERVSIG) Best Paper of the Year Award (2011, 2001)

Other Professional:

Services Marketing Section Editor - Marketing Education Review's Website on Electronic Teaching Resources (2001-2008)

Program Review - CTF Service Research Center, Karlstad University, Sweden

Final Program Review (2008) and Mid-point Review (2005) conducted on behalf of the KK Foundation

Service to the University

Faculty Research Committee (2014)

Faculty Senate (2008-2011)

Faculty Senate Executive Committee (2009-2011)

University Graduate Council (2001-2007)

Academic Policies and Standards Committee (subcommittee of *University Graduate Council*) (2005-2006)

Curriculum and Degree Programs Committee (subcommittee of *University Graduate Council*) (2001-2005; 2006-2007)

Web Design/Communications Advisory Group (2006-2007)

BGSU Football Recruiting Academic Advisor (2001-2004)

SERVICE (*Continued*)

Service to the College

CBA Faculty Representative at Student Exchange Program in Audencia (Nantes, France) (2003)
CBA Dean Search Committee (2002-2003; 2012)
CBA Associate Dean Screening Committee (2012)
CBA Accomplished Grad Committee (2001-2003)
CBA Computer Activities Committee (2001-2002)
CBA AACSB Reaccreditation Subcommittee, Faculty Composition and Development (2001-2002)

Service to the Department

Chair Nomination/Search Committee (2007, 2014)
Faculty Search Committee (six times between 2003-2014)
Teaching/Research Awards Committee (2001-2006)
Publications Review Committee (2000-present)
Research Colloquium Coordinator (2001-2004)
Marketing Management Institute Task Force (2001-2004)
Graduate Curriculum Committee (2000-2002)
Enrollment Management/ Curriculum Revision Committee (2000-2002)
Ad Hoc Graduate Grade Appeal Committee (2001, 2013)

Service to Graduate Students

Opponent for Alexander Henkel's defense of PhD thesis, entitled "Social Dynamics of Marketplace Interactions," University of Maastricht, The Netherlands (2016)
Graduate Faculty Representative for Doctoral Committee for Michael Daniel's Ph.D. thesis in I/O Psychology, entitled "Shame as an Alternative Mechanism for the Abusive Supervisor-Job Performance Relation and the Role of Power Distance Values," Bowling Green State University (2010-2015)
External Reviewer for Cheng Wang's Ph. D. Thesis, entitled "A Longitudinal Study on Self-Service Technology: Understanding Customers' Post Adoption Experience," University of New South Wales, Sydney, Australia (2012)
Committee Member for Cecilé Delcourt's Ph.D. thesis, entitled "The Role of Customer Perceived Employee Emotional Competence in Service Encounters," Radboud University Nijmegen, The Netherlands and HEC-Management School of the University of Liege, Belgium (2010-2011)
Co-chair of Jeroen F. J. Bleijerveld's Ph.D. thesis, entitled "More Bang for Your Buck: The Effects of Consumer Experience, Multiple Brand Association Types, and Brand Alliance Form on the Perceived Value of Education," Maastricht University, The Netherlands. (2005-2009)
Supervisor for Philipp Heucke's Master's thesis, entitled, "Good Customers - Bad Customers: Appraising and Managing Customer Value in a Utility Company," Jacobs University Bremen, Germany (2007)
Supervisor for Robert Munning's Master's thesis, entitled "Contracting in the Energy Retail Business," Jacobs University Bremen, Germany (2006)
Opponent for Jing Lei's defense of PhD thesis, entitled "Double-Edged Sword: Studies on the Benefits and Risks of Brand Leveraging Strategies," University of Maastricht, The Netherlands (2006)
Second Reader for MBA theses for Maike Kolln and for Bart Scheffer, Maastricht University School of Business, Maastricht, The Netherlands (2006)
Examiner for Liliana Bove's PhD thesis, entitled "Customer Relationships with Service Personnel and Their Impact on Service Loyalty, Monash University, Australia (2002)
Ad hoc Committee Member for Joseph A. Zammit's PhD thesis on Service Loyalty, Surrey University, United Kingdom (1997-2000)
Committee Member for Douglas Kunsman's Master of Public Administration comprehensive exam, University of Idaho (1998)
Supervisor for Ethelle Bartosovsky's Graduate Practicum in Business Education, University of Idaho-Coeur d'Alene campus (1996)

SERVICE (*Continued*)

Service to Undergraduate Students

Faculty Advisor for NSMC (National Services Marketing Competition) BGSU Team - this team won the national championship (2014)

AMA Faculty Advisor (University of Idaho 1996-2000) - started AMA at UI in 1996 (with M. McCollough)

Small Business Institute Directors' Association *Case of the Year* - Western Region (and National Runner-Up) for *Carpet Keeper Max* Undergraduate Case (1998-99)

Marketing Faculty Advisor for NSAC (National Student Advertising Competition) Team (University of Idaho, 1996-2000), including projects for The New York Times (2000), Toyota Echo (1999), Hallmark Inc. (1998), Pizza Hut (1997), and American Red Cross (1996)

AMA Faculty Advisor (University of Idaho 1996-2000) - started AMA at UI in 1996 (with M. McCollough)

Small Business Institute Directors' Association *Case of the Year* - Western Region (and National Runner-Up) for *Carpet Keeper Max* Undergraduate Case (1998-99)

SERVICE (*Continued*)

Invited Research Presentations

- “Employee Emotional Competence: Measure Development and Construct Application,” presented to faculty and graduate students at *University of Augsburg*, Germany (May 2016)
- “Employee Emotional Competence: Measure Development and Construct Application,” presented to faculty and graduate students at *University of Western Australia*, Perth, Australia (April 2016)
- “The Critical Incident Technique in Service Marketing and Management Research,” presented to faculty and students at *Queensland University of Technology*, Brisbane, Australia (April 2016)
- “Employee Emotional Competence: Construct Conceptualization and Validation of a Customer-Based Measure,” presented to faculty and graduate students at *Vrije Universiteit Amsterdam*, The Netherlands (January 2016)
- “Employee Emotional Competence: Construct Conceptualization and Validation of a Customer-Based Measure,” presented to faculty and graduate students at *University of Wuppertal*, Germany (January 2016)
- “Extreme Makeover: Short- and Long-Term Effects of a Remodeled Servicescape,” presented to faculty and Ph.D. students at the *University of Paderborn*, Germany (November 2015)
- “Employee Emotional Competence: Construct Conceptualization and Validation of a Customer-Based Measure,” presented to faculty and graduate students at *University of Guelph*, Canada (September 2015)
- “Employee Emotional Competence: Construct Conceptualization and Validation of a Customer-Based Measure,” presented to faculty and Ph.D. students at *Wilfrid Laurier University*, Canada (September 2015)
- “Extreme Makeover: Short- and Long-Term Effects of a Remodeled Servicescape,” and “Boats, Bikes, Whiskey, and McDonald’s: The Journey to Get Two Papers Published in *JM*,” presented to faculty and Ph.D. students at the *University of Texas–Pan American* (November 2012)
- “A Boat Ride, a Fulbright, and a Big Mac: The Journey to Get a Paper Published in *JM*,” presented to the AMA SERVSIG Services Marketing Consortium, *University of Maryland* (June 2012)
- “Extreme Makeover: Short- and Long-Term Effects of a Remodeled Servicescape,” presented to research faculty and board members of the Center for Services Leadership, *Arizona State University* (January 2012)
- “Extreme Makeover: Short- and Long-Term Effects of a Remodeled Servicescape,” and “That’s Interesting! Or, not! What Are Reviewers Looking For?” presented to Belgium Ph.D. students at the *HEC–Management School of the University of Liege*, Belgium (November 2011)
- “Extreme Makeover: Short- and Long-Term Effects of a Remodeled Servicescape,” presented to faculty and Ph.D. students at the *Radboud University-Nijmegen*, The Netherlands (November 2011)
- “Boats, Bikes, Whiskey, and McDonald’s: The Journey to Get Two Papers Published in *JM*,” presented to Ph.D. students at the *University of Alabama* (April 2011)
- “Extreme Makeover: Short- and Long-Term Effects of a Remodeled Servicescape,” presented at the Manchester Marketing Summer Workshop Series “Hot Topics in Service Research” at *University of Manchester*, England (June 2010)
- “What I Wish They Had Told Me at My SERVSIG Consortium: Stories from the Road and Eleven Guidelines for Service Research,” presented to the *SERVSIG Doctoral Consortium*, University of Maryland (October 2008)

SERVICE (*Continued*)

Invited Research Presentations (*continued*)

- “Publishing in English Journals: Eleven Reasons Why Articles Do NOT Get Published” presented to Graduate Students at *Radboud University Nijmegen*, The Netherlands (June 2008)
- “Customer-Employee Rapport in Service Settings,” presented to Graduate Students at *Radboud University Nijmegen*, The Netherlands (June 2008)
- “The Critical Incident Technique in Service Marketing and Management Research,” presented to Faculty at *Liverpool John Moores University*, England (June 2008)
- “Publishing in English Journals: Eleven Reasons Why Articles Do NOT Get Published” presented to Graduate Students at *Bauhaus-University of Weimar*, Germany (December 2007)
- “What Is Rapport and How Is It Cultivated?: Customer-Employee Rapport in Service Industries” presented to the Faculty and Students at the *Paderborn University*, Germany (November 2007)
- “Extreme Makeover: Assessing the Effects of a Remodeled Servicescape,” presented to Graduate Students at the *BI - Norwegian School of Management*, Norway (November 2007)
- “Publishing in English Journals: Eleven Guidelines on How NOT to Get Published” presented to Graduate Students at the *BI - Norwegian School of Management*, Norway (November 2007)
- “What Is Rapport and How Is It Cultivated?: Customer-Employee Rapport in Service Industries” presented at the 21st Service Workshop at the *University of Westminster*, England (November 2007)
- “Insights Into the Review Process” presented to Graduate Students at the *University of Maastricht*, The Netherlands (July 2006)
- “Are All Smiles Created Equal? How Emotional Contagion and Emotional Labor Affect Service Relationships” presented to the Faculty and Graduate Students at *Ludwig-Maximilians-Universität München (Ludwig-Maximilians University of Munich)*, Germany (July 2006)
- “Are All Smiles Created Equal? How Emotional Contagion and Emotional Labor Affect Service Relationships” presented to the Faculty and Graduate Students at the *University of Maastricht*, The Netherlands (May 2006)
- “Are All Smiles Created Equal? How Emotional Contagion and Emotional Labor Affect Service Relationships” presented to the Faculty at the *Cass Business School at City University, London*, UK (May 2006)
- “Are All Smiles Created Equal? How Emotional Contagion and Emotional Labor Affect Service Relationships” presented to the Faculty and Graduate Students at the *University of Karlstad*, Sweden (April 2006)
- “The Critical Incident Technique in Marketing Research” presented to the Faculty and Ph.D. students at *Ecole de Management de Lyon*, France (March 2006)
- “Cultivating a Research Program: Synergy, Travel, and Perseverance” presented to Ph.D. Students at the *Universidad de Sevilla*, Spain (May 2005)
- “Cultivating Service Deserts: An Examination of Customer-Employee Rapport in Service Industries” presented to Faculty and Students at the *Bauhaus-University of Weimar*, Germany (March 2004)
- “Examining Customer-Employee Rapport in Service Industries: Conceptualization, Measurement, and Implications” presented to the Faculty and Students at the *University of Hannover*, Germany (July 2002)

SERVICE (*Continued*)

Invited Research Presentations (*continued*)

- “The Critical Incident Technique in Services Research: Research Synthesis and Illustration” presented to the Faculty and Graduate Students at the *University of Maastricht*, The Netherlands (June 2002)
- “Examining Customer-Employee Rapport in Service Industries: Conceptualization, Measurement, and Implications” presented to the Faculty at the *Hochschule fur Wirtschaft (Business School) of Lucerne*, Switzerland (June 2002)
- “Examining Customer-Employee Rapport in Service Industries: Conceptualization, Measurement, and Implications” presented to the Faculty and Students at the *University of Zurich*, Switzerland (June 2002)
- “Examining Customer-Employee Rapport in Service Industries: Conceptualization, Measurement, and Implications,” presented to the Faculty at the *University of Bologna*, Italy (March 2002)
- “Customers’ Perceptions of Rapport in Service Industries: Conceptualization, Measurement, and Implications,” presented to the Faculty at the *University of Southern Queensland*, Australia (May 2001)
- “Satisfaction and Loyalty: What Resonates in Services Contexts?” presented to the Faculty at the *University of Auckland*, New Zealand (May 2001)
- “Rapport in Service Industries” to the Faculty at the *University of Maastricht*, The Netherlands (June 1998)
- “The Critical Incident Technique” to a Qualitative Marketing Research Class at the *University of Maastricht*, The Netherlands (June 1998)
- “Service Loyalty: Antecedents, Components, and Outcomes” to the Faculty at the *University of Tilburg*, The Netherlands (May 1998)

Invited Teaching Presentations

- “Thinking of Students as Customers: Implications for Teaching and Serving Students in Business Schools,” presented to Faculty at the *HEC–Management School of the University of Liege*, Belgium (November 2015)
- “Teaching (Services) Marketing: Practicing What We Preach,” presented to *Board of Trustees* at Bowling Green State University (May 2015)
- “Video Case Studies,” presented at the *SERVSIG Special Session on “Engaging Students through Technology in the Delivery of Service Marketing Education”* at the *American Marketing Association Winter Educators’ Conference*, Orlando, FL (February 2014)
- “Thinking of Students as Customers: Implications for Teaching and Research in Business Courses,” presented to Faculty and Ph.D. students at the *HEC–Management School of the University of Liege*, Belgium (November 2013)
- “Teaching (Services) Marketing: An Opportunity to Practice What We Preach,” presented to Faculty and Ph.D. students at the *Louvain School of Management*, Belgium (November 2013)
- “Teaching (Services) Marketing: An Opportunity to Practice What We Preach,” presented to Ph.D. students at the *University of Texas—Pan American* (November 2012)
- “Teaching Services Marketing: An Opportunity to Practice What We Preach,” presented to Ph.D. students at the *Art of Service and Science Doctoral Consortium*, University of Maastricht at Venlo, The Netherlands (June 2012)

SERVICE (*Continued*)

Invited Teaching Presentations (*continued*)

- “Teaching Services Marketing: An Opportunity to Practice What We Preach,” presented to Ph.D. students at the *HEC–Management School of the University of Liege, Belgium* (November 2011)
- “Teaching (Services) Marketing: Walking the Talk,” presented at the *Society of Marketing Advances Conference, Memphis, TN* (November 2011)
- “Teaching Services Marketing: An Opportunity to ‘Walk the Talk’,” presented to the *AMA SERVSIG Services Marketing Consortium, Ohio State University* (June 2011)
- “Teaching Marketing: An Opportunity to Practice What We Preach,” presented at the *Marketing Management Association Conference Session “Ninth Annual MMA Master Teaching Competition Sponsored by Hormel Foods,” Chicago, IL* (March 2011)
- “Teaching Marketing: An Opportunity to Practice What We Preach,” presented at the *Academy of Marketing Science Conference Session “Honoring Outstanding Marketing Teaching,” Baltimore, MD* (May 2009)
- “Teaching Services Marketing: An Opportunity to Practice What We Preach” presented at the *AMA SERVSIG Services Marketing Consortium, San Francisco, CA* (October 2007)
- “Services Marketing Pedagogy: A Focus on Undergraduate Learning” presented at the *AMA SERVSIG Services Marketing Consortium, Arizona State University, Tempe, AZ* (October 2005)
- “Designing the Services Course: An Overview of Texts and Syllabi,” presented at the *AMA Winter Educators’ Conference, Scottsdale, AZ* (February 2004)
- “Becoming an Effective and Efficient Marketing Professor in the Classroom” presented (with Philip A. Titus) at the *3rd Annual American Marketing Association Doctoral Student (DOCSIG) Pre-Conference Symposium, Chicago, IL* (August 2003)
- “Services Marketing in the Classroom: Practicing What You Preach!” presented at the *AMA SERVSIG Services Marketing Consortium, University of Maastricht, The Netherlands* (June 2002)
- “Teaching Services Marketing: Practicing What You Preach!” presented at the *AMA SERVSIG Services Marketing Consortium, University of Maryland, College Park, MD* (October 2001)
- “Should College Students Be Treated as Consumers?” presented as part of the *University of Idaho Economics Club Forum Debate entitled “Are College Students Consumers?” University of Idaho, Moscow, ID* (October 1999)
- “My Favorite Services Course Assignments,” presented to the *Services Marketing Special Interest Group, 1998 American Marketing Association Summer Educators’ Conference, Boston, MA* (August 1998)
- “Practicing What We Preach: Guaranteeing Service in the Classroom,” presented (w/ Michael A. McCollough) at a special session entitled “Applying the Lessons of Service Quality, TQM, and Service Guarantees in the Classroom” (organized with Michael A. McCollough) at the *1997 American Marketing Association Summer Educators’ Conference, Chicago, IL* (August 1997)
- “Teaching International Marketing” to the *Annual Summer Economics Workshop for Idaho Teachers, Moscow, ID* (June 1997)

SERVICE (*Continued*)

Other Invited Academic Presentations

“Setting Research Priorities: Being Synergistic and Opportunistic,” presented to Ph.D. students at the *First Annual Academy of Marketing Science Doctoral Consortium*, University of Colorado at Denver, Colorado (May 2015)

“Managing Your Academic Career: Eleven Questions, Delusions, and Recommendations,” presented to Ph.D. students at the *Annual American Marketing Association Doctoral Consortium*, University of Washington (June 2012)

Invited Presentations to Business Practitioners

“Service Recovery: Responding to Customers After a Service Failure” presented to the Bowling Green State University College of Business Alumni for *Classes Without Quizzes*, Bowling Green, Ohio (October 2013)

“Connecting Emotionally with Customers,” presented at The Service Council’s *Smarter Services Executive Symposium*, Chicago, IL (April 2013)

“Service Recovery: Responding to Customers After a Service Failure,” presented to the Advertising Club of Toledo, Maumee, Ohio (January 2013)

“Evaluating Service Quality and Improving Your Performance,” presented for the *Institute for Excellence in Services Marketing Seminar* entitled *Successfully Servicing Real Estate Customers*, Bowling Green State University, Bowling Green, Ohio (October 2010)

“Using Textbooks to Disseminate Academic Research,” presented to the Bowling Green State University College of Business Board of Advocates, Bowling Green, Ohio (May 2010)

“Competing Through Service,” presented to the Cardinal Health Retail Business Conference, Washington, D.C. (July 2009)

“Service Marketing: An Introduction to the 7Ps,” presented to the Rotary Club of Perrysburg, Ohio (October 2008)

“Cultivating Customer-Employee Rapport in Commercial Settings,” presented to BGSU Alumni and Friends, Bowling Green State University (June 2008)

“Service Recovery: Fixing Customers and Fixing Problems,” presented at the KvalitetsMässan (biannual conference on “Quality in the Public Sector and Society”) in Gotëborg, Sweden (November 2007)

“Extreme Makeover: Assessing the Effects of a Remodeled Servicescape,” presented at the *Centrum för Tjänsteforskning Service Academy* hosted by Volvo in Gotëborg, Sweden (November 2007)

“Best Practices in Services Marketing and Management: Three Highly Effective Firms Who Excel in Service Quality” presented to the Supply Chain Management Institute, *Bowling Green State University*, Ohio (September 2005)

“Best Practices in Services Marketing and Management: Three Highly Effective Firms Who Excel in Service Quality” presented to the Marketing Advisory Council, *Bowling Green State University*, Ohio (September 2005)

“More Best Practices in Services Marketing and Management: Six Habits of Highly Effective Service Firms” presented to the Faculty, Alumni, and Business Community of the *Hochschule fur Wirtschaft (Business School) of Lucerne*, Switzerland (March 2004)

“Best Practices in Services Marketing and Management: Seven Habits of Highly Effective Service Firms” presented to the Faculty, Alumni, and Business Community of the *Hochschule fur Wirtschaft (Business School) of Lucerne*, Switzerland (June 2003)

SERVICE (*Continued*)

Invited Presentations to Business Practitioners (*continued*)

“Building Strong Client Relationships” presented to the *Lucas County Bar Association*, Toledo, Ohio (October 2000)

“Service Loyalty” to the University of Idaho *College of Business and Economics Advisory Board*, Moscow, Idaho (April 1996)

“Services Marketing” to the *Fast Track II* class of the Idaho Small Business Development Center for Lewis-Clark State College, Moscow, Idaho (March 1996)

REFERENCES

- Mary Jo Bitner**, Edward M. Carson Chair in Service Marketing and Executive Director of the Center for Services Leadership, Department of Marketing, W. P. Carey School of Business, Arizona State University, Tempe, Arizona, 85287-4106, maryjo.bitner@asu.edu, (480) 965-3621.
- Stephen W. Brown**, Emeritus Edward M. Carson Chair, Professor of Marketing, and Founding Executive Director of the Center for Services Leadership, W. P. Carey School of Business, Arizona State University, Tempe, Arizona, 85287-4106, Stephen.Brown@asu.edu, (480) 965-6201.
- Raymond P. Fisk**, Professor of Marketing and Chair, Department of Marketing, Texas State University - San Marcos, San Marcos, Texas, 78666, Ray.Fisk@txstate.edu, (512) 245-7467.
- Kevin P. Gwinner**, Dean and Professor of Marketing, College of Business Administration, Kansas State University, Manhattan, Kansas, 66506, kgwinner@ksu.edu, (785) 532-7227.
- Scott Kelley**, Professor of Marketing and Associate Dean of the School of Management, Carol Martin Gatton College of Business and Economics, University of Kentucky, Lexington, Kentucky, 40506-0034, skelley@uky.edu, (606) 257-3425.
- Jos Lemmink**, Former Dean, Professor of Marketing, and Oce/Canon Endowed Chair in Business Service Innovation, Faculty of Economics and Business Administration, Maastricht University, NL-6200 MD Maastricht, The Netherlands, J.Lemmink@Maastrichtuniversity.nl, +31-43-388-3814.
- Mario G. Reyes**, Dean and Professor of Finance, Department of Business, College of Business and Economics, University of Idaho, Moscow, Idaho, 83844-3178, mreyes@uidaho.edu, (208) 885-6478.
- Philip A. Titus**, Associate Professor of Marketing, Department of Marketing, College of Business Administration, Bowling Green State University, Bowling Green, OH 43403-0266, ptitus@bgsu.edu, (419) 372-8406.