

Dwayne D. Gremler

Curriculum Vita

January 18, 2024

<i>BGSU Distinguished Research Professor & Distinguished Teaching Professor</i>	Phone:	(419) 372-0226
Department of Marketing		(419) 372-8062 (Fax)
Schmidthorst College of Business		
Bowling Green State University	E-mail:	gremler@bgsu.edu
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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

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

ACADEMIC EXPERIENCE

Positions

Distinguished Research Professor, Bowling Green State University (2022-present)
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 International Professor, University of Münster, Münster, Germany (2015-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)

- 75 sections between Fall 2000 and Spring 2023 (*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 2021, Fall 2019, Spring 2017, Spring 2015, Spring 2014

Marketing Management and Strategy (MBA 6050P)

- Fall 2010, Fall 2009 (*required class for professional MBA students*)

Marketing Management (MKT 4600)

- Spring 2022, Fall 2018, Fall 2017, Spring 2017, 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

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

- “Service Recovery” and “Delivering Service Excellence Through People” sessions of the *Service Leadership Institute* for executives of service companies across the U.S. - September 2017, March 2017, March 2016

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

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

- 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)

WHU–Otto Beisheim School of Management, Vallendar, Germany

Publishing Scholarly Research

- a course for PhD students (20 hours) - June 2024, June 2023, May 2022 (*remote course via Zoom*), May/June 2021 (*via Zoom*), January 2020, June 2019, May 2018, November 2015

HEC-School of Management, University of Liege, Belgium

Publishing Scholarly Research

- a course for PhD students (20 hours) - June 2023, June 2021 (*remote course via Zoom*), June 2019

University of Bologna, Italy

Publishing Scholarly Research

- a course for PhD students (12 hours) - May 2022

ACADEMIC EXPERIENCE *(continued)*

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

University of Münster, Münster, Germany

Service Management

- a course for MBA students (20 hours) - May 2021 and June 2020 (remote courses via Zoom), May 2019, May/June 2018, May 2017, June 2016, January 2016

University of Wuppertal, Wuppertal, Germany

Service Marketing and Management

- a course for PhD students (16 hours) - June 2017

Hohenheim University, Stuttgart, Germany

Publishing Scholarly Research

- a course for PhD students (16 hours) - September 2023, January 2020, May 2017

University of Augsburg, Augsburg, Germany

Publishing Scholarly Research

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

University of Paderborn, Paderborn, Germany

Publishing Scholarly Research

- a course for PhD students (20 hours) - March 2024, October 2015

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

Hanken School of Economics, Helsinki, Finland

Publishing Scholarly Research

- a seminar for PhD students and junior faculty (4 hours) - September 2023

Aston Business School, Birmingham, England

Publishing Scholarly Research

- a seminar for PhD students and junior faculty from across England (6 hours) - June 2017

Graduate School of Management, Toulouse University, Toulouse, France

Publishing Scholarly Research

- a seminar for PhD students and junior faculty (12 hours) - June 2017

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

ACADEMIC EXPERIENCE *(continued)*

International Graduate Seminars *(continued)*

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

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

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ACADEMIC EXPERIENCE *(continued)*

International Graduate Seminars *(continued)*

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 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*

- Torkzadeh, Samaneh, Mohammadali Zolfagharian, Atefeh Yazdanparast, and Dwayne D. Gremler (2022), "From Customer Readiness to Customer Retention: The Mediating Role of Customer Psychological and Behavioral Engagement," *European Journal of Marketing*, 56 (7), 1799-1829. (Journal Impact Factor = 5.181; 10 citations) [[PDF](#)]
- Donthu, Naveen, Dwayne D. Gremler, Satish Kumar, and Debidutta Pattnaik (2022), "Mapping of Journal of Service Research Themes: A 22-year Review," *Journal of Service Research*, 25 (2), 187-193. (Journal Impact Factor = 6.382; 52 citations) [[PDF](#)]
- Garnefeld, Ina, Tabea Krahn, Eva Böhm, and Dwayne D. Gremler (2021), "Online Reviews Generated through Product Testing: Can More Favorable Reviews Be Enticed with Free Products?" *Journal of the Academy of Marketing Science*, 49 (4), 703-722. (Journal Impact Factor = 5.888; 13 citations) [[PDF](#)]
- Gremler, Dwayne D., Yves Van Vaerenbergh, Elizabeth Brügger, and Kevin P. Gwinner (2020), "Understanding and Managing Customer Relational Benefits in Services: A Meta-Analysis," *Journal of the Academy of Marketing Science* (Special Issue on Generalizations in Marketing), 48 (3), 565-583. (Journal Impact Factor = 5.888; 92 citations) [[PDF](#)]
- Furrer, Olivier, Jie Yu Kerguignas, Cécile Delcourt, and Dwayne D. Gremler (2020), "Twenty-seven Years of Service Marketing Research: A Literature Review and Research Agenda," *Journal of Services Marketing* (Special Issue on "Service Research: A Critical Review and New Perspectives"), 34 (3), 299-316. (Journal Impact Factor = 2.950; 76 citations) [[PDF](#)]
- Liu, Xiao-Yu, Nai-Wen Chi, and Dwayne D. Gremler (2019), "Emotion Cycles in Services: Emotional Contagion and Emotional Labor Effects," *Journal of Service Research*, 22 (3), 285-300. (Journal Impact Factor = 6.382; 72 citations) [[PDF](#)]
- 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*, 45 (6), 827-847. (Journal Impact Factor = 9.360; 60 citations) [[PDF](#)]
- 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), 76-90. (Journal Impact Factor = 4.071; 61 citations) [[PDF](#)]
- 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), 91-99. (Journal Impact Factor = 4.071; 220 citations) [[PDF](#)]
- Delcourt, Cécile, Dwayne D. Gremler, Fabrice De Zanet, and Allard C.R. van Riel (2017), "An Analysis of the Interaction Effect between Employee Technical and Emotional Competencies in Emotionally Charged Service Encounters," *Journal of Service Management*, 28 (1), 85-106. (Journal Impact Factor = 3.230; 54 citations) [[PDF](#)]
- 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. (*This paper received an award.*) (Journal Impact Factor = 4.071; 118 citations) [[PDF](#)]

***Note:**

Journal impact factors reported in this document were captured near the time of the paper's publication. Citation counts are based on what Google Scholar reported on August 23, 2023. The symbol "[PDF]" includes a hyperlink to a PDF version of the paper.

PUBLICATIONS *(Continued)*

Journal Articles *(Continued)*

- 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. (Journal Impact Factor = 3.230; 18 citations) [[PDF](#)]
- Meyer, Jeffrey, Dwayne D. Gremler, and Jens Høgreve (2014), "Do Service Guarantees Guarantee Greater Market Value?" *Journal of Service Research*, 17 (May), 150-163. (Journal Impact Factor = 4.071; 59 citations) [[PDF](#)]
- 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.*) (Journal Impact Factor = 3.230; 256 citations) [[PDF](#)]
- 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. (Journal Impact Factor = 1.940; 52 citations) [[PDF](#)]
- 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.*) (Journal Impact Factor = 5.318; 153 citations) [[PDF](#)]
- 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.*) (Journal Impact Factor = 3.230; 188 citations) [[PDF](#)]
- 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. (Journal Impact Factor = 0.823; 42 citations) [[PDF](#)]
- Høgreve, Jens and Dwayne D. Gremler (2009), "Twenty Years of Service Guarantee Research: A Synthesis," *Journal of Service Research*, 11 (May), 322-343. (Journal Impact Factor = 4.071; 160 citations) [[PDF](#)]
- 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. (Journal Impact Factor = 9.360; 177 citations) [[PDF](#)]
- Gremler, Dwayne D. and Kevin P. Gwinner (2008), "Rapport-Building Strategies Used by Retail Employees," *Journal of Retailing*, 84 (3), 308-324. (Journal Impact Factor = 3.772; 525 citations) [[PDF](#)]
- 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. (Journal Impact Factor = 3.354; 526 citations) [[PDF](#)]
- 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. (Journal Impact Factor = 5.318; 1,408 citations) [[PDF](#)]
- Gremler, Dwayne D. (2004), "The Critical Incident Technique in Service Research," *Journal of Service Research*, 7 (August), 65-89. (*This paper received an award.*) (Journal Impact Factor = 4.071; 1,700 citations) [[PDF](#)]
- 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. (Journal Impact Factor = 5.026; 9,567 citations) [[PDF](#)]

PUBLICATIONS (*Continued*)

Journal Articles (*Continued*)

- 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.*) (Journal Impact Factor = 3.100; 117 citations) [[PDF](#)]
- 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. (Journal Impact Factor = unknown; 53 citations) [[PDF](#)]
- 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. (Journal Impact Factor = 0.823; 178 citations) [[PDF](#)]
- 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.*) (Journal Impact Factor = 4.071; 4,005 citations) [[PDF](#)]
- 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. (Journal Impact Factor = 3.230; 930 citations) [[PDF](#)]
- 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. (Journal Impact Factor = unknown; 145 citations) [[PDF](#)]
- Gremler, Dwayne D. and Kevin P. Gwinner (2000), "Customer-Employee Rapport in Service Relationships," *Journal of Service Research*, 3 (August), 82-104. (Journal Impact Factor = 4.071; 1,653 citations) [[PDF](#)]
- 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. (Journal Impact Factor = 0.823; 269 citations) [[PDF](#)]
- 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.*) (Journal Impact Factor = 3.230; 696 citations) [[PDF](#)]
- 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. (Journal Impact Factor = unknown; 22 citations) [[PDF](#)]
- 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. (Journal Impact Factor = 0.823; 151 citations) [[PDF](#)]
- 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. (Journal Impact Factor = 9.360; 4,302 citations) [[PDF](#)]
- 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 *IJISIM* article.) (Journal Impact Factor = unknown; 77 citations) [[PDF](#)]

PUBLICATIONS (*Continued*)

Journal Articles (*Continued*)

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. (Journal Impact Factor = unknown; 18 citations) [[PDF](#)]

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.*) (Journal Impact Factor = 3.230; 404 citations) [[PDF](#)]

Other Refereed Publications

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. (42 citations)

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. (5 citations)

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. (40 citations)

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. (1,472 citations)

Book Chapters

Wang, Sijun and Dwayne D. Gremler (2022), "Rapport-Building Opportunities and Challenges in Technology-Infused Service Encounters," in *The Palgrave Handbook of Service Management*, Bo Edvardsson and Bård Tronvoll, eds. Cham, Switzerland: Palgrave Macmillan, 907-923.

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. (27 citations)

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.

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. (19 citations)

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.

PUBLICATIONS *(Continued)*

Book Chapters *(Continued)*

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- 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 Service 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

Submitted/Under Review

Pugh, Harrison, Willy Bolander, Riley Dugan, and Dwayne D. Gremler, “Longitudinal Growth Models in Service Research: Application and Interpretation,” advocates for the increased use of a straightforward, yet robust, method of longitudinal analysis: longitudinal growth modeling (LGM) in service research. The manuscript received a “revise and resubmit” invitation from the *Journal of Service Research*.

Delcourt, Cécile, Dwayne D. Gremler, and Dominique A. Greer, “Bad News Encounters: Conceptualization, Theoretical Framework, and Research Agenda,” uses the critical incident technique to examine the approaches service employees use in disclosing bad news to customers as it relates to service delivery; a “revise and resubmit” opportunity was received and in January (2024) a revised paper was resubmitted to the *Journal of the Academy of Marketing Science*.

Work in Progress

Gremler, Dwayne D., Ji Qi, and Sijun Wang, “Rapport in Service Interactions: A Review of the Literature,” investigates customer and frontline employee rapport in service settings, including both antecedents of customer-employee rapport as well as outcomes; the manuscript will target the *Journal of the Academy of Marketing Science*.

Hassan (Temerak), Mohamed Sobhy Ahmed, Wafa Hammedi, Krystin Zigan, and Dwayne D. Gremler, “Service Strategies to Offset Negative Competence Bias Against Disabled Front-line Employees,” examines the experiences disabled frontline employees have in delivering service; the manuscript will target the *Journal of the Academy of Marketing Science*.

Walsh, Gianfranco, Marc Linzmajer, and Dwayne D. Gremler, “The Effect of Objective Servicescape Air Quality on Customer Outcomes,” was accepted for presentation at the *2024 American Marketing Association Winter Educators’ Conference*. This paper, which will target the *Journal of the Academy of Marketing Science*, offers empirical evidence of the effect of objective servicescape air quality on customers’ service quality perceptions and customer satisfaction.

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 Career

BGSU Distinguished Research Professor, Bowling Green State University (appointed in 2022)

For Journal Publications

Finalists (one of four) for being the **Best Service Research Paper Published in 2016** from the *American Marketing Association's Services Marketing Special Interest Group (SERVSIG)*; for article entitled "Employee Emotional Competence: Construct Conceptualization and Validation of a Customer-Based Measure" which appeared in the *Journal of Service Research* (awarded in 2017)

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)

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 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 *Advertising, Promotion and Marketing Communications Track* of the *2020 AMA Winter Educators' Conference*; for paper entitled "Do Product-testing Programs Lead to More Favorable Online Reviews?" (2020)

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)

RESEARCH AWARDS (*Continued*)

For Conference Papers (*Continued*)

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)

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 (*awarded four times*: for 2018-2021, for 2015-2017, 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 (*appointed in 2015*)

For Industry Engagement

College of Business Engagement with Industry Excellence Award, College of Business, Bowling Green State University (*awarded in 2018*)

For Instruction

College of Business Teaching Excellence Award, College of Business, Bowling Green State University (*awarded in 2015*)

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

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

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

Outstanding Marketing Teacher Award from the *Academy of Marketing Science* (*awarded in 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 (*awarded in 2005*)

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

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

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

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) (*awarded in 2005*)

Teaching Award Nominations

BGSU Master Teacher Award Nominations (2020, 2019*, 2018*, 2015*, 2013, 2008)
(*Denotes finalist for the award)

SERVICE AWARDS

Outstanding Associate Editor (*initial recipient of award*), *Journal of Service Research* (*awarded in 2020*)

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

OTHER AWARDS

American Marketing Association-Sheth Foundation Doctoral Consortium Faculty Fellow (at University of Washington)
(2012)

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 Brüggén, 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.”
- 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 Brüggén)*.
- 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.”

RESEARCH GRANTS (*Continued*)

- 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."
- 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 Research (2017-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 (2007-2014)

Journal of Marketing Education (2001-present)

Journal of Service Management (2009-present)

Journal of Service Research (2007-present)

Service Industries Journal (2014-2017)

Ad hoc Reviewer:

Journal of Services Marketing (2020)

Annals of Internal Medicine (2018)

European Journal of Marketing (2022, 2021, 2018, 2017, 2016)

British Journal of Economics, Management & Trade (2013)

Journal of Operations Management (2013)

Journal of Marketing (2021, 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 (2021, 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)

SERVICE (*Continued*)

Service to the Discipline (*continued*)

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 Service Conference* at the University of Maryland, College Park, MD (October 2003)
- Services Special Interest Group (SERVSIG) *Services Research Conference* at the Reims Management School, France (June 2003)
- Services Special Interest Group (SERVSIG) *Frontiers in Service 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)

Co-Mentor:

Services Special Interest Group (SERVSIG) *Doctoral Consortium* at 2018 *Frontiers in Service Conference* in Austin, TX (September 2018)

SERVICE (*Continued*)

Service to the Discipline (*continued*)

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

University Marshall - Summer Commencement Ceremony (2018)

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 to the College

CoB Faculty Achievement Committee (2016-present)

CoB Faculty Representative at Student Exchange Program in Audencia (Nantes, France) (2003)

CoB Dean Search Committee (2002-2003; 2012)

CoB Associate Dean Screening Committee (2012)

CoB Accomplished Grad Committee (2001-2003)

CoB Computer Activities Committee (2001-2002)

CoB AACSB Reaccreditation Subcommittee, Faculty Composition and Development (2001-2002)

Service to the Department

Merit Committee (2014-2021)

Chair Nomination/Search Committee (2007, 2014, 2017-18)

Faculty Search Committee (six times between 2003-2014)

Teaching/Research Awards Committee (2001-2006)

Publications Review Committee (2000-2015)

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 (*Continued*)

Service to Graduate Students

- External Examiner* for Michelle van Pinxteren's PhD thesis, entitled "Enhancing Service Interactions with Conversational Agents," Maastricht University, The Netherlands (2021-2022)
- External Examiner* for Shin Yiing Lee's PhD thesis, entitled "Customer Emotion Regulation During Service Encounters: An Investigation of the Emotion Regulation Matrix," University of Western Australia, Perth, Australia (2020)
- Committee Member* for Simon Hazée's Ph.D. thesis, entitled "Why Customers Do Not Participate in the Access Economy," HEC-Management School of the University of Liege, Belgium (2018)
- Committee Member* for Samaneh Torkzadeh's Ph.D. thesis, entitled "Antecedents and Outcomes of Customer Engagement: Bridging Customer Value Co-creation Behavior and Customer Psychological State Engagement," University of Texas Rio Grande Valley (2016-2017)
- 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'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, entitled "Antecedents to Service Loyalty: A Theoretical and Empirical Investigation," 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 to Undergraduate Students

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

INVITED PRESENTATIONS

Invited Keynote (Research) Presentation

“Connecting Emotionally with Customers through Employees and Service Robots,” 23rd Excellence in Services International Conference (EISIC), University of Coimbra, Portugal (September 2020) (*Conference was cancelled because of COVID-19*)

Invited Research Presentations

“The Journey to Get a Paper Published in the *Journal of Marketing*,” presented to the *SERVSIG Doctoral Consortium*, University of Maastricht, The Netherlands (June 2023)

“Connecting Emotionally with Customers through Interactive Technology: What Do We Know and Where Do We Go, Mr. Roboto?” presented at the *Fifth Organizational Frontlines Research Symposium*, Austin, TX (February 2019)

“Three Keys to Research Success: Synergy, Opportunism, and Perseverance,” presented to Ph.D. students at the 2018 Doctoral Colloquium, *WHU–Otto Beisheim School of Management*, Vallendar, Germany (May 2018)

“Delivering Bad News: A Service Employee Perspective,” presented to faculty of *Utah State University* (March 2018)

“The Critical Incident Technique in Service Research,” presented to faculty and students at *Aston Business School Research Camp*, Birmingham, England (June 2017)

“Twenty Years of Studying Relational Benefits: What Do We Know and Where Do We Go?” presented to research faculty of the Center for Services Leadership, *Arizona State University* (February 2017)

“Delivering Bad News: A Service Employee Perspective,” presented to research faculty of the Center for Services Leadership, *Arizona State University* (February 2017)

“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)

INVITED PRESENTATIONS *(Continued)*

Invited Research Presentations

- “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)
- “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)

INVITED PRESENTATIONS (*Continued*)

Invited Research Presentations

- “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)
- “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 für 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)

INVITED PRESENTATIONS (*Continued*)

Invited Teaching Presentations

- “Service Loyalty: Antecedents, Components, and Outcomes” to the Faculty at the *University of Tilburg*, The Netherlands (May 1998)
- “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)
- “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)

INVITED PRESENTATIONS *(Continued)*

Invited Teaching Presentations *(continued)*

“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)

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 (*Continued*)

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 Göteborg, Sweden (November 2007)
- “Extreme Makeover: Assessing the Effects of a Remodeled Servicescape,” presented at the *Centrum för Tjänsteforskning Service Academy* hosted by Volvo in Göteborg, 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 für 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 für Wirtschaft (Business School) of Lucerne*, Switzerland (June 2003)
- “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**, Emeritus Professor of 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.
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