



## CONFERENCE REGISTRATION & Reception

THURSDAY, 25 JUNE  
07:00 - 08:00 PM

## OVERVIEW

Friday

26 JUNE

Conference Registration: 7:45 am - 12:00pm (Sorenson)

Conference Registration: 12:00 - 5:00 pm (Olin Hall)

07:30 – 08:15 am Breakfast/Snack  
*Sorenson*

08:15 – 08:30 am Welcome  
*Sorenson*

08:30 – 10:00 am Plenary Session 1:  
Entrepreneurial Leadership in a  
Service Organization *Sorenson*

10:00 – 10:30 am Coffee Break  
*Sorenson*

10:30 – 11:45 am Plenary Session 2: Service  
Technology *Sorenson*

12:00 – 01:00 pm Lunch  
*Knight Auditorium*

12:00 – 01:00 pm JSR/ERB Lunch  
*Wellesley Room*

01:00 – 03:00 pm Concurrent Sessions  
*Olin & Malloy Halls*

03:00 – 03:15 pm Coffee Break  
*Wellesley Room*

03:15 – 05:15 pm Concurrent Sessions  
*Olin & Malloy Halls*

06:30 – 07:30 pm Reception

07:30 – 10:00 pm Awards Dinner

# OVERVIEW

## Saturday 27 JUNE

Conference Registration: 8:00 am - 12:00 pm (Sorenson)  
Conference Registration: 12:00 - 5:00 pm (Olin Hall)

07:45 – 08:30 am	Breakfast/Snack <i>Sorenson</i>
08:30 – 10:00 am	<b>Plenary Session 3: Marketing for the Greater Good</b> <i>Sorenson</i>
10:00 – 10:30 am	Coffee Break <i>Sorenson</i>
10:30 – 11:45 am	<b>Plenary Session 4: Social Media/Online Retailing</b> <i>Sorenson</i>
12:00 – 01:00 pm	Lunch <i>Knight Auditorium</i>
01:30 – 03:00 pm	Concurrent Sessions <i>Olin &amp; Malloy Halls</i>
03:00 – 03:15 pm	Coffee Break <i>Wellesley Room</i>
03:15 – 05:15 pm	Concurrent Sessions <i>Olin &amp; Malloy Halls</i>

# OVERVIEW

## Sunday 28 JUNE

08:30 – 10:30 am	Concurrent Sessions <i>Olin &amp; Malloy Halls</i>
10:30 - 11:00 am	Coffee Break <i>Needham Room</i>
11:00 – 12:30 pm	<b>Plenary Session 6: Field Research</b> <i>Olin &amp; Malloy Halls</i>
12:30 - 01:00 pm	Boxed Lunch

## FRIDAY, 26 JUNE | 01:00 – 03:00 pm

### CONCURRENT SESSION: AI

Room: Malloy 101

#### The Effect of Ai Versus Human Service Failures On The Willingness To Share Negative Word-Of-Mouth

*Matthew Philip and Bo Huang*

**Artificial Intelligence in Marketing** 1-1

*Ming-Huu Huang and Roland Rust*

**Evolution of Artificial Intelligence in Services: Impact on Service Failure** 1-2

*K. Sivakumar*

**Transparency in Human-Computer Collaboration: Should I Know What My Computer is Thinking?** 1-3

*Michael Vössing, Niklas Kühl, and Gerhard Satzger*

1-4

## CONCURRENT SESSION: Robotics

Room: Malloy 102

#### Talk to me: A conceptual framework of voice-assisted services during the customer experience

*Timna Bressgott, Dominik Mahr, Dhruv Grewal and Martin Wetzels*

**Don't Mention the Intervention: How Chatbots Alleviate Post-purchase Regret and Build Loyalty** 2-1

*Mason Jenkins, Karim Sidaoui and Jonathan Beck*

**Don't role your eyes at me! How anthropomorphic markers in text-based chatbots shape perceptions of service outcomes, explored through role theory** 2-2

*Joseph Ollier and Florian von Wangenheim*

2-3

## CONCURRENT SESSION: Technology

Room: Malloy 101

#### Innovation, Social Innovation, and Financial Performance: Insights from the American Innovation Index

*Timothy Keiningham, Alexander Buoye, Lerzon Aksoy, An Yan and Gina Woodall*

**To Touch or To Talk: Unpacking the Effect of Automated Service Technologies on Consumer Experiences** 3-1

*Zhi Li, Alei Aileen Fan and Xiaojing Yang*

**The Intended and Unintended Outcomes of Frontline Service Technology Infusion: A Meta-Analysis** 3-2

*Pirmin Bischoff and Jens Högrevé*

**Lifting Service Ethics to Value Responsibility: A Research Agenda in the Age of Digitalization** 3-3

*Samuel Petros Sebhathu, Bo Enquist and Raymond P. Fisk*

3-4

## CONCURRENT SESSION: Social Media

Room: Malloy 202

### Influencermarketing: A Life-Cycle Model of Influencer-Follower Relationships

*Sören Köcher, Sarah Kocher, and Linda Alkire*

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<b>Customer Experience Insights: A machine learning approach to extract actual customer behavior and implications for managers</b>	<b>4-1</b>
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*Mohamed Zaki, Janet McColl-Kennedy, David Diaz and Yasmin Fathy*

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<b>Complaint Resolution in Digital Channels: A Text-Based Analysis of Online Dialogues</b>	<b>4-2</b>
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*Francisco Villarroel Ordenes, Dhruv Grewal, Lauren Grewal and Panagiotis Sarantopoulos*

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<b>Social-or task-oriented? The effects of communication style similarity on engagement in interactions between customers and conversational agents</b>	<b>4-3</b>
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*Michelle van Pinxteren, Alexander Henkel, Mark Pluymaekers and Jos Lemmink*

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**4-4**

## CONCURRENT SESSION: Retailing

Room: Olin 101

### How to solve the pricing dilemma in solutions?

*Laura Calm, Andrea Ordanini and Torsten Bornemann*

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<b>The Impact of In-Store Clienteling Software on Customer Behavior-Evidence from Field Research</b>	<b>5-1</b>
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*Rishika Rishika, Ram Janakiraman, Joo Ho Lim, Mark Houston and Subodha Kuma*

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<b>In-Store Digital Projections - How Vividness Impacts Sales</b>	<b>5-2</b>
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*Silviana Tana and Christoph Breidbach*

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<b>Value-in-Use: Measurement Development and Validation Across Multiple Service Contexts</b>	<b>5-3</b>
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*Ilias Danatzis*

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**5-4**

## CONCURRENT SESSION: Strategy

Room: Olin 102

### Change is the Only Constant: The Application and Interpretation of Longitudinal Growth Models in Service Research

*Dwayne Gremier, Willy Bolander, Riley Dugan and Harrison Pugh*

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<b>Resource Improvisation: A Customer Engagement Perspective</b>	<b>6-1</b>
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*Tom Chen*

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<b>Is our Service Transformative? Case Studies of Services that Prioritize the Well-Being of Customers and Methodologies for Assessment</b>	<b>6-2</b>
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*Julia Fehrer and Alex Sims*

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<b>Enhancing the Effects of Rewards for Loyalty Programs</b>	<b>6-3</b>
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*Peter Danaher and Tracey Danaher*

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**6-4**

## CONCURRENT SESSION: Employees

Room: Olin 120

### The Dark Side of Transformative Services: How Customers' Lack of Effort Affects Frontline Employees

Maximillian Lex, Tollmann Wagner and Gianfranco Walsh

### Increasing Retail Sales Through Happy and Indebted Frontline Employees: The Free Food Effect

Stephanie M. Noble, Dhruv Grewal, Riley T. Krotz, Carl-Philip Ahlbom, Jens Nordfält and Dipayan Biswas

### A COR perspective on Burnout and CWBs among Generation Z FLEs

Elaine Wallace and Joseph Coughlan

### Design for Service Exchange: A Service Design Framework for Human Well-Being

Bach Q. Ho and Yutaro Nemoto

7-4

## CONCURRENT SESSION: Consumer

Room: Olin 202

### Can We Provide Access to Ownership? Consumer Response to Internal Hardware Upgrading

Janina Garbas, Sebastian A. Schubach, Jan H. Schumann, Martin Mende and Maura L. Scott

### When do consumers perceive betrayal?

Noelle Chung and Ruth Bolton

### Respect for Human Dignity as a Unifying Philosophical Foundation for Services: An Abstract

Andrew Gallan

### Neurophysiological techniques to anticipate user experience response to online emotions

Carolina Herrando, Julio Jiménez-Martínez, María José Martín-De Hoyos, Efthymios Constantinides, Jan-Willem van 't Klooster and Peter Jh Slijkhuis

8-4

## CONCURRENT SESSION: Service Recovery

Room: Olin 225

### When Technology fails: rage against the machine or self-control? Investigating customers' negative emotions and coping strategies in artificial intelligence based service failure

Giulia Pavone, Lars Meyer-Waarden and Andreas Munzel

### Growth in Technology-enabled Retailing - An Empirical Study of Networked Customer Experience and Technology-Service Failures

Nandini Nim and V. Kumar

### Feeling Pressured for Time - Customer Appraisal of Time Pressure in Services

Yany Gregoire and Anna Mattila

### From third party to significant other for the service encounter - A systematic literature review

Liliane Abboud, Nabila As'Ad, Nicola Bilstein, Annelies Costers, Bieke Henkens and Katrien Verleye

9-4

## CONCURRENT SESSION: Greater Good

Room: Needham Room

**Transforming Service Systems to Support Wellbeing: a Case Study of Refugee Support Services in the UK**

*Amir Raki, Ilma Nur Chowhury, Marzena Nieroda and Judy Zolkiewski*

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**Rethinking, through service design techniques, the use of voting information in the citizens' journey through augmented reality** 10-1

*Emmanuel Fragniere, Magali Dubosson, Ardita Driza Maurer, Randolph Ramseyer and Antoine Widmer*

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**Helping without Harming in the NHS. Using Patient-Generated Point of Service Design and Delivery to Enhance Patient Wellbeing.** 10-2

*Sue Diston*

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**Do members really care about CSR to remain loyal? A mixed-method approach to the interplay between membership and CSR in financial cooperatives** 10-3

*Charlotte Lécuyer, Mathieu Béal, Sonia Capelli and William Sabadie*

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10-4

## CONCURRENT SESSION: Healthcare

Room: Malloy 204

**Service Innovation at the Base of the Healthcare Pyramid: Effects and Implications from Bottom-Up Engagements**

*Peter Samuelsson, Patrik Gottfridsson, Lars Witell and Mattias Elg*

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**Drivers of healthcare e-commerce satisfaction: A text mining and machine learning application** 11-1

*Swagato Chatterjee*

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**Service Standardization or Customization: The Impact of Nursing Home Chain Strategies on Organizational Performance** 11-2

*Rohit Verma, Lu Kong and Kejia Hu*

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**Smart Pills: Ueberveillance or the Future of Digital Medicine?** 11-3

*Sven Tuzovic and Sertan Kabadayi*

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11-4



**FRIDAY, 26 JUNE | 03:15 – 05:15 pm**

## **CONCURRENT SESSION: AI**

**Room: Malloy 101**

### **The Smiling Chatbot: Investigating Emotional Contagion in Human-Chatbot Interactions**

*Konstantin Prinz*

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<b>The Evolving Role of Artificial Intelligence and Service Robots in Service Industry: Case Illustration from the Hospitality Industry</b>	<b>1-1</b>
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*Rohit Verma and Lina Zhang*

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<b>A Configuration Model of A.I. Diffusion in Services</b>	<b>1-2</b>
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*Anastasia Nanni, Andrea Ordanini and Ananthanarayanan Parasuraman*

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<b>Back to nature: the role of mindful observation in automated driving contexts</b>	<b>1-3</b>
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*Frederica Janotta and Jens Hogleve*

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**1-4**

## **CONCURRENT SESSION: Robotics**

**Room: Malloy 102**

### **Consumer Self-Tracking and Anthropomorphism - Helping or Hurting?**

*Lane Peterson, Martin Mende, Maura L. Scott, Anders Gustafsson and Gergana Nenkov*

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<b>Mapping the Evolution of Service Robots Research: A Meta-Mining Approach</b>	<b>2-1</b>
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*Ruud Wetzels, Dhruv Grewal, Jos Lemmink, Benjamin Lucas and Martin Wetzels*

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<b>Service Robot Experiences: Conceptualization, Drivers, and Consequences</b>	<b>2-2</b>
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*Bart Lariviere, Katrien Verleye, Margherita Pagani and Massimo Airolti*

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**2-3**

## **CONCURRENT SESSION: Technology**

**Room: Malloy 201**

### **How Smart Did We Get? - Insights Into the State of Current Smart Services and Beyond**

*Ana Kustrak Korper, Maren Purrmann, Kristina Heinonen and Werner Kunz*

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<b>Using Forum Theater to Create Services Marketing Innovation</b>	<b>3-1</b>
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*Aidan Daly and Raymond Fisk*

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<b>Strategies for service innovation: technology or society?</b>	<b>3-2</b>
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*Seidali Kurtmallaiev, Line Lervik-Olsen, Tor Andreassen and Lerzan Aksoy*

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<b>Co-Owned resources: IP and data in smart cities</b>	<b>3-3</b>
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*Angeliki Maria Toli, Niamh Murtagh and Hedley Smyth*

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**3-4**

## CONCURRENT SESSION: Social Media

Room: Malloy 202

### When Brands Start Talking: The Role of Voice and Speech in Brand Perception

*Maximillian Bruder and Michael Paul*

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<b>How should I talk to you? Examining the effectiveness of communication styles of customer service chatbots</b>	<b>4-1</b>
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*Maximillian Geyr and Silke Bartsch*

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<b>Customer Engagement in Automated Service Interactions</b>	<b>4-2</b>
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*Linda D. Hollebeek, David E. Sprott and Tor W. Andreassen*

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<b>Mapping service value: A text-mining approach</b>	<b>4-3</b>
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*Yuliya Kolomoiets*

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**4-4**

## CONCURRENT SESSION: Retailing

Room: Olin 101

### Two Sides of a Coin: Cryptocurrencies and the Transformation of Service Ecosystems

*Dhruv Grewal, Elisa Schweiger, Anne Roggeveen, Carl-Philip Ahlbom and Jens Nordfält*

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<b>Pop-up Stores, Temporary Retailing, and the New Marketing Mavens</b>	<b>5-1</b>
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*Mark Rosenbaum and Karen Edwards*

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<b>"Dear Stranger, this Looks Good on You": The Effect of Ambiguous Interactive Virtual Presence on Store Loyalty in Offline Retailing</b>	<b>5-2</b>
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*Thomas Reimer, Lena Steinhoff and Michael Leyer*

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<b>Investigating customers' service experience formation in the context of green retailing</b>	<b>5-3</b>
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*Tiina Kemppainen*

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**5-4**

## CONCURRENT SESSION: Strategy

Room: Olin 102

### Decentralized Governance in DAOs: Conceptualization and Typology

*Charles Colby, Gina Woodall and Hilary Ross-Rojas*

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<b>What drives new freelancers' engagement on sharing economy labor platforms</b>	<b>6-1</b>
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*Avishek Lahiri and V. Kumar*

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<b>Synergies and challenges of convergence of platform and pipeline business models</b>	<b>6-2</b>
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*Makarand Mody, Jochen Wirtz, Helen Chun, Kevin So and Stephanie Liu*

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<b>Bidirectional agency relationships in solution selling: The impact on customers' acceptance of performance-based pricing</b>	<b>6-3</b>
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*Eva Kropp, Gloria Kinateder and Dirk Totzek*

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**6-4**



## CONCURRENT SESSION: Employees

Room: Olin 120

### **A Blessing in Disguise: Implementing Exploration in Exploitation-Driven Multinational Financial Services Providers to Become Ambidextrous**

*Christopher Schumacher and Peter Maas*

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<b>Social Anxieties on the Frontline: Alleviating the Negative Influence of Social Anxiety on Frontline Performance with Mindful Acceptance and Supervisor Support</b>	<b>7-1</b>
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*Bruno Lussier, Matthew Philip, Nathaniel Hartmann and Heiko Wieland*

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<b>Understanding the role of mindfulness in the affective regulation of frontline employees</b>	<b>7-2</b>
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*Junyi Xie, Kemefasu Ifie and Thorsten Gruber*

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<b>That's music to a customer's ears! Conversational style matching for successful customer-agent interactions</b>	<b>7-3</b>
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*Sandro Arnet, Anne Scherer and Florian von Wangeheim*

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**7-4**

## CONCURRENT SESSION: Consumer

Room: Olin 202

### **The Servicescape and the Aging Population; Hypothesis Generation and Testing Issues**

*John Bateson*

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<b>Customer Misbehavior: Power and The Dark Triad</b>	<b>8-1</b>
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*Lloyd Harris, Walid Chouali, José Verissimo and Samiha Mjahed*

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<b>Take it or leave it: The role of shame in taking home doggy bags</b>	<b>8-2</b>
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*Anna De Visser-Amundson, Erica Van Herpen, Ilona De Hooze and Mirella Kleijnen*

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<b>Tipping in the Digital Age: The Role of Changing Social Norms</b>	<b>8-3</b>
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*Shanyu Kates and Paul Fombelle*

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**8-4**

## CONCURRENT SESSION: Service Recovery

Room: Olin 225

### **The Field of Service Failure and Recovery at the Crossroads: Recommendations to Revitalize the Domain and to Prevent its Decline**

*Sarina Nenninger*

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<b>Gamification and Its Role in Service Recovery</b>	<b>9-1</b>
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*Amin Nazifi, Holger Roschk and Alan Wilson*

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<b>Service failures and consumer revenge on technologically mediated platforms: How can firms recover from direct-selling actions?</b>	<b>9-2</b>
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*Anshu Pradeep Suri, Yany Gregoire, Sylvain Senecal and Nguyen Nguyen*

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<b>Emotional Contagion through Emoticons: Role of Other Customers in Preventing Online Complaint Behavior</b>	<b>9-3</b>
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*Do The Khoa, Chen-Ya Wang and Priyanko Guchait*

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**9-4**

## CONCURRENT SESSION: Greater Good

Room: Needham Room

### The Role of Bricolage in the Co-creation of Services at the BoP

*Karla Cabrera and Javier Reynoso*

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<b>Financial Services for the Financially Vulnerable: Discrimination against the Underbanked</b>	<b>10-1</b>
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*Kimberly Hutcheson and Thomas L. Baker*

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<b>Exploring how Modern Slavery Legislation Can Backfire: Insights from the Ready Made Garment Industry</b>	<b>10-2</b>
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*Kanika Mersham, Liliana Bove and Vikram Bhakoo*

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<b>Service Professionals' Motivations To Undertaking Pro Pono Work</b>	<b>10-3</b>
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*Paul Patterson, Janet McColl-Kennedy, Jenny Lee and Michael Brady*

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**10-4**

## CONCURRENT SESSION: Healthcare

Room: Malloy 204

### Transformative or Troubling - The Effect of Online Information on Physician-Patient Interaction Quality

*Gianfranco Walsh, Betsy B. Holloway, Mario Schaarschmidt and Sharon E. Beatty*

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<b>When is it OK to attack a healthcare professional? The effect of aggressor and victim characteristics on the justification of aggression against nurses</b>	<b>11-1</b>
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*Dana Yagil and Hana Dayan*

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<b>Exploring Intergenerational Customer Experience with Healthcare Technology</b>	<b>11-2</b>
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*Linda Alkire, Sören Kocher, Susan Myrden and Genevieve O'Connor*

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**11-3**

**Saturday, 27 JUNE | 01:00 – 03:00 pm**

## **CONCURRENT SESSION: AI**

**Room: Malloy 101**

**Collaborative intelligence: Exploring frontline service employee-chatbot collaboration through task coordination, autonomy and communication**

*Khanh Le, Laszlo Sajtos and Karen Fernandez*

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**Combining AI and Service Personnel to Address Retail Availability** 1-1

*Thomas Gruen*

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**The Smart City as a Service: The Role of Citizen, Government and Customer Centricity** 1-2

*Antony Peloso and Brook Dixon*

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**Hey Alexa, let's chat! Investigating the role of social presence and social cognition in driving users' engagement with AI-based voice assistants** 1-3

*Valentino Pitardi and Hannah Marriott*

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1-4

## **CONCURRENT SESSION: Robotics**

**Room: Malloy 102**

**Effects of automated social presence on perception of service robots**

*Vignesh Yoganathan, Victoria-Sophie Osburg and Werner Kunz*

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**Customer-salesperson interaction technologies: Are robo-advisors replacing personal selling in financial services?** 2-1

*Goetz Greve and Frederike Meyer*

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**The Extended-Self Service Context: Exoskeleton Utilisation and Unanticipated Service Outcomes** 2-2

*James Tarbit, Nicole Hartley and Josephine Previte*

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**Effect of Robots and Humans on Consumer Medical Behavior** 2-3

*Ilana Shanks, Martin Mende, Maura Scott, Jenny van Doorn and Dhruv Grewal*

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2-4

## **CONCURRENT SESSION: Technology**

**Room: Malloy 201**

**From Service Technologies to Well-being: A Meta-Analysis of the Effects of Mobile Phone Applications on Physical Activity**

*Masoumeh Hosseinpour, Ralf Terlutter and Holger Roschk*

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**Pre-consumption virtual reality (VR) enhances storytelling** 3-1

*Helen Chun, Eunsoo Baek and Deborah MacInnis*

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**Collaborative Feedback and Tech-Innovation between Service Partners at the Firm and Individual Level** 3-2

*Ji Miracle Qi, Kristina Kris Lindsey Hall, Robert Glenn Richey Jr. and Ha Ta*

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**Making Sense Of Service Innovation: Script Disruption And Sensemaking In The New Urban Economy** 3-3

*Michael Beverland, Pinar Cankutaran, Pietro Micheli and Sarah Wilner*

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3-4

## CONCURRENT SESSION: Social Media

Room: Malloy 202

### Key Determinants of Service Quality and its effect on Banking Customer

#### Attrition: A text mining Approach

*Carolina Martinez-Troncoso and David Diaz Solis*

### Social Media Advertising Effectiveness: How Are Different People Influenced? 4-1

*Xuan Zhang and Yue Ding*

### Delinquent youth, power exertion and consumption: From virtual space to market place 4-2

*Ding Hooi Ting and Chin Chuan Gan*

### Instagram usage as a tool of communication in public agencies: An exploratory study 4-3

*Wiliam R. Feitosa and Luiz Bartalotte*

4-4

## CONCURRENT SESSION: Retailing

Room: Olin 101

### Mapping the research field of mobile commerce: A synthesis and prognosis

*Christopher Kaatz, Maxi Bergel and Christian Brock*

### Solving the Mystery about Mystery Deals - How the Resolution of Mystery Deals Impacts Consumers' Loyalty Intentions 5-1

*Florian Brodschelm, Sebastian A. Schubach and Jan H. Schumann*

### The Effects of Gameful Rewards and Retail Therapy in Consumers' Purchase Intentions 5-2

*Chih-Hui Shieh, Hsiao-Ping Yeh, Joyce Lee and Wen-Jing Tsai*

5-3

## CONCURRENT SESSION: Strategy

Room: Olin 102

### Service Ecosystem Dynamics: A Systematized Review, Conceptual Synthesis, and Future Research Directions

*Nabila As'Ad, Lia Patricio, Kaisa Koskela-Huotari and Bo Edvardsson*

### Effective Configurations of E-Service Quality Dimensions 6-1

*Andrew Farrell, Matti Jaakkola and Geoff Durden*

### The state of customer engagement research - a systematic literature review and mapping 6-2

*Sabine Prof. Dr. Fliess and Laura Zwiehoff*

### Co-creating value in the sharing economy: Value facilitation and customer participation 6-3

*Yangyang Jiang and Balaji M.S.*

6-4

## CONCURRENT SESSION: Employees

Room: Olin 120

### Designing Brand Descriptions for the Digital Organizational Frontlines

Riley T. Krotz, Stephanie M. Noble, Dhruv Grewal, Carl-Philip Ahlbom and Stephen Ludwig

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<b>Ensuring a Digital Service's Success by Treating Talent Acquisition as a Strategic Priority: A Case Study</b>	<b>7-1</b>
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Charles Colby and Carol Costello

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<b>Working against Technology: The Effect of Self-Service Technology on Front-Line Employees</b>	<b>7-2</b>
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Abigail Torres

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<b>The Brave New World of Cashierless Service Experiences: Implications for Customer Well-Being</b>	<b>7-3</b>
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Rebekka Johanne Saak, Tillmann Wagner and Gianfranco Walsh

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**7-4**

## CONCURRENT SESSION: Consumer

Room: Olin 202

### Aging and its impact on Perceived Quality, Satisfaction and Loyalty: A Cross Industry Study

Yongchang Chen and Yang Ting Ang

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<b>The Will and the Way: From Financial Literacy to Financial Well-being</b>	<b>8-1</b>
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Ute Braun, Elisabeth Brüggem, Jens Høgreve, Sertan Kabadayi and Dee Warmath

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<b>Sharing is (Not) Caring? The Interactive Effects of Power and Psychological Distance on Tolerance of Unethical Behavior</b>	<b>8-2</b>
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Widya Paramita, Felix Septianto, Sari Winahjoe and Bernardinus Purwanto

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<b>Impacts of Ads Assortment Size and Attractiveness on Online Service Search</b>	<b>8-3</b>
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Ming Cheng, Zhen Zhu and Chris Anderson

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**8-4**

## CONCURRENT SESSION: Service Recovery

Room: Olin 225

### It is my Fault! The mediating effect of guilt on the relationship between customers' self-attributed failures and service outcomes

Maria Susana Jaramillo Echeverri and Tomas L. Baker

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<b>Reading the Tea Leaves: The Role of Self-Determination Theory and the Socio-Ecological Model in Help-Seeking Behavior</b>	<b>9-1</b>
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Dee Warmath, Susan Myrden and Andrew Winterstein

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<b>The Service Recovery Behavioral Change Model: Deescalating Negative Arousal and Recovering from Service Failures</b>	<b>9-2</b>
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Krista Hill, Anne Roggeveen and Dhruv Grewal

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<b>Determinants and process of negative customer engagement behaviors</b>	<b>9-3</b>
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Diem Do, Kaleel Rahman and Linda Robinson

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**9-4**

## CONCURRENT SESSION: Greater Good

Room: Needham Room

### Humans With Humans Science: Leveraging the Power of Big Data Analytics for a Better World

*Raymond Fisk, Linda Alkire, Ian Hodgkinson, Silvia Masiero, Masoud Moradi and Sahar Mousavi*

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<b>Ambassadors of service. How services provide by Venezuelans migrants are innovating in service design, transforming culture and creating value</b>	<b>10-1</b>
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*Maria Henriquez, Cinthya Posso and Ylguin Urdaneta*

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<b>The long term impact of service delivery: The outcomes of all-girls education</b>	<b>10-2</b>
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*Raechel Johns, Rebecca English and Jennifer Loh*

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<b>Platform-based residential service models - a multi-case study</b>	<b>10-3</b>
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*Inka Lapalainen, Maija Federley and Markku Mikkola*

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**10-4**

## CONCURRENT SESSION: Healthcare

Room: Malloy 204

### Patient Involvement through appHealth encounters - the effects on health-care professionals' role

*Per Echeverri, Markus Fellesson and Nicklas Salomonson*

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<b>Exploring Extra-Role Customer Service in Health Care and its Impact on Patient and Employee Well-Being</b>	<b>11-1</b>
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*Maarten Volkers*

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<b>Healthcare Value Cocreation: Activities that Strengthen, Stabilize or Damage Customer Well-being</b>	<b>11-2</b>
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*Tracey Danaher*

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<b>Healthcare Sector and Transformative Service Research: the roles of volunteers</b>	<b>11-3</b>
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*Laura Di Pietro, Roberta Guglielmetti Mugion, Maria Francesca Renzi, Martina Toni and Maria Giovina Pasca*

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**11-4**

**Saturday, 27 JUNE | 03:15 – 05:15 pm**

## **CONCURRENT SESSION: AI**

**Room: Malloy 101**

### **Serving Human Diversity: Applying Big Data to Big Diversity**

*Masoud Moradi, Raymond Fisk and Linda Alkire*

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<b>Using AI Predicted Personality to Enhance Advertising Effectiveness</b>	<b>1-1</b>
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*Michael Shumanov*

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<b>The power of small talk: how keeping human-based versus automated services interactions contributes to seize business opportunities for the organizational frontlines</b>	<b>1-2</b>
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*Mathieu Lajante, Kyungwon Lee and Melanie Boninsegni*

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<b>Hey Alexa, can I trust you? Examining the variables influencing the users' trust and usage of AI-based voice assistants</b>	<b>1-3</b>
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*Valentina Pitardi and Hannah Marriott*

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**1-4**

## **CONCURRENT SESSION: Robotics**

**Room: Malloy 102**

### **Understanding Consumers' Acceptance of Digital Voice Assistants in Service Encounters**

*Teresa Fernandes and Elisabete Oliveira*

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<b>Love in the Air? Exploring the Relationship between Human Employees and Service Robots</b>	<b>2-1</b>
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*Sanjit Roy, Sudip Patra and Gaganpreet Siongh*

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<b>Consumers' Visit Intention to Robotic Restaurant</b>	<b>2-2</b>
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*Md Monirul Islam*

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**2-3**

## **CONCURRENT SESSION: Technology**

**Room: Malloy 201**

### **The Consumer Data Integration Process in Tech-Infused Service Systems**

*Gauri Laud and Linda Robinson*

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<b>The Rhythm of Co-creation in the New Service Development Process</b>	<b>3-1</b>
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*Rohit Verma and Fengjie Pan*

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<b>Co-Creating Value from the Middle Managers' Perspective: a new collaborative service environment through human relations, technology and personal development</b>	<b>3-2</b>
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*Lucio Lescano-Duncan*

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<b>Developing a Customer Satisfaction Analytics Platform for Small and Medium Enterprises</b>	<b>3-3</b>
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*Yongchang Chen*

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**3-4**



## CONCURRENT SESSION: Social Media

Room: Malloy 202

### User-Generated Reviews Of Luxury Services: Delineating Cultural Differences

*Rodoula Tsiotsou*

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<b>Engagement through mobile social media use: an experimental design</b>	<b>4-1</b>
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*Raechel Johns, Michael Walsh and Naomi Dale*

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<b>infertility - Patients' motives to use social media and the role of social influencers</b>	<b>4-2</b>
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*Jana Grothaus, Sarah Köcher and Sören Köcher*

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<b>Proposal For a Chatbot Prototype To Improve The Service Flow In The Ministry Of Brazillian Agriculture</b>	<b>4-3</b>
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*Willian R. Feitosa, Flora Patrocínio and Sara Santos*

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**4-4**

## CONCURRENT SESSION: Retailing

Room: Olin 101

### Why Don't Consumers Showroom? The Role of Framing and Feelings of Warm Glow

*Janina Kleine and Michael Paul*

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<b>How does mobile app shape visitor experience? The case of Cite Memoire</b>	<b>5-1</b>
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*Fei Gao and Francois Colbert*

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<b>Complainers' Resource Investment and Mobilization in Digital Environments</b>	<b>5-2</b>
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*Laszlo Sajtos, Joanne Cao and Yean Shan Beh*

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<b>How Device Type Affects Customers' Return Behavior in E-Commerce</b>	<b>5-3</b>
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*Alisa Keller and Dirk Totzek*

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**5-4**

## CONCURRENT SESSION: Strategy

Room: Olin 102

### Competing with Customer Experience in B-to-B: Strategic Roles of Target Experiences

*Ekaterina Panina, Elina Jaakkola and Harri Terho*

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<b>Service Pricing, Fairness and Customers' Response</b>	<b>6-1</b>
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*Jan Oskar Bolin and Tor Wallin Andreassen*

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<b>Caregiving Customer Value Co-Creation Activities in Service Triads Involving Vulnerable Actors</b>	<b>6-2</b>
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*Jennifer Hendricks and Gertrud Schmitz*

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<b>Luxury Services: Definition, Delineation and Conceptualization</b>	<b>6-3</b>
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*Jochen Wirtz, Martin Fritze and Jonas Holmquist*

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**6-4**

## CONCURRENT SESSION: Employees

Room: Olin 120

### Prosocial Behavior in the Organizational Frontlines: The Digital Divid

Riley T. Krotz, Stephanie M. Noble, Dhruv Grewl and Carl-Philip Ahlbom

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<b>The Relationship between Team Innovative Culture and Employee Career Satisfaction: Case of Frontline Employees</b>	<b>7-1</b>
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Praneet Randhawa

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<b>Frontline employee response to customer incivility: The role of organizational culture</b>	<b>7-2</b>
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Yangyang Jiang and Balaji M.S.

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<b>A coaching model of customer service</b>	<b>7-3</b>
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Antony Peloso

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**7-4**

## CONCURRENT SESSION: Consumer

Room: Olin 202

### Customer Emotional Labor

Delphine Caruelle, Line Lervik-Olsen and Anders Gustafsson

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<b>Understanding the Structure of Service Experiences - an Event Segmentation Approach</b>	<b>8-1</b>
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Sabine Fliess, Stefan Dyck and Maarten Volkers

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<b>The Service Synapse: Guidelines for Neuroscience Studies in Service Research</b>	<b>8-2</b>
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Karim Sidaoui and Mathieu Lajante

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<b>Neuromarketing approach for capturing customer engagement valence in online service eco-system</b>	<b>8-3</b>
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Amjad Shamim, Junaid Siddique, Zulkipli Ghazali and Ibrahima Faye

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**8-4**

## CONCURRENT SESSION: Service Recovery

Room: Olin 225

### The Role of Past Service Experience on Consumer's Switching to New Services Offered by the Same Service Provider

Noah Bell and Zev Bronstein

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<b>Earning Consumer Forgiveness through Service Recovery: Roles of Emotion, Money and Power</b>	<b>9-1</b>
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Maggie Wenjing Liu, Chuang Wei and Hean Tat Keh

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<b>When Friends Are Watching You - The Effects of Customer Participation in Service Recovery during a Group Service Failure</b>	<b>9-2</b>
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Nicola Bilstein and Kira Marie Heimann

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<b>Did I Get a Worst Deal? The Effects of Social Class Comparison on Consumers Responses to Service Recovery</b>	<b>9-3</b>
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Simoni Rohden and Cristiane Pizzutti

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**9-4**

## CONCURRENT SESSION: Informs Special Session

Room: Needham Room

### Doing Less to Do More? Optimal Service Portfolio of Non-profits that Serve Distressed Individuals

*Priyank Arora, Morvarid Rahmani and Karthik Ramachandran*

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<b>Service System Metamodels: Challenges and Opportunities</b>	<b>10-1</b>
<i>Lysanne Lessard</i>	

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<b>Product Return Episodes in Retailing</b>	<b>10-2</b>
<i>Michele Samorani, Avdin Alptekinoglu and Paul Messinger</i>	

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<b>Analytics for IBM's IT Service Deals</b>	<b>10-3</b>
<i>Aly Megahed</i>	

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**10-4**

## CONCURRENT SESSION: Healthcare

Room: Malloy 204

### The relationship between health literacy and patient adherence

*Judit Simon and Zsuzsanna Kun*

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<b>Understanding and managing the holistic patient experience to improve patient well-being and healthcare service delivery</b>	<b>11-1</b>
<i>Sofia Amorim and Cláudia Simões</i>	

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<b>Empowering leadership and nurse work engagement in Saudi Arabia hospitals: Psychological empowerment as a mediating variable</b>	<b>11-2</b>
<i>Saad Marzuk Al-Otaibi, Muslim Amin and Jonathan Winterton</i>	

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<b>Growing appetite for the wrong services? Investigating the destructive potential of health-related social media for consumers' well-being</b>	<b>11-3</b>
<i>Gianfranco Walsh, Vivienne Schunemeyer, Tillmann Wagner, Mario Schaarschmidt and Zhiyong Yang</i>	

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**11-4**

**Sunday, 28 JUNE | 08:30 – 10:30 am**

## **CONCURRENT SESSION: AI**

**Room: Malloy 101**

**Artificial Intelligence in Marketing, Advertising, and Sales: A Bibliometric Analysis and Thematic Literature Review**

*Dragana Medic and Ransome Bawack*

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<b>Human-Centricity as a Strategic Core Value in an AI Dominated World: A services industry perspective</b>	<b>1-1</b>
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*Ajit Mathur*

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<b>Artificial intelligence in service companies</b>	<b>1-2</b>
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*Michaela Friedrich*

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**1-3**

## **CONCURRENT SESSION: Technology**

**Room: Malloy 201**

**Cultural Co-production and the Roles of Creative Technologies**

*Tracy Harwood and Tony Garry*

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<b>Engaging With Technology: Advancing the Engagement Concept to Understand Value Co-Creation in a Digital World</b>	<b>2-1</b>
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*Carina Benz, Lara Riefle and Gerhard Satzger*

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<b>Five factors on institutional work in service innovation process</b>	<b>2-2</b>
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*Ryosuke Sakaguchi and Kunio Shirahada*

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<b>Next Generation Industrial Services Based on the Digital Twins</b>	<b>2-3</b>
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*Jukka Hemilä*

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**2-4**

## **CONCURRENT SESSION: Social Media**

**Room: Malloy 202**

*Willian R. Feitosa, Flora Patrocinio and Sara Santos*

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<b>Service Culture and sales in a fan community</b>	<b>3-1</b>
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*Carla Carvalho Dias*

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<b>Social brand engagement and brand value co-creation on social media: The implications for service brand positioning in developing countries</b>	<b>3-2</b>
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*Charitha Perera, Long Nguyen, Rajkishore Nayak and Tai Anh Kieu*

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**3-3**

## CONCURRENT SESSION: Retailing

Room: Olin 101

**Why Customer experience metrics are correlated but reasons that explain them are not? - Extended Data**

*Felipe Morgan and Guillermo Armelini*

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<b>Actor Engagement management: Conceptualization and agenda for research</b>	<b>4-1</b>
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*Elina Jaakkola, Matthew Alexander, Suvi Nenonen and Kaj Storbacka*

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<b>Understanding Omni Behavior from a Consumer Perspective and its Implications for E-Commerce Measurement</b>	<b>4-2</b>
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*Roger Betancourt*

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**4-3**

## CONCURRENT SESSION: Strategy

Room: Olin 102

**An Attractive Ad Caused Him to Forget the Good Service He Gets: Assessing the Moderating Influence of Ad Attractiveness on Customers Willingness to Consider Switching of Continuous Competitive Services**

*Noah Bell, Israel D. Nebenzhal and Hayiel Hino*

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<b>A Markov Chain Model for Interaction Value in Sharing Economy</b>	<b>5-1</b>
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*Wei-Lun Chang*

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<b>Transformative value co-creation through institutional work: An actor-to-actor perspective</b>	<b>5-2</b>
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*Hannu Tikkanen*

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<b>Bringing sense to dumb products for modern marketing</b>	<b>5-3</b>
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*Farzane Asgari and Sadegh Asgari*

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**5-4**

## CONCURRENT SESSION: Employees

Room: Olin 120

**Inter-Organizational Consellations in Smart Service Systems Engineering**

*Juergen Anke, Jens Poeppelbuss and Rainer Alt*

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<b>How Service Employee Satisfaction Affects Customer Satisfaction: The Mediating Mechanism of Emotional Labor and Emotional Contagion</b>	<b>6-1</b>
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*Jiun-Sheng Chris Lin, Cheng-Yu Lin and En-Yi Chou*

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<b>Building up the "right" first impression in service encounters: Matching up your physical characteristics with the type of the service</b>	<b>6-2</b>
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*Ahmed Elkattan and Mohamed Sobhy Temerak*

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**6-3**

## CONCURRENT SESSION: Consumer

Room: Olin 202

**Co-creation roles are pathway to well-being and satisfaction; A social network perspective**

*Shahjahan Masud and Zhigang Weng*

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<b>IT'S A STAGE SHOW: The Theatrical Approach to Customer Service</b>	<b>7-1</b>
<i>Jerry Halm</i>	

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<b>Who I am and what I do: Consumer identities and their bank choice</b>	<b>7-2</b>
<i>Samreen Ashraf and Julie Robson</i>	

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<b>The Decrease of Bank Branches Around the World: Are Indonesians Ready to Relinquish Their Dependency Towards Bank Branch?</b>	<b>7-3</b>
<i>Benediktus Ivoni Haryo Prabowo and Fandra Budiana</i>	

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**7-4**

## CONCURRENT SESSION: Service Recovery

Room: Olin 225

**An identity-based model of Chinese face giving in service**

*Emma Yanzhu Wang and James O. Stanworth*

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<b>Customer experience management in service: an empirical exploration of determinants and management strategies</b>	<b>8-1</b>
<i>Lukas Fischer and Peter Maas</i>	

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<b>A Framework on Managerial Implications of Service Design Research</b>	<b>8-2</b>
<i>Phuong Dao</i>	

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<b>How to Reward Customers for Cooperation in the B2C Sharing-Service Context</b>	<b>8-3</b>
<i>Woohyun Lee and Sunmee Choi</i>	

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**8-4**