

SERVSIG2018 - 14th to 16th June 2018

Thursday, 14th June

17:00	Registration <i>La Grande Arche - IESEG School of Management GB45</i>
18:00	Welcome Reception <i>La Grande Arche - IESEG School of Management GB44</i>

Friday, 15th June

08:00	Coffee Break & Registration <i>GB45</i>
08:30	Welcome and Plenary Session I: Improving Service Experiences through Digitalization and Big Data <i>GR11</i> Chair: Werner Kunz Speakers: Arne De Keyser, Peter Ruchatz, Marianna Sigala
10:15	Coffee Break <i>GB45</i>
10:45	1A Special Session I: The feasibility of Virtual Doctor Appointments in a Nutshell <i>GB17</i> Chair: Anne Schmitz
10:45	The feasibility of virtual doctor appointments in a nutshell » Anne Schmitz, Ana M. Díaz-Martín, and María-Jesús Yagüe-Guillén
10:45	1.B Special Session II: Distance Frontline Employee - Customer Relationships: Towards a new Concept of Proximity in the Banking Room <i>GR01</i> Chair: Dalla Pozza Ilaria

10:45	Distance Frontline Employee - Customer Relationships: Towards a new Concept of Proximity in the Banking and Insurance Industries » Ilaria Dalla Pozza, Raphael Krivine, Karim Zemouli
10:45	1C B2B - Services Networks <i>GB16</i> Chair: Jonas Holmqvist
10:45	Antecedents and Measurement of Industrial Service Excellence in Manufacturing Companies » Christian Stadlmann, Doris Ehrlinger, Anna Biedersberger, David Tempelmayr, Stefan Mang, and Margarethe Überwimmer
11:15	An Approach to Elaborate Implicit Customer Service Needs for B2B IT Services Offerings » Nikhil Zope, Doji Lokku, Anand Kumar, and Jose Kumar Reddyogou
11:45	Who is the Real Value Facilitator? Facilitating value creation in business networks » Jonas Holmqvist, Aurélien Timbre, Christian Kowalkowski, and Christian Grönroos
10:45	1D Consumer Behavior in Services I <i>GB15</i> Chair: Alex Bolinger
10:45	How service deal popularity and star rating influence quality expectation toward online service deals » Karen Kao, Sally Rao Hill, Indrit Troshani, and Simon Kao
11:15	The outcome of surface acting: emotional dissonance or self-serving attribution? » Dana Yagil
11:45	Server Crying, Explanations, and Customer Tipping Behavior » Alex Bolinger and Tyler Burch
10:45	1E Customer Engagement I <i>GB18</i> Chair: Teresa Fernandes

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10:45	Expanding the Customer Engagement Concept: The Role of Spiritual Engagement » Kieran D. Tierney, Ingo O. Karpen, and Jodie Conduit
11:15	Exploring the Practice of Collaborative Consumption » Hugo Guyader
11:45	Customer Engagement in Social Network Brand Communities: Drivers and Impact On Brand Loyalty » Teresa Fernandes and Ana Castro
10:45	1F Customer Experience I <i>GB19</i> Chair: Sheila Malone
10:45	On the definition of customer experience: Repacking old concepts? » Larissa Carine Braz Becker
11:15	Creating positive emotional customer experience in luxury hotels » Szu-Hsin Wu and Yuhui Gao
11:45	Understanding the Customer Experience in Luxury Services: The Case of Ethical Tourism » Sheila Malone, Caroline Tynan, and Sally Mckechnie
10:45	1G Customer MisBehavior <i>GR02</i> Chair: Hannah Snyder
10:45	Consumer Misbehavior in a Veterinary Service Setting » Daina Nicolaou and Christos Theoris
11:15	The Haters Gonna Hate - Towards a Better Understanding of Consumer Roles in Online Bullying » Jan Breitsohl and Werner Kunz
11:45	The truth, the whole truth and nothing but the truth? Customer lies in the service encounter » Hannah Snyder, Lars Witell, Anders Gustafsson, and Janet R. McColl-Kennedy

10:45	1H Big Data Enabled Services <i>GR03</i> Chair: Linda Nasr
10:45	Challenges and Approaches for Product-Service-Transformation of SMEs » Jürg Meierhofer
11:15	Alexa - What's on my shopping list? Investigating consumer perceptions of voice-controlled devices » Sven Tuzovic and Stefanie Paluch
11:45	Frontline Technology Infusion: Conceptual Archetypes and a Future Research Agenda » Arne De Keyser, Sarah Köcher, Linda Nasr, and Jay Kandampully
10:45	1I Healthcare Service <i>GR07</i> Chair: Paul Patterson
10:45	The effects of passive innovation resistance on healthcare users: An analysis of the influencing factors. » Joshua K Salawu, Wafa Hammedi, Annick Castiaux, and Mohammad Nejad
11:15	Does Dr. Google Help? Patients' Online Health Information Search » Marta Lara-Quintanilla, Zelal Ates, Lola C. Duque, Jan H. Schumann, and Marion Büttgen
11:45	The Impact of Communications Style on Client Psychological Comfort in Healthcare Services » Paul Patterson and Rawi Roongruangsee
10:45	1J Service Dominant Logic <i>GR08</i> Chair: Sertan Kabadayi
10:45	Value Co-Destruction Consequences of Contextualized Interactions Between Online and Offline Deviant Behaviors: An Ecosystemic View » Loïc Plé and Catherine Demangeot

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11:15	An Investigation of the Antecedents of Customer Co-creation and Co-production in Health Services » Rodoula H. Tsiotsou	13:30	2B SERVSIG Best Dissertation Award <i>GB17</i> Chair: Thomas Baker Speakers: Leonard Mandl, Tobias Otterbring, Thomas Leclercq
11:45	Delving into the role of different resources for value creation in the internal market » Achilleas Boukis and Sertan Kabadayi	13:30	2C Big Data - Customer Experience <i>GB16</i> Chair: Ritva Höykinpuro
10:45	1K Service solutions and mobile applications <i>GB20</i> Chair: Mellina Terres	13:30	Customer Experience (CX) Analytics: Big Data Approach to Analyse CX Data » Mohamed Zaki
10:45	Service solutions in professional services - a study of law firms in Poland » Marek Gnusowski, Kristina Heinonen, and Johanna Frösén	14:00	Service-oriented Data Analytics: Connecting Data Analytics to Value Creation through Service Design » Chiehyeon Lim, Kwang-jae Kim, Min-jun Kim, Ki-hun Kim, and Paul Maglio
11:15	So close yet so far? The impact of mobile app usage on psychological distance » Christoph Schmitz and Silke Bartsch	14:30	Service work is no longer where it used to be: Challenges to service-related HRM and service leadership » Ritva Höykinpuro
11:45	The importance of colors on trust: how colors influence on service mobile applications? » Mellina Terres, Leonardo Nicolao, Márcia Herter, and Diego Costa Pinto	13:30	2D Value Co-Creation I <i>GB15</i> Chair: Javier Reynoso
12:15	Lunch <i>GB44</i>	13:30	Intellectual capital and its relation to employee innovative behavior: consumer value co-creation behavior as a moderator » chin shiu Huang, TZU-AN LIN, and Cindy Yunhsin Chou
12:15	Editorial Board Meeting Journal of Service Theory and Practice <i>GR20</i>	14:00	Mitigating the Risks of Co-Creation by Integrating Empathy and Lived Experience in Service Design » Anna-Sophie Oertzen and Josina Vink
13:30	2A Special Session: Service Thinking: Perspectives and Applications <i>GR01</i> Chair: Russell-Bennett Rebekah	14:30	Social Capital and Value Co-Creation at the Base of the Pyramid » Ana Valdes-Loyola, Carlos Brambila Paz, Javier Reynoso, and Bo Edvardsson
13:30	Service Thinking: Perspectives and Applications » Rebekah Russell-Bennett, Josephine Previte, Ray Fisk, Linda Nasr, Sidney Anderson, and Steven Rayburn	13:30	2E Customer Experience II <i>GB19</i> Chair: Lerzan Aksoy

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13:30	Trapped in a service encounter - Exploring customer lock-in perceptions during negative service experiences » Sabine Fliess and Maarten Volkers
14:00	The Digital Selling Experience: Consumer-to-Consumer E-Commerce » Mika Yrjölä, Hannu Saarijärvi, and Oskari Paakki
14:30	Pump Up the Volume: Understanding the Drivers of Word-of-Mouth Volume Across Industries » Timothy Keiningham, Roland Rust, Bart Larivière, Lerzan Aksoy, and luke williams
13:30	2F Customer Engagement II <i>GB18</i> Chair: Elina Jaakkola
13:30	Negatively-Valenced Customer Engagement in the Healthcare Context: The Construct, Antecedents, and Moderators (work-in-progress) » Niloofar Borghei Razavi, Cristiana Lages, and Rodrigo Perez Vega
14:00	Exploring Customer Engagement Marketing (CEM) and its impact on Customer Engagement Behaviour (CEB) » Esraa Karam and Matthew Alexander
14:30	How does engagement affect customer journeys and experience? » Elina Jaakkola and Matthew Alexander
13:30	2G Public and Non-Profit Services <i>GR08</i> Chair: Carolina Camén
13:30	Enabling transformative service encounters: Insights from inclusive arts workshops for people living with dementia » Pablo Escarate-Sanchez and Stephen Osborne
14:00	Conceptual Advancements of a Transformative Social Service Research Framework » Joerg Finsterwalder, Jeff Foote, Graeme Nicholas, Annabel Taylor, Maria Hepi, Virginia Baker, and Natasha Dayal

14:30	Implementation of a quality model in public care procurement: challenges and opportunities » Sara Dahlin and Carolina Camén
13:30	2H Service Employees I <i>GR02</i> Chair: Liliana Bove
13:30	Dysfunctional customer behavior, employee stress, and employee turnover: The moderating effects of employee embeddedness and cultural value orientation » Taeshikg Gong
14:00	LINKING EMPLOYEE AND CUSTOMER ENGAGEMENT BEHAVIORS IN SERVICE ENCOUNTERS: THE MEDIATION OF RELATIONAL ENERGY AND INTERACTION QUALITY » J. Chris Lin, Chih-Ying Chu, and Haw-Yi Liang
14:30	Distress, Casual Attributions and Coping: Explaining Aggression towards Health Care Workers » Liliana Bove and Simon Pervan
13:30	2I Norms in Services <i>GR03</i> Chair: Hong Yuan
13:30	Understanding The intersection Between Exchange Norms and Donation Requests » Efua Obeng and Samuel Petros Sebhato
14:00	The Interaction Effect of Norm Violation Type and Group Categorization on Consumer Reactions to Other-Customer Misbehavior in Service Industry » Chloe Y. QIU and Lisa C. Wan
14:30	The Impact of Changes to Tipping Norms at the Organizational Frontline: A Comparison of Pre-service and Post-service Tipping » Sara Hanson, Nathan Warren, and Hong Yuan

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13:30	2J Service Operation Management and Supply Chains I <i>GR07</i> Chair: Cansu Yildirim	16:30	A multilevel study of service brand building: Unpacking employee brand building behaviors » Aron O'Cass and Vida Siahtiri
13:30	Redefining the Service Triad for Sharing Services » Sooyun Kim and Sunmee Choi	15:30	3C Customer Experience in Services I <i>GB19</i> Chair: Carolin Plewa
14:00	The impact of services supply chain orientation on perceived industrial service quality: an empirical analysis » Ozgur Yurt, Tuncdan Baltacioglu, and Ebru Aglamaz	15:30	An Exploration on the Mechanism of Co-creation Experience: An Empirical Study in Wedding Service » Ilihan Xie, Dongmei Li, and Xiaoyun Han
14:30	Multi-Agent Service Failure Classification: Service Supply Chain Perspective » Cansu Yildirim and Bengü Oflac	16:00	Managing attributions of gratitude-generating encounters » Paolo Antonetti, Sebastian Forkmann, Thomas Baker, and Kristy Reynolds
15:00	Coffee Break <i>GB45</i>	16:30	The interplay of value-in-use and trust in the service provider » Carolin Plewa and Jillian C. Sweeney
15:30	3A Special Session: Brave New World: Robots in the Service Front Line <i>GR01</i> Chair: Werner Kunz	15:30	3D Digital Services - Platform Services <i>GB18</i> Chair: Silke Bartsch
15:30	Brave New World: Robots in the Service Front Line » Werner Kunz, Jochen Wirtz, Paul Patterson, Thorsten Gruber, Vinh Lu, Stefanie Paluch, and Antje Martins	15:30	Business Model Innovation and Value-creation: The Platform Way » Tor W. Andreassen, Line Lervik-Olsen, Hannah Snyder, Jillian C. Sweeney, Yves Van Vaerenbergh, and Allard van Riel
15:30	3B Branding and Service Communications I <i>GB16</i> Chair: Aron O'Cass	16:00	The Role of Digital Platform E-Services in Chinese Cinema Industry » Ben Liu, Xing Wan, and Nianxin Wang
15:30	Brand Publicity and Consumer Sentiment in Online Reviews » Jacob Mickelsson, Joep Van Haren, Roland Wenmeckers, Jos Lemmink, and Kristina Heinonen	16:30	The Effect of Service Interface on Individuals' Exercise Adherence » Silke Bartsch and Yingzi Xu
16:00	Omni-channel communication in cultural services » Roberta Gargiulo, Cristina C. Amitrano, and Francesco Bifulco	15:30	3E New Analytical Approaches in Service Research I <i>GB17</i> Chair: Gys-Walt van Egdom
		15:30	Informing Resource Integration in Service Dominant Logic with Motivation Theory » Rolf Findrud, Bård Tronvoll, and Bo Edvardsson

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16:00	Detecting Spurious Moderation Effect in Service Research: An Information-Theoretic Approach and ModLR SPSS Macro » Ahmad Daryanto	15:30	How Do Customers React Under Service Failures? The Roles of the Two Dimensions of Brand Perception - Warmth and Competence » Shannon X. Yi, Chloe Y. QIU, and Lisa C. Wan
16:30	Applying Machine Translation in Sentiment Analysis: the Case of Chinese Reviews on TripAdvisor » Gys-Walt van Egdom, Mark Pluymaekers, and Zilla Dooge	16:00	A Comprehensive Classification of Services Failures Based on Intentionality and Duration of Failures » Amin Nazifi and Dahlia El-Manstrly
15:30	3F Service Employees II <i>GB15</i> Chair: Olivier Furrer	16:30	This Customer has an accent! Would (s)he be treated differently? » Carol Azab and Jonas Holmqvist
15:30	SERVICE EMPLOYEE GESTURES AS DEEP ACTING EVIDENCE » Tali Seger-Guttmann and Hana Medler-liraz	15:30	3I Transformative and Health Services I <i>GR08</i> Chair: Mark Rosenbaum
16:00	Evidence for Three Role Behaviors for Frontline Service Employees » Phiangdao Chaoluck, Christopher J. Medlin, and Jodie Conduit	15:30	Value Co-creation in Non-Clinical Cancer Centre » Qian Wang and Dahlia El-Manstrly
16:30	Frontline Employee Friendliness: an Exploratory Investigation in the Service Industry » Melanie Boninsegni and Olivier Furrer	16:00	Gamified Work and the effect on Front Line Employees Experience » Wafa Hammedi, Thomas Leclercq, and Ingrid PONCIN
15:30	3G Service Experience <i>GR03</i> Chair: Matthew Alexander	16:30	Service in 2050: Design for Service Inclusion » Ray Fisk, Alison Dean, Alison Joubert, Linda Nasr, Josephine Previte, Nichola Robertson, and Mark Rosenbaum
15:30	"Buy-it-yourself": Should the retailing industry support do-it-yourself practices? » Zakia Obaidalahe and Nadia Steils	15:30	3J Transformation in Services <i>GR02</i> Chair: Rebecca Russel-Bennett
16:00	Delivering integrated and customised service experiences within a heterogeneous cultural organisation » Jane Johnstone, Matthew Alexander, and Derek Bryce	15:30	The emergence of consumer experience in transformative consumer journeys » Larissa Carine Braz Becker and Elina Jaakkola
16:30	Transforming mundane experiences: exploring customer well-being of the commuting journey » Mimi Liana Abu, Matthew Alexander, and Juliette Wilson	16:00	Leveraging Design Innovation for an approach to address 'Bottom of the Pyramid' market segment » Doji Lokku, Anand Kumar, Jose Kumar Reddypogu, and Nikhil Zope
15:30	3H Service Failure and Recovery I <i>GR07</i> Chair: Carol Azab	16:30	The Transformative Service Paradox: Technology as a tool to assist wellbeing » Rebekah Russell-Bennett, Kate Letheren, Rory Mulcahy, and Uwe Dulleck

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15:30	3K Customer Experience and Value Destruction <i>GB20</i> Chair: Gauri Laud
	How sophisticated servicescape can reduce negative feelings when a failure occur? » Mellina Terres, Márcia Herter, Diego Costa Pinto, and Jose Afonso Mazzon
	Service System Well-being: Conceptualising a Macro-Level Concept » Gauri Laud, Cheryl Leo, and Cindy Yunhsin Chou
19:00	Gala Dinner <i>Musée des Arts Forains</i>

Saturday, 16th June

08:00	Editorial Board Meeting Journal of Services Marketing <i>GR20</i>
08:30	Coffee Break <i>GB45</i>
09:00	4A Special Session: Money Matters: Consumer Financial Well Being Today and Tomorrow <i>GR01</i> Chair: Elisabeth Bruggen
09:00	Money Matters: Consumer Financial Well Being Today and Tomorrow » Elisabeth Bruggen and Sertan Kabadayi
09:00	4B Branding and Service Communication II <i>GB16</i> Chair: Lina Xiong
09:00	Drivers of consumer engagement in brand identity co-creation » Catherine Da Silveira and Claudia Simoes

09:30	Co-opetition and the co-creation of brands: An exploratory study » Linda Robinson
10:00	The role of brand community for service organization employees » Lina Xiong and Ceridwyn King
09:00	4C New Analytical Approaches in Service Research II <i>GB17</i> Chair: Martin Paul Fritze
09:00	Patterns of Servitization in Manufacturing – Substitutability of Goods and Services with Customer Relationships » Tamao Miura and Shoji Yamamoto
09:30	Co-Creating Offerings: A Maturity Model » Anna-Sophie Oertzen
10:00	Servitization - The Holy Grail? Considering The Strategic Dark Sides of Servitization » Martin Paul Fritze, Florian Urmeter, Michael Leyer, and Andy Neely
09:00	4D Customer Participation <i>GB18</i> Chair: Marion Büttgen
09:00	When is Customer Participation Alone Insufficient? » Stephanie Dellande
09:30	Coping with Customer Participation through Improvisation » Jessica Vredenburg, Simon Bell, and Evan Polman
10:00	Reducing Customer Participation Stress in Financial Services » Stephanie Haager, Janina Garbas, Marion Büttgen, Jan H. Schumann, and Zelal Ates
09:00	4E Service Design and Service Innovation <i>GR07</i> Chair: Loic Plé

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09:00	A Scaling Up Framework for Innovative Service Ecosystems: Lessons from Eataly and KidZania » Laura Di Pietro, Bo Edvardsson, Javier Reynoso, maria francesca renzi, Martina Toni, and Roberta Guglielmetti Mugion
09:30	Integrating Service Design multidisciplinary perspectives to support the Service Innovation process » Maíra Prestes Joly, Jorge Grenha Teixeira, Lia Patrício, and Daniela Sangiorgi
10:00	Service Innovation in a Triadic Business-To-Business Network » Chavi Chen, Xia Zhu, and Loïc Plé
09:00	4F Service Failure and Recovery II <i>GB20</i> Chair: Pascal Güntürkün
09:00	Unfair online review: A third party view of illegitimate and abusive complaint » Jiraporn Surachartkumtonkun, Debra Grace, and Mitchell Ross
09:30	Dare to Share: Stimulating Electronic Word-of-Mouth after Service Recovery in the Hotel Industry » Hilde Hanegreefs, Mark Pluymaekers, Merel Donkers, Frida Joustra, Celesta Van Der Laan, Willemijn Odekerken, Jasmijn Stenzler, and Martijn Zengerink
10:00	WHEN CONSUMER LOVE STRIKES BACK: THE EFFECTS OF ONLINE COMPLAINT HANDLING AND RELATIONSHIP-STRENGTH ON CUSTOMER REVENGE » Wolfgang Weitzl, Clemens Hutzinger, Pascal Güntürkün, and Sabine Einwiller
09:00	4G Service Operation Management and Supply Chains II <i>GR02</i> Chair: Arni Halldorsson
09:00	How Do Process Flow Times Matter in Emergency Departments? The Differential Effects on Productivity and Patient Experience » Jeff Smith, Jeff Shockley, and Sidney Anderson

09:30	Supply chain management as a transformative service » Nitipon Tansakul, Suthathip Suanmali, and Kunio Shirahada
10:00	Dynamic Capabilities for Improving Service Offerings through Utilization of Customer Satisfaction Information » Andrea Birch-Jensen, Ida Gremyr, and Arni Halldorsson
09:00	4H Service Relationships I <i>GR03</i> Chair: J.Chris Lin
09:00	Gender differences in the customer response to retail loyalty cards: Findings from supermarkets in the UK » Akiko Ueno and Piyush Sharma
09:30	THE UNIQUENESS ROLE OF RELATIONSHIP MARKETING IN SMALL SERVICE BUSINESSES » Tali Seger-Guttmann and Shaked Gilboa
10:00	WHAT IF I MAKE THE WRONG DECISION? THE ROLE OF ANTICIPATED REGRET IN SWITCHING BARRIER BASED CUSTOMER RETENTION » J. Chris Lin, Chih-Ying Chu, and Haw-Yi Liang
09:00	4I Customer Experience III <i>GB19</i> Chair: Frédéric Ponsignon
09:00	Great oaks from little acorns grow: Tracing the scientific evolution of customer experience research using a science mapping approach » Stefan Dyck
09:30	The CX Scale: Towards a Holistic Measurement of Customer Experiences along the Customer Journey » Markus Gahler, Michael Paul, and Jan F. Klein
10:00	Development and validation of a measurement scale for the experience capability construct » Frédéric Ponsignon, Jeff Smith, and Andi Smart

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09:00	4J Transformative and Health Services II <i>GR08</i> Chair: Leena Aarikka-Stenroos
09:00	Tough but not terrific: when value is destroyed in men's preventative health services » Jacquie McGraw, Rebekah Russell-Bennett, and Katherine M. White
09:30	The Global Refugee Crisis: How Can Transformative Service Researchers Help? » Linda Nasr and Ray Fisk
10:00	What constitutes patient experience and journey in pediatric health services? Contrasting doctors and caregivers perceptions » Lauri Litovuo, Elina Jaakkola, Leena Aarikka-Stenroos, Johanna Kaipio, Nina Karisalmi, and Marko Nieminen
10:30	Coffee Break <i>GB45</i>
11:00	5A Special Session: Growing Services in base-of-the pyramid markets <i>GR01</i> Chair: Heiko Gebauer
11:00	Growing services in base-of-the-pyramid markets » Heiko Gebauer, Javier Reynoso, Karla Cabrera, Ana Valdes, and Simon Joncourt
11:00	5B Big Data - Smart Services <i>GB16</i> Chair: Bo Edvardsson
11:00	B2B Customers' Data Disclosure Concerns Regarding Smart Service Adoption: A Qualitative Approach » Corinna Winkler, Curd-Georg Eggert, and Jan H. Schumann
11:30	Aesthetics of Interaction and Value Co-Creation between User and Smart Service Artefact: Investigating the Moderating Effect of Emotion » Cecilia Lee

12:00	SMART RESOURCE INTEGRATION » Maria Colurcio, Bo Edvardsson, Stella Carè, and Alberto Pastore
11:00	5C Tourism Services <i>GB17</i> Chair: Martina Gallarza
11:00	Using Social Constructivism to theorize the influence of culture in quality tourism service experiences » Lynn Beckles
11:30	Developing smart tourism services: a co-creation framework » Marianna Sigala
12:00	Operationalization and interdependence of perceived value: a comprehensive second order model for hospitality services » Martina Gallarza, Francisco Arteaga, and Irene Gil Saura
11:00	5D Customer Experience IV <i>GB18</i> Chair: Nathalie Demoulin
11:00	Embodied customer experience in group fitness » Tiina-Kaisa Kuuru and Elina Närvänen
11:30	Less Than Ordinary - Quantifying the Influence of Every-Day Experiences On Consumers' Buying Behavior » Phil Klaus and Volker Kuppelwieser
12:00	Seamless Customer Experience: the construct, Antecedents and Outcomes » Helen Cocco and Nathalie Demoulin
11:00	5E Post-Purchase Phase <i>GB19</i> Chair: Chatura Ranaweera
11:00	A Cross-National Service Strategy to Deal with Product Returns: The Role of Return Policies and Institutional Environment » Jana Gäthke and Katja Gelbrich

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11:30	A reconceptualization of social ties for the Post-Service Sharing of Information » Kalyani Menon and Chatura Ranaweera
11:00	5F Service Failure and Recovery III <i>GB20</i> Chair: Stan Maklan
11:00	An exploratory study into the occurrence of emotional contagion after a service failure among Twitter users who are unfamiliar with each other » Svenja Widdershoven, Mark Pluymaekers, Josée Bloemer, Paul Sinclair, and Haithem Zourrig
11:30	How Potential Customers Respond to Service Recovery Strategies » Elisa Chan, Lisa C. Wan, and Maggie Y. Chu
12:00	Revisiting CSR in service failures: A cause-dependent buffer » Paolo Antonetti, Benedetta Crisafulli, and Stan Maklan
11:00	5G Service Innovation - Customer Experience <i>GRO2</i> Chair: Per Skålén
11:00	How do Intermediaries Enable Open Service Innovation? » Krithika Randhawa, Ralf Wilden, and Sigg Gudergan
11:30	Service providers as entrepreneurs of co-creation assets. » Michael Ehret and Jochen Wirtz
12:00	Service innovation in the Swedish music industry » Per Skålén
11:00	5H Service Relationships II <i>GRO3</i> Chair: Hongwei He
11:00	Is Discretionary Preferential Treatment Bad to Nonbeneficiaries? The Emotional Pathways of Envy and Boundary Conditions » Kimmy Chan, Chi Kin (Bennett) Yim, and Taeshik Gong

11:30	Customer-Employee Rapport: A Dyadic Perspective in Multi-Channel Service Settings » Mohamed Maher Hammad, Treasa Kearney, and Chris Raddats
12:00	Self-determination and service performance: the roles of service adaptiveness and openness to experience » Weiyue Wang, Hongwei He, Sunil Sahadev, and Wei Song
11:00	5I Serviscape and Service Environments <i>GRO7</i> Chair: Athinodoros Chronis
11:00	Can situational factors affect shop assistants' competences to get customer satisfaction? » Raul Perez, LAURA LUCIA-PALACIOS, and Yolanda Polo-redondo
11:30	Understanding the Value Process in Service » Jonas Holmqvist, Christian Grönroos, Luca Visconti, Blandine Guais, and Aurélie Kessous
12:00	Embodied Staging and the Making of a Tourist Servicescape » Athinodoros Chronis
11:00	5J Transformative and Health Services III <i>GRO8</i> Chair: German Ramirez Contreras
11:00	Designing Transformative Health Services at the Base of the Pyramid » Ilma Nur Chowdhury and Linda Nasr
11:30	Transforming consumers financial wellbeing through gamified customer value » Rory Mulcahy, Rebekah Russell-Bennett, and Dawn Iacobucci
12:00	The (Transformative) Temporary Third Place » Mark Rosenbaum, Kathy (Kawon) Kim, German Ramirez Contreras, Augusto Rodriguez Orejula, and Joohyung Park
12:30	Lunch <i>GB44</i>

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12:30	Editorial Board Meeting Journal Of Service Management <i>GB15</i>
13:45	Plenary Session II: Priorities in Service Research Chair: Lerzan Aksoy Speakers: Hélène Duneigre, Loic Guilloux, , Michael Brady, Rebekah Russell-Bennett, Sikaar Keita
15:00	Coffee Break <i>GB45</i>
15:30	6A B2B - Service Relationships <i>GB16</i> Chair: Dominik Georgi
15:30	Design of transaction based business process services using value viewpoint » Anand Kumar, Doji Lokku, Jose Kumar Reddypogu, and Nikhil Zope
16:00	How Consultants Can Shape Project Outcomes Before Things Get Started: The Role of Fit Between Offer Positioning and Contextual Factors for Project Performance » Daniel Maar and Dirk Totzek
16:30	Development and implementation of value propositions: a toolbox » Adrienne Schäfer and Dominik Georgi
15:30	6B Customer Experience in Service II <i>GB19</i> Chair: Aidan Daly
15:30	Customer activity in everyday use of social and healthcare services » Ulla Särkikangas

16:00	Exploring the Implications of Augmented Reality-based Services in the Pre-purchase Stage of Online Tourism » Tseng-Lung Huang, Chia Yun Hsieh, and Meng-Yi Lin
16:30	Applications of Forum Theatre to Service Interactions » Aidan Daly and Ray Fisk
15:30	6C Digital Services - Artificial Intelligence <i>GB18</i> Chair: Valteri Kaartemo
15:30	Chatting with my robot-chef: Contact levels, social interaction, and the service workers of the future » Kate Letheren, Jolanda Jetten, Jonathan Roberts, and Jared Donovan
16:00	Artificial Intelligence (AI) and Robotics: the case of the Holobotics Experience in Retail » Marialuisa Marzullo, Cristina Mele, and Tiziana Russo Spena
16:30	Artificial Intelligence in Service Research » Valteri Kaartemo
15:30	6D Digital Services - Social Media <i>GR03</i> Chair: Paul Harrigan
15:30	Giving and receiving eWOM in altruistic services: the role of customer value » Rebekah Russell-Bennett, Josephine Previte, and Rory Mulcahy
16:00	The impact of consumers' feature use for online complaining on their wellbeing » Yean Shan Beh and Laszlo Sajtos
16:30	Two-way institutional acculturation and identity co-creation in social media » Momoko Fujita, Paul Harrigan, and Geoffrey Soutar
15:30	6E Service Innovation - An Organizational View <i>GB17</i> Chair: Ingo O. Karpen

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15:30	The Impact of Work Contextual Variables on the Creativity of Frontline Service Employees » Chen-Ya Wang and Weimin Chiu
16:00	Frontline employees as participants in service innovation » Marit Engen
16:30	Innovation in Online Communities: Conditions for Customer Creativity and Participation » Gauri Laud, Ingo O. Karpen, and Jodie Conduit
15:30	6F Consumer Behavior in Services II <i>GR02</i> Chair: Jim Salas
15:30	Services and the Aging Brain » John Bateson
16:00	Understanding need for customer assistance: measuring the personal differences that trigger customer assistance request » Marion SANGLE-FERRIERE and Ben Voyer
16:30	Comparable Purchase Deviations How Customer Learning in a Committed Firm Relationship Impacts Longitudinal Upgrading » Jim Salas, Chadwick Miller, and Laszlo Sajtos
15:30	6G Service Failure and Recovery IV <i>GB20</i> Chair: Yelena Tsarenko
15:30	The Effect of Captivity on Customers' Service Quality Perception, Dissatisfaction, and Word-of-Mouth » Olivier Furrer
16:00	Failed Service Relationships: The Trajectory of Consumer Emotions » Sylvia Long-Tolbert
16:30	You are supposed to help me: Transgressed customers' evaluations of help from service provider and third-party customer following service failure » Ting Hin Ho, Dewi Tojib, and Yelena Tsarenko

15:30	6H Service Networks and Systems <i>GR07</i> Chair: Jens Poeppelbuss
15:30	Challenging the Cognitive Privacy Calculus: Affective Reactions in Consumers' Privacy-Related Decision Making » Margarita Bidler, Jan H. Schumann, and Thomas Widjaja
16:00	The Impact of Negatively-valenced Influencing Behavior » Jaylan Azer and Matthew Alexander
16:30	The fragmentation of a service ecosystem - A grounded theory study of the German wind power industry » Hannes Parbs and Jens Poeppelbuss
15:30	6I Value Co-Creation II <i>GR08</i> Chair: Thion Stephane
15:30	Value Co-Creation in Triadic Service Settings: An Empirical Analysis in the Context of Services for Animal Companions » Gertrud Schmitz and Jennifer Hendricks
16:00	The resistance to value co-creation in a service system: The case of Syrian refugees in Turkey » Sertan Kabadayi
16:30	Why do consumers engage in value (co-)creation? An empirical study » Stephane Thion
19:00	Walking Dinner at the Eiffel Tower <i>Eiffel Tower</i>