Welcome to the 2019 Frontiers in Service Conference
18 - 21 July 2019, SINGAPORE
www.frontiers2019.com
**WELCOME** to the Frontiers in Service Conference 2019! The National University of Singapore is excited to host the arguably world’s leading conference on service research.

Themed “Sharing Economy, Platforms and New Technologies”, the 28th Frontiers in Service Conference explores a wide variety of service topics, including service management, service operations, service marketing, service strategy, service design, service engineering, service science, service IT, and AI and robotics as related to service.

The Frontiers in Service Conference has grown from strength-to-strength and this year, we are pleased to host over 280 attendees from 36 countries. Over the course of the 3-day conference, a total of 11 keynotes, 163 oral presentations and 23 posters will be presented.

Frontiers in Service Conferences are about sharing knowledge, debating ideas, and strengthening our community. As a multiracial city-state fuelled by passion and pride, we hope that Singapore will provide the ideal setting for this blending of opinions and ideas.

To this end, we have lined up a series of social activities with the aim of providing you with the opportunities to interact with each other and enjoy Singapore at the same time. Be “snake-charmed” by one of the traditional trades originally from the Singapore streetscape while you sample distinctive local fruits at the welcome reception. Tuck into the specially arranged thematic lunches that would introduce you to the unique and mouth-watering Singapore hawker fare and local multi-ethnic cuisines. Get to wine & dine at the Marina Bays Sands, one of the most recognisable icons in Singapore’s skyline, during the Awards Dinner, and enjoy a leisurely sunset cruise down the Singapore River before heading to the social dinner at the Asian Civilisation Museum, a museum devoted to exploring the rich artistic heritage of Asia.

Finally, we would like to express our sincere gratitude to the National University of Singapore Business School for hosting the conference, our sponsors, the organising committee and to you for supporting and joining us at the conference.

We wish you a wonderful stay in Singapore and hope you will bring home fond memories of this conference!

*Roland Rust, Bart Lariviére & Jochen Wirtz*
Founded in 1992 by Roland Rust, the Frontiers in Service Conference is considered by many to be the world’s leading annual conference on service research. The conference is global and draws attendees from dozens of countries from all over the world. It is sponsored by INFORMS, the American Marketing Association, and the Center for Excellence in Service at the University of Maryland and is hosted by various organizations worldwide. The conference is held outside the United States every third year. In recent years the conference has been held in Taiwan, Australia, and the Netherlands.

The Frontiers in Service Conference features a unique international mix of business people and academics, and a cross-functional list of topics, including service science, service innovation, service marketing, service operations, service human resources, service information technology, e-service, service innovation, and customer relationship management. Speakers at the conference include many of the world’s leading service experts, including high-ranking executives and prominent academics.
ORGANIZING COMMITTEE

Co-Chairs

Roland Rust
Robert H. Smith School of Business, University of Maryland, USA

Bart Lariviére
KU Leuven, Belgium

Jochen Wirtz
National University of Singapore, Singapore

Committee Members

Kah Hin Chai
National University of Singapore, Singapore

Raymond Fisk
Texas State University, USA

Dhruv Grewal
Babson College, USA

Ming-Hui Huang
National Taiwan University, Taiwan

Ron Kaufman
UP! Your Service Pte Ltd, Singapore

Paul Messinger
University of Alberta, Canada

Jim Spohrer
Almaden Services Research, IBM, USA
OVERVIEW
FRIDAY
19 JULY

THURSDAY, 18 JULY
06:30 - 08:30 PM
WELCOME
RECEPTION &
REGISTRATION

ATRIUM,
MOCHTAR RIADY BUILDING

Sway along to the bewitching tunes of snake charmer Mr. Ula and marvel over the hypnotically elegant dance of Mr Bean, his albino python.

While enjoying the show, help yourself to the array of tropical fresh fruit, right at the peak of their season and bursting with flavour.

08:15 - 08:30 am Opening Address
HSS Auditorium

08:30 - 09:15 am Keynote 1
HSS Auditorium

09:15 - 10:00 am Keynote 2
HSS Auditorium

10:00 - 10:30 am Break
Atrium, MRB

10:30 - 10:55 am Concurrent sessions 1
Seminar Rooms, MRB

11:00 - 11:25 am Concurrent sessions 2
Seminar Rooms, MRB

11:30 - 11:55 am Concurrent sessions 3
Seminar Rooms, MRB

12:00 - 01:15 pm Lunch & Poster Session
Atrium, MRB

01:15 - 02:00 pm Keynote 3
HSS Auditorium

02:00 - 02:45 pm Keynote 4
HSS Auditorium

02:45 - 03:15 pm Break
Atrium, MRB

03:15 - 03:40 pm Concurrent sessions 4
Seminar Rooms, MRB

03:45 - 04:10 pm Concurrent sessions 5
Seminar Rooms, MRB

04:15 - 04:40 pm Concurrent sessions 6
Seminar Rooms, MRB

04:45 - 05:10 pm Concurrent sessions 7
Seminar Rooms, MRB

05:15 - 05:45 pm Return to official hotels

05:45 - 06:30 pm Freshen up

06:30 - 07:00 pm Bus transfer from official hotels to Awards Dinner

07:00 - 10:00 pm Awards Dinner
Marina Bay Sands
OVERVIEW
SATURDAY
20 JULY

08:30 – 09:15 am  | Keynote 5  
HSS Auditorium

09:15 – 10:00 am  | Keynote 6  
HSS Auditorium

10:00 – 10:30 am  | Break  
Atrium, MRB

10:30 – 10:55 am  | Concurrent sessions 8  
Seminar Rooms, MRB

11:00 – 11:25 am  | Concurrent sessions 9  
Seminar Rooms, MRB

11:30 – 11:55 am  | Concurrent sessions 10  
Seminar Rooms, MRB

12:00 – 01:15 pm  | Lunch & Poster Session  
Atrium, MRB

01:15 – 02:00 pm  | Keynote 7  
HSS Auditorium

02:00 – 02:45 pm  | Keynote 8  
HSS Auditorium

02:45 – 03:15 pm  | Break  
Atrium, MRB

03:15 – 03:40 pm  | Concurrent sessions 11  
Seminar Rooms, MRB

03:45 – 04:10 pm  | Concurrent sessions 12  
Seminar Rooms, MRB

04:15 – 04:40 pm  | Concurrent sessions 13  
Seminar Rooms, MRB

04:45 – 05:10 pm  | Concurrent sessions 14  
Seminar Rooms, MRB

05:30 – 06:15 pm  | Bus to Singapore River

06:30 – 07:30 pm  | Singapore River Cruise

07:30 – 10:00 pm  | Social Dinner  
Asian Civilization Museum

OVERVIEW
SUNDAY
21 JULY

08:30 – 09:15 am  | Keynote 9  
HSS Auditorium

09:15 – 10:00 am  | Keynote 10  
HSS Auditorium

10:00 – 10:30 am  | Break  
Atrium, MRB

10:30 – 10:55 am  | Concurrent sessions 15  
Seminar Rooms, MRB

11:00 – 11:25 am  | Concurrent sessions 16  
Seminar Rooms, MRB

11:30 – 12:15 pm  | Keynote Panel  
HSS Auditorium

12:15 – 01:15 pm  | Lunch  
End of Conference
FRONTIERS IN SERVICE 2019

KEYNOTES
FRIDAY
19 JULY

08:30 – 9:15 am
Managing an International Air Hub – the Changi Airport Experience
Mun Leong Liew
Chairman
Changi Airport Group, Singapore

09:15 – 10:00 am
Singapore Airlines’ Digital Transformation Journey
Campbell Wilson
Senior Vice President, Sales & Marketing
Singapore Airlines, Singapore

01:15 – 02:00 pm
Applying Enterprise Artificial Intelligence to Service
Pascal Bornet
Leader, Artificial Intelligence and Process Automation
McKinsey & Company, Singapore

02:00 – 02:45 pm
Reimagining Banking: Journey of the World’s Best Bank*
David Gledhill
Group Chief Information Officer, Head Technology and Operations
DBS Bank Ltd, Singapore

*Global Finance, The Banker, 2018

KEYNOTES
SATURDAY
20 JULY

08:30 – 9:15 am
Monetizing Data: A Roadmap for Mastering Data-Driven Service Growth
Wolfgang Ulaga
Professor of Marketing
INSEAD Fontainebleau, France

09:15 – 10:00 am
Transitioning from Social Commerce
Kapil R. Tuli
Professor of Marketing, Director Retail Centre of Excellence
Lee Kong Chian School of Business, Singapore Management University, Singapore

01:15 – 02:00 pm
The Feeling Economy: Managing Service in the Next Generation of AI
Ming-Hui Huang
Distinguished Professor of E-Commerce
Dept. of Information Management, National Taiwan University, Taiwan

02:00 – 02:45 pm
Services Research and the Aging Population: Threat or Opportunity
John Bateson
Visiting Professor of Management
Cass Business School, City University, London, UK
KEYNOTES

SUNDAY

21 JULY

08:30 - 9:15 am
Delightful Employee Experiences

Avi Liran
Chief Delighting Officer
Delivering Delight, Singapore

09:15 – 10:00 am
Emotion in Service Operations:
New Technological Opportunities

Anat Rafaeli
Professor of Industrial Engineering Technion
Israel Institute of Technology, Israel

11:30 am – 12:15 pm
Staging a Service Revolution: Turnaround, Innovation & Differentiation

Paul Jones
Chief Executive Officer
The Lux Collective, Singapore

Ron Kaufman
Customer Experience & Service Culture Expert
Co-founder
UP! Your Service Pte Ltd, Singapore

Jochen Wirtz
Professor of Marketing & Vice Dean Graduate Studies
NUS Business School, National University of Singapore, Singapore
For over 50 years, NUS Business School has offered a rigorous, relevant and rewarding business education to outstanding men and women from across the world. The School remains distinctive among the world’s leading business schools by offering the best of global knowledge with deep Asian insights, preparing students to lead Asian businesses to the forefront of the world economy and to help global businesses succeed in Asia.

Today, the School continues its tradition of attracting a diversity of smart and talented students to its broad portfolio of academic programmes, including BBA, MBA, Executive MBA, MSc and PhD programmes. It also offers a wide range of customised and open enrolment programmes in its Executive Education courses. Admission to NUS Business School is remarkably competitive, and we are proud of the exceptionally high quality of our students.

**VISION**
To be the leading business school in Asia, globally recognised for excellence in education and research

**MISSION**
To advance knowledge and develop leaders so as to serve business and society

**CORE VALUES**
Excellence  
Care  
Innovation  
Integrity  
Teamwork

### GLOBAL RANKINGS 2019

- Financial Times Global MBA Rankings 17th
- QS Global Executive MBA Joint Programmes Rankings (UCLA - NUS EMBA) 6th
- Times Higher Education World University Rankings 23rd

### ASIA RANKINGS 2018/2019

- Financial Times Asia Pacific Business Schools 3rd
- QS Global Executive MBA Rankings Asia Pacific 3rd
- Times Higher Education Asia University Rankings 2nd
- QS Asia University Rankings 1st
- QS World University Rankings by Subject (Business & Management Studies, Accounting & Finance) 1st
FRIDAY
19 JULY

OPENING ADDRESS | 08.15 - 08:30 am
Hon Sui Sen Auditorium

KEYNOTES 1 & 2 | 08:30 – 10:00 am
Hon Sui Sen Auditorium

KEYNOTE 1 | 08:30 – 09:15 am
Managing an International Air Hub - the Changi Airport Experience
Mun Leong Liew
Chairman
Changi Airport Group, Singapore

The aviation industry is experiencing a huge boom as a result of the need for increased connectivity and globalisation. Improved affordability of air travel due to the entry of low-cost carriers, increasing wealth of middle-income consumers, and rising interest in tourism among the younger generation have also contributed to the strong growth prospects of the industry.

In aviation parlance, an air hub is an important transport strategy to move passengers from one part of the world to another. At the same time, an air hub is a very complex public infrastructure to design, build and operate, especially given that passengers are now more demanding of the levels of service that an airport can provide. It has to be efficient, safe, convenient and comfortable (especially for passengers with long transfer times). An air hub must also provide a good spread of F&B, retail and entertainment offerings in order to be attractive to passengers.

In addition to designing an efficient “system of systems”, an air hub must also have the people, processes and discipline in place to deliver first-class service to the travelling public. This presentation will discuss how Changi Airport has been able to consistently deliver the “Changi Experience”, which has allowed it to become one of top air hubs (7th busiest in terms of international passengers), as well as the most awarded airport in the world (600 Best Airport awards).

KEYNOTE 2 | 09:15 - 10:00 am
Singapore Airlines’ Digital Transformation Journey
Campbell Wilson
Senior Vice President, Sales & Marketing
Singapore Airlines, Singapore

Get an insider’s look into the digital transformation happening within the Singapore Airlines Group. What is the overall strategy? What’s behind the various initiatives SIA has taken – from loyalty and blockchain, to chatbots and new technology - and through it all, how does SIA continue to deliver the superior customer experience SIA is known for? This presentation will cover SIA’s digital transformation story, the overall strategy and alignment of the different parts, which includes what needs to be changed and how the SIA Group has been encouraging innovation and entrepreneurial thinking in their staff to be the leading digital airline in the world. Learn more about SIA’s digital innovation lab that will be launched in January 2019, where new ideas are developed and experimented with, with the aim to resolve business challenges SIA faces. Most importantly, how is SIA innovating while holding on to traditional core values?

BREAK | 10:00 – 10:30 am
Atrium, Mochtar Riady Building
# FRIDAY, 19 JULY  
**CONCURRENT SESSION 1** | 10:30 – 10:55 am  
Seminar Rooms @ Mochtar Riady Building

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<td>SR 2-1</td>
<td>Closed Loop Systems or Running in Circles? The Current State of Enterprise Feedback Management</td>
<td>Timothy Keiningham (St. John’s University, USA), Lerzan Aksoy (Fordham University, USA), Sabine Benoit (University of Surrey, UK), Shreekant Joag (St. John’s University, USA), Jay Kandampully (The Ohio State University, USA), An Yan (Fordham University, USA)</td>
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<td>SR 2-2</td>
<td>Re-defining Business Strategy in a Tech-driven Service Era</td>
<td>Gopi Natarajan (Omega Healthcare Management Services Pvt. Ltd., India)</td>
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<td>SR 2-3</td>
<td>The Digitalization of Retail Store Through the Integration of Online Store through Mobile Apps and Interactive Kiosks</td>
<td>Nathalie Demoulin (IESEG School of Management, France), Gwarlann de Kerviler (IESEG School of Management, France)</td>
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<td>SR 2-4</td>
<td>Service Recovery is No Laughing Matter</td>
<td>Paul Patterson (UNSW Sydney, Australia), Christine Mathies (UNSW Sydney, Australia)</td>
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<td>SR 2-5</td>
<td>Brainwaves and Behaviour: Understanding Digital Social Support Tools and Customer Engagement Behaviour</td>
<td>Helen Bocking (Queensland University of Technology, Australia), Rebekah Russell-Bennett (Queensland University of Technology, Australia), Kate Letheren (Queensland University of Technology, Australia)</td>
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<td>SR 2-6</td>
<td>Fostering ‘Mango-Moments’ - Developing and Evaluating a Health Care Management Tool to Improve Patients’ Experiences through Small Gestures</td>
<td>Maarten Volkers (University of Hagen, Germany)</td>
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<td>SR 3-1</td>
<td>Cheating on AI</td>
<td>TaeWoo Kim (University of Technology Sydney, Canada), Hye Jin Lee (Indiana University, USA), Yoo Sun Kim, Adam Duhacheck (Indiana University, USA)</td>
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<td>SR 3-2</td>
<td>Communal Financial Orientation as a Platform to Improve Financial Inclusion of Consumers in Banking Deserts</td>
<td>Martin Mende (Florida State University, USA), Linda Salisbury (Boston College, USA), Gergana Nenkov (Boston College, USA), Maura Scott (Florida State University, USA)</td>
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<td>SR 3-3</td>
<td>Emulating Success or Learning from Failure? The Role of Personal Saving Orientation, Implicit Self-Theories, and Peer Persuasion on Financial Behaviors</td>
<td>Shashi Matta (Catholic University Eichstätt Ingolstadt, WFI Ingolstadt School of Management, Germany), Grazia Pia Palmiotti (Catholic University Eichstätt Ingolstadt, WFI Ingolstadt School of Management, Germany), Natalia Rogova (Catholic University Eichstätt Ingolstadt, WFI Ingolstadt School of Management, Germany)</td>
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<td>SR 3-4</td>
<td>Will they Sign? Win Prediction Modeling</td>
<td>Aly Megahed (IBM Almaden Research Center), Paul Richard Messinger (University of Alberta, Canada), Hamid R. Motahari Nezhad (IBM Almaden Research Center)</td>
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<td>SR 3-5</td>
<td>“You Look So Attractive!”: The Role of Interpersonal Attraction in Driving Customer Citizenship Behavior in Service Coproduction Process</td>
<td>Kimmy Wa Chan (Hong Kong Baptist University, Hong Kong S.A.R. (China), Piyush Sharma (Curtin University, Australia)</td>
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<td>SR 3-7</td>
<td>Capable to Change: Service Design and Dynamic Capabilities in Technology-driven Firms</td>
<td>Ana Kustrak Korper (Linköping University, Sweden), Lia Patricio (University of Porto, Portugal), Stefan Holmild (Linköping University, Sweden), Lars Witell (Linköping University, Sweden)</td>
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### FRONTIERS IN SERVICE 2019

**FRIDAY, 19 JULY**

**CONCURRENT SESSION 2 | 11:00 – 11:25 am**

**Seminar Rooms @ Mochtar Riady Building**

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<td>SR 2-1</td>
<td>A Contemporary Pragmatic Approach to Customer Centricity – A Case Study in Turning Customer Centric Thinking into Customer Experience Success</td>
<td>Adré Schreuder (Consulta (Pty) Ltd, South Africa), Martin van Wyk (Telesure), Anneli Retief (Telesure)</td>
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<td>SR 2-2</td>
<td>How can Product Companies Excel in Service?</td>
<td>Bala Shankar (Ideatum Pte Ltd, Singapore)</td>
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<td>SR 2-3</td>
<td>Customer Experience in Omni-Channel Retailing</td>
<td>Christian Brock (University of Rostock, Germany), Christopher Kaatz (University of Rostock, Germany), Markus Blut (Aston Business School, UK), Nhat-Hanh Le (University of Economics, Vietnam)</td>
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<td>SR 2-4</td>
<td>Service Recovery Performance: The Role of Internal Market and Technology Orientations</td>
<td>Samia MJahed Hammami (College of Business Administration, King Saud University, Saudi Arabia), Muslim Amin (Taylor’s Business School, Taylor’s University Subang Jaya, Selangor Darul Ehsan, Malaysia), Heyam Almoosa (College of Business Administration, King Saud University, Saudi Arabia)</td>
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<td>SR 2-5</td>
<td>When does ‘We Try Harder’ Make a Difference? The Role of Outcome Value and Service Seamlessness in the Relationship of Employee Effort with Customer Satisfaction</td>
<td>Dana Yagil (University of Haifa, Israel), Hana Medler-Liraz (Academic College of Tel-Aviv-Yaffo, Israel)</td>
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<td>SR 2-6</td>
<td>Collaborative Strategies and Tools Enabling Change in the Healthcare Ecosystem: a Brazilian Exploratory Study</td>
<td>Ana Claudia Lavaquial (Berlin School of Creative Leadership, Germany), Claudia Araújo (COPPEAD/UFRJ, Brazil)</td>
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<td>SR 3-1</td>
<td>The Role of Platforms and New Technologies in the Scaling Up of Innovative Service Ecosystems</td>
<td>Bo Edvardsson (University of Karlstad, Sweden), Maria Francesca Renzi (University of Roma Tre, Italy), Laura Di Pietro (University of Roma Tre, Italy), Javier Reynoso (Tecnologico de Monterrey – EGADE Business School, Mexico)</td>
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<td>SR 3-2</td>
<td>Improving Wellbeing Through Technology-mediated Crowdfunding Platform: Value Congruence as the Main Concept of Transformative Service Research</td>
<td>Nila Armelia Windasari (School of Business and Management, Bandung Institute of Technology, Indonesia)</td>
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<td>SR 3-3</td>
<td>Why Customers and Peer Service Providers do not Participate in Collaborative Consumption</td>
<td>Simon Hazée (HEC Liège, Belgium), Thijs Zwienenberg (KU Leuven, Belgium), Yves Van Vaerenbergh (KU Leuven, Belgium), Tine Faseur (KU Leuven, Belgium)</td>
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<td>SR 3-4</td>
<td>Identifying Segment-Specific Key Drivers from Unstructured Online Service Review Data: Analytics Methodology and Application in Service</td>
<td>Sunghoon Kim (Arizona State University, USA)</td>
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<td>SR 3-5</td>
<td>The Forgiving will be Forgiven: The Effect of the Provider’s Empathy for a Customer-caused Failure on the Customer’s Forgiveness for a Provider-caused Failure</td>
<td>Sunmee Choi (Yonsei University, South Korea), Sooyun Kim (Yonsei University, South Korea)</td>
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<td>SR 3-7</td>
<td>Competitive Advantage in the Service Economy</td>
<td>Michael Ehret (Nottingham Trent University, UK), Jochen Wirtz (National University Singapore, Singapore)</td>
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### FRIDAY, 19 JULY

**CONCURRENT SESSION 3 | 11:30 – 11:55 am**

**Seminar Rooms @ Mochtar Riady Building**

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<td>SR 2-1</td>
<td>Customer Service from the Inside Out – Servant Leadership.</td>
<td>Carla Carvalho Dias (Top Service Academy, Portugal)</td>
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<td>SR 2-2</td>
<td>Transforming Organisational Culture in the Age of Artificial Intelligence: Implications for Services Industry</td>
<td>Ajit Mathur (Right Culture, India)</td>
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<td>SR 2-3</td>
<td>Experiential Retail for Luxury Brands: Using Non-Traditional Stores to Reach Untapped Customer Segments</td>
<td>Anne-Sophie Riegger (EBS Universität für Wirtschaft und Recht, Germany), Jan Klein (Tilburg University), Katrin Merfeld (EBS Universität für Wirtschaft und Recht, Germany), Sven Henkel (EBS Universität für Wirtschaft und Recht, Germany)</td>
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<td>SR 2-4</td>
<td>Understanding Complaining, Service Failure Identification and Service Recovery Systems via Social Media.</td>
<td>K. Jones (Aston University, UK), A. Lawson (University of Derby, UK), A. Hanlon (Evonomie &amp; University of Derby, UK)</td>
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<td>SR 2-6</td>
<td>“He’s Too Much of a Man to Do That”: The Role of Masculine Identities and Self-conscious Emotions in Men’s Help-seeking in Preventative Health.</td>
<td>Jacquie Cherie McGraw (Queensland University of Technology, Australia), Rebekah Russell-Bennett (Queensland University of Technology, Australia), Katherine Marie White (Queensland University of Technology, Australia)</td>
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<td>SR 3-1</td>
<td>Pervasive Computing as a Platform for Service Analytics</td>
<td>Hannah Sophie Schmitt (School of Business and Economics, Maastricht University, The Netherlands), Benjamin J. Lucas (Nottingham University Business School, University of Nottingham, UK), Jos G.A.M. Lemmink (School of Business and Economics, Maastricht University, The Netherlands)</td>
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<td>SR 3-2</td>
<td>Funding Platforms for Digital Content: The Determinants of Persistent Contribution</td>
<td>YeeHeng Tan (Tokyo International University, Japan), Srinivas K Reddy (Singapore Management University, Singapore)</td>
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<td>SR 3-3</td>
<td>City Administrations’ Facilitation Role in Sharing Participation for Sustainable Shared City Living: A Co-creation Perspective</td>
<td>Dominik Georgi (Lucerne School of Business, Switzerland), Tom Chen (The University of Newcastle, Australia), Matthes Fleck (Lucerne School of Business, Switzerland)</td>
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<td>SR 3-4</td>
<td>How the Level of Servitization Influences on Big Data Use in Organizations</td>
<td>Heli Hallikainen (University of Eastern Finland, Finland), Tommi Laukkanen (University of Eastern Finland, Finland)</td>
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<td>SR 3-5</td>
<td>Is Technology-enabled Mobility Service Socially Sustainable? A Look at On-demand Workforce Well-being through Human Needs Theory</td>
<td>Markus Hartono (Department of Industrial Engineering, University of Surabaya, Indonesia), Hendry Raharjo (Chalmers University of Technology, Sweden), I Made Ronyastra (Department of Industrial Engineering, University of Surabaya, Indonesia)</td>
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<td>SR 3-7</td>
<td>Stakeholder-Specific Outcomes of Airlines Mergers and Acquisitions: Policy Implications from an Empirical Examination</td>
<td>Leon Gim Lim (Tilburg University, Netherlands), Kapil R. Tuli (Singapore Management University, Singapore)</td>
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FRIDAY, 19 JULY
12:00 - 01:15 PM

LUNCH & POSTER SESSION*

ATRIUM, MOCHTAR RIADY BUILDING

TGIF! Feast on Nyonya Laksa, a spicy, coconutty broth served with springy rice noodles, fresh seafood, and aromatic spices.

Cool down after with a popular local dessert, Cheng Tng.

Refreshing with a hint of sweetness, it’s a healthy and delicious way to beat the heat with something sweet.

*Please refer to page 36 and 37 for the list of posters.
FRIDAY, 19 JULY

KEYNOTES 3 & 4 | 01:15 – 02:45 pm
Hon Sui Sen Auditorium

KEYNOTE 3 | 01:15 – 02:00 pm

Applying Enterprise Artificial Intelligence to Service
Pascal Bornet
Leader, Artificial Intelligence and Process Automation
McKinsey & Company, Singapore

New digital technologies and concepts are significantly changing services. From front to back office, across industries and functions, chatbots, robotic process automation, analytics, machine learning, computer vision and artificial intelligence are bringing services to the next level. Typical impacts for the companies which have started their journeys are significant cost reduction, improvements in quality and compliance, and enhancement of customer experience. By integrating these technologies and their teams of experts, businesses create synergies, boost innovation and ensure sustainability.

This keynote addresses a number of important questions: What is a framework to help understand these new trends? What are the key use cases that we currently see on the market and what are the benefits they deliver to businesses? What are the critical success factors in implementing such transformations? How should businesses design and implement their transformation roadmaps? What can we expect as future trends?

KEYNOTE 4 | 02:00 – 02:45 pm

Reimagining Banking: Journey of the World’s Best Bank*
Dave Gledhill
Group Chief Information Officer,
Head Technology and Operations
DBS Bank Ltd, Singapore

From modernising its core technology to prime itself for the shift to digital, to embracing a complete culture change, DBS has transformed itself to enable its customers to “Live More, Bank Less”. Hear from David Gledhill, Group CIO and Head of Technology & Operations of DBS Bank, on the bank’s efforts of digitising to the core, reimagining banking for its customers, and transforming itself into a 26,000-person start-up. A 10-year transformation journey which won itself the awards of World’s Best Bank*.

*Global Finance, The Banker, 2018

BREAK | 02:45 – 03:15 pm
Atrium, Mochtar Riady Building
The Impact of Data Analytics on Patient Flow Management and Resource Allocation: A Resource-Based View
Sidney Anderson (Texas State University, USA)

Service Robots: Trends in Acceptance and Factors behind Readiness to Adopt
Charles Colby (Rockbridge Associates, Inc., USA), Sunil Mithas (University of South Florida (On Leave: Robert H. Smith School of Business, USA), A. Parasuraman (University of Miami, USA)

Bringing about Social Innovation through Service
Lezan Aksoy (Fordham University, USA), Linda Alkire (Texas State University, USA), Sunmee Choi (Yonsei University, South Korea), Peter Kim (Auckland University of Technology, New Zealand), Lu Zhang (Michigan State University, USA)

How Complaint Process Recovery Enhances Trust after Double Deviations
Katja Gelbrich (Catholic University of Eichstätt-Ingolstadt, Germany), Sarah Voigt (Catholic University of Eichstätt-Ingolstadt, Germany), Cristiane Pizzutti dos Santos (Federal University of Rio Grande do Sul, Brazil)

Male or Female Frontline Employees? The Impact of Gender Choice on Customers' Emotions
Nanouk Verhulst (VUB, Belgium), Hendrik Slabbinck (UGent, Belgium), Iris Vermeir (UGent, Belgium)

What It Takes to Transform Patients into Advocates?
Rodoula Tsiotsou (University of Macedonia, Greece)

Increasing Contribution in Service Research: Fresh Thinking about Theorizing
Roderick J. Brodie (University of Auckland, New Zealand), Linda D. Peters (University of Nottingham, UK)

Artificial Intelligence in Services – Determinants of an Ideal Human-Technology Mix in Service Encounters
Marah Blaurock (University of Hohenheim, Germany), Marion Buettgen (University of Hohenheim, Germany)

ServCollab: Creating Humane Service Systems through Research Collaborations
Raymond Fisk (Texas State University, USA), Linda Alkire (née Nasr) (Texas State University, USA), Laurel Anderson (Arizona State University, USA), David Bowen (Thunderbird, the American Graduate School of International Management, USA), Thorsten Gruber (Loughborough University, UK), Amy Ostrom (Arizona State University, USA), La Patricio (Universidade do Porto, Portugal)

Smart Timing for Smart Products? Complementor Multihoming in Nascent Platform Markets
Senem Aydin (Northeastern University, USA), Fernando Suarez (Northeastern University, USA), Yakov Bart (Northeastern University, USA), Dirk Libaers (University of South Florida, USA)

Impact of the Value-Based Purchasing Program on Hospital Operations Outcomes: An Econometric Analysis
Seung Jun Lee (Chung-Ang University, South Korea), Sirim Venkataraman (University of South Carolina, USA), Gregory R. Heim (Texas A&M University, USA), Aleda V. Roth (Clemson University, USA), Jon Chilingarian (Brandeis University, USA)

The Future of Car-Sharing: Improving the Understanding of Its Adoption via the Customer Experience Lens
Scott G Dacko (University of Warwick, UK), Julia Passenberger (Gartner)
FRIDAY, 19 JULY | 03:45 – 04:10 pm
CONCURRENT SESSION 05
Seminar Rooms @ Mochtar Riady Building

Service Robots and Human-Robot Interaction - The Past, Present and Future: An Interdisciplinary Systematic Scoping Review
Daniela Berg (The University of Queensland, Australia), Nicole Hartley (The University of Queensland, Australia), Linda Alkire (Texas State University, USA)

Mapping the National Library Board’s (NLB) Service Transformation Journey to Achieve Service Excellence and be Future-ready
Akshata Patkar (National Library Board, Singapore), Yogeeta Dhansukhlal (National Library Board, Singapore), Cheng Yong Quah (National Library Board, Singapore), Alicia Yeo (National Library Board, Singapore), Dr. Narinder Kaur (National Library Board, Singapore)

Smart Services, Smart Factories, Smart Cities, and now Smart Nations: A Research Agenda on Effects of Compulsory Embeddedness
Sven Tuzovic (QUT Business School, Australia), Gabriela Beirão (School of Engineering, University of Porto, Portugal)

The Effects of Relationship Length on Customer Profitability after Service Recovery
Mathieu Béal (IAE Lyon, France), William Sabade (IAE Lyon, France), Yany Grégoire (HEC Montréal, Canada)

Frontline Employee Test-driving Roles in Service Practices - a Service Innovation Perspective
Maria Akesson (Karlstad University, Sweden), Jenny Karlsson (Karlstad University, Sweden)

Modelling Multiparty Choices in Healthcare Using Discrete Choice Experiments
Janet R. McColl-Kennedy (The University of Queensland, Australia), Lilliemay Cheung (The University of Queensland, Australia), Leonard V. Coote (The University of Queensland, Australia)

The Key Role of Communal Identification for Collaborative Consumption Platforms
Hugo Guyader (Linköping University, Sweden), Lars Witell (Linköping University, Sweden), Sabine Benoit (Surrey Business School, UK)

A Service Design Approach to Developing Resilient Value Networks
Vanessa Esperance Rodrigues (Linköping University, Sweden), Stefan Holmlid (Linköping University, Sweden), Dominik Mahr (Maastricht University, The Netherlands), Gaby Odekerken-Schröder (Maastricht University, The Netherlands)

Conceptualising Service Thinking – Seeking the Virtues of Human Wellbeing
Rebekah Russell-Bennett (Queensland University of Technology, Australia), Raymond Fisk (Texas State, USA), Linda Alkire (Texas State, USA), Josephine Previte (University of Queensland, Australia)

Why did Uber Fail in China? A Service Science Perspective
Christoph Breidbach (The University of Queensland, Australia)

Customer Integration in Separated Digital Services: Fairness Perceptions and Relational Outcomes
Mario Schaar (University of Koblenz-Landau, Germany), David Dose (Aston Business School, UK), Sonja Christ-Bendemühl (University of Koblenz-Landau, Germany), Gianfranco Walsh (FSU Jena, Germany)

Business Models in the Sharing Economy
Jochen Wirtz (National University of Singapore, Singapore), Makarand Mody (Boston University, USA), Stephanie Liu (The Ohio State University, USA), Helen Chun (Cornell University, USA), Kevin So (University of South Carolina, USA)
FRIDAY, 19 JULY | 04:15 – 04:40 pm

CONCURRENT SESSION 06
Seminar Rooms @ Mochtar Rady Building

Are we Forever Chasing Rainbows? Measuring the Impact of Telepresence and Complexity of Virtual Reality on Hedonic Adaptation in Service Experiences
Daniel Zimmermann (Ludwig-Maximilians University Munich, Germany)

Creating Optimistic Change in Challenging Times
Kenneth Kwan (Deep Impact Pte Ltd, Singapore)

A Synthesis of Nine Years of Transformative Service Research (TSR)
Hoang-Linh Vu (NEOMA Business School, France), Volker Georg Kuppelwieser (NEOMA Business School, France)

Coalitions, Social Exclusion and Recovery in Trilateral Service Failure Constellations
Christina-Franca Feyertag (Alpen-Adria-Universität, Austria), Holger Roschk (Alpen-Adria-Universität, Austria), Nilüfer Aydin (Alpen-Adria-Universität, Austria)

Dealer Tweets Effect on Customer Engagement: An Application to the Spanish Context
Manuel Ceballos (Charles III University of Madrid, Spain), Nora Lado (Charles III University of Madrid, Spain), Ángel García-Crespo (Charles III University of Madrid, Spain)

Women in the Sandwich Generation: The Relationship between Health Behaviours and Wellbeing
Megan Godwin (Queensland University of Technology, Australia), Rebekah Russell-Bennett (Queensland University of Technology, Australia), Uwe Dulleck (Queensland University of Technology, Australia)

Orchestrating the Co-creation of Value in P2P Lending Platforms: An Agent-based Modelling Study
Maria Veronica Torres Pena (The University of Melbourne, Australia), Christoph F. Breidbach (The University of Melbourne, Australia), Andrew Turpin (The University of Melbourne, Australia)

Engaging Customers along the Smart Services Journey - A Network Perspective
Bieke Henkens (Ghent University and KU Leuven, Belgium), Katrien Verleye (Ghent University, Belgium), Bart Larivière (KU Leuven and EMLYON Business School, Belgium)

Buying to Share: How Peer-to-Peer Sharing Promotes Product Purchase
Jan F. Klein (Tilburg University, The Netherlands), Katrin Merfeld (EBS University, Germany), Mark-Philipp Wilhelms (EBS University, Germany), Tomas Falk (Aalto University, Finland), Sven Henkel (EBS University, Germany)

Can We Provide Access to Ownership? How Ownership Perceptions Threaten Product Reconfiguration Services
Janina Garbas (University of Passau, Germany), Sebastian A. Schubach (University of Passau, Germany), Jan H. Schumann (University of Passau, Germany), Martin Mende (Florida State University, USA), Maura L. Scott (Florida State University, USA)

Marketing Travel Experience Through Virtual Reality
King Yin Wong (Nanyang Technological University, Singapore), Tsz-Wai Lui (Ming Chuan University, Taiwan)

The Restorative Effect of Automation - Do Automated Driving Technologies Improve Subjective Well-being?
Frederica Marlene Frank (Catholic University Eichstaett-Ingolstadt, Germany), Jens Hogreve (Catholic University Eichstaett-Ingolstadt, Germany)
FRIDAY, 19 JULY | 04:45 – 05:10 pm
CONCURRENT SESSION 07
Seminar Rooms @ Mochtar Rady Building

Does C3PO Really Understand Me? – Extending the Service Robots Acceptance Model
Stefanie Paluch (RWTH Aachen University, Germany), Jochen Wirtz (National University of Singapore, Singapore), Werner Kunz (University of Massachusetts Boston, USA), Paul Patterson (University of New South Wales, Australia), Thorsten Gruber (Loughborough University, UK), Vinh Lu (Australian National University, Australia), Anje Martin (University of Queensland, Australia)

Influencing in Engineering and Maintenance Services — Winning Practices for Team-Selling as a Process
Bertil A. Brandin (ABRIC O)

How Culture Affects Innovation Adoption: An Integrative Framework
Leonard Lee (National University of Singapore, Singapore), Jasper Teow (National University of Singapore, Singapore), Yating Wang (National University of Singapore, Singapore), Michael Frese (National University of Singapore, Singapore)

A Preliminary Investigation into Service Failure and Recovery in a Collaborative Consumption Context
Tom Baker (University of Alabama, USA), Kristina Lindsey-Hall (Louisiana State University, USA), Christine Ringler (University of Alabama, USA)

Gamification or Socialization? Which Better Encourages Higher Consumers’ Loyalty
Rungting Tu (Shenzhen University, China), Wenting Feng (Shenzhen University, China), Peishan Hsieh (Tunghai University, China)

Convenience over Concern - The Value of Application-Based Service Experience
Heiko Holz (RWTH Aachen University, Germany), Stefanie Paluch (RWTH Aachen University, Germany)

Developing a Service Taxonomy for Transformative Service Marketing Insights
Ilias Danatzis (Freie Universität Berlin, Germany)

Solicited Online Product Reviews
Nevena T. Koukova (Lehigh University, USA), Rebecca Jen-Hui Wang (Lehigh University, USA), Keith Botner (Lehigh University, USA)

Voluntary Stewardship of Service Interventions
Lucas Lunt (Texas Tech University, USA), Mayukh Dass (Texas Tech University, USA), Piyush Kumar (University of Georgia, USA), Guy Loneragan (Texas Tech University, USA)

The Effect of Elevation in Competition on Markets for Credence Goods: An Investigation on the NYC Taxis
Iman Ahmadi (Warwick Business School, UK)
FRIDAY, 19 JULY
07:00 - 10:00 PM

AWARDS DINNER

MARINA BAY SANDS
Level 4, Roselle Junior Ballroom

Sip on ice cold drinks as you take in the sunset view of the Marina Bay area, then light up the evening with a dazzling LED dance performance by JAZZ LuMen.
1. **The city is made up of 63 islands**

Singapore’s land area includes 62 offshore islands that surround the mainland. These include Sentosa, Pulau Ubin, St John’s Island, and Sisters’ Islands’.

2. **It is a city of (manmade) waterfalls**

The first man-made waterfall was built at Jurong Bird Park in 1971, and at 30 metres, is the tallest waterfall in an aviary. You’ll also find what used to be the world’s tallest indoor waterfall, 35 metres, at Cloud Forest in Gardens by the Bay. This huge waterfall is the centrepiece of the conservatory designed to house plantlife from the tropical highlands.

Singapore bested herself recently with the unveiling of the Water Vortex, a 40 metre tall waterfall surrounded by a lush indoor garden, nestled within Jewel Changi Airport.

3. **Singapore pioneered the F1 Night Race**

Held annually since 2008, Grand Prix Season Singapore features a gamut of concerts, racing and entertainment activities. The Marina Bay Street Circuit boasts the most corners on the race calendar!

4. **Unique neighbourhoods to explore**

Besides the history-rich Chinatown, Kampong Glam and Little India cultural districts, there are more colourful enclaves for visitors to explore in Singapore. Rows of modern eateries and stores line the streets of Tiong Bahru and Everton Park, or head to Joo Chiat for the colourful shophouses and traditional food stalls!

5. **The Lion City**

You may have heard of the Merlion, the iconic mythical creature with a lion’s head and a fish’s tail, partly inspired by the city’s Sanskrit name, Singapura, which means ‘lion city’. While hunting, Sang Nila Utama spotted a strange creature which his advisors identified as a lion. However, there were no records of lions in Singapore, so it might have well been a tiger that he saw!

There is much to explore in Singapore, beyond the picture-skyline and bustling city centre. Read on for 5 fun facts!
KEYNOTES 5 & 6 | 08:30 – 10:00 pm

KEYNOTE 5 | 08:30 – 09:15 am

Monetizing Data: A Roadmap for Mastering Data-Driven Service Growth

Wolfgang Ulaga
Professor of Marketing
INSEAD Fontainebleau, France

Many B2B companies today seek growth through new service business models, innovative service concepts and customer solutions. This trend is further fueled by the digital transformation of industries and markets. Yet, while the vast majority of B2B firms declare being engaged in one form or another of transformative digital initiatives, many still must come to grips with the imperative of turning data into dollars. Across the broad, executives and managers seek insights on how to achieve excellence in marketing and sales of data-driven offers in business markets and knowledge on mastering data-driven service growth is still at its infancy. Against, this background, my talk will discuss opportunities and challenges faced by B2B data monetization and will report on the success factors and critical milestones identified in our action research on the journey to successfully mastering data-driven service growth in business markets. These findings open up new research opportunities in this promising field.

KEYNOTE 6 | 09:15 – 10:00 am

Transitioning from Social to Social Commerce

Kapil R. Tuli
Professor of Marketing, Director Retail Centre of Excellence
Lee Kong Chian School of Business, Singapore Management University, Singapore

Whereas social media penetration continues to soar across the globe, integrating social channels into firm strategy remains a challenge. In particular, few firms have been able to transition from “social media as an advertising channel” to “social media as a commercial channel”. Drawing on in-depth case studies of four firms from different service sectors, this talk will outline two frameworks for managers. The first framework represents a “Utilization” perspective and allows managers to identify their depth and breadth of social media usage, and therefore benchmark themselves against the best in class firms. The second framework outlines the key structural, technological, and cultural attributes required for firms to transition to social commerce.

BREAK | 10:00 – 10:30 am

Atrium, Mochtar Riady Building
Sustainable Business Enabled by Digital Service Innovation  
Minna Saunila (LUT University, Finland), Juhani Ukko (LUT University, Finland)

Do Academia and Business World See Service Technology the Same Way?  
A Text-mining Approach  
Ruud Wetzels (Maastricht, The Netherlands), Jos Lemmink (Maastricht, The Netherlands), Werner Kunz (University of Massachusetts Boston, USA), Kristina Heinonen (Hanken School of Economics, Finland), Martin Wetzels (Maastricht, The Netherlands)

Neuroscience in Service Research: An Overview and Discussion of Its Possibilities  
Ame De Keyser (EDHEC Business School, France), Nanouk Verhulst (VUB - Ghent University, Belgium), Anders Gustafsson (BI Norwegian Business School, Norway), Poja Shams (Karlstad University, Sweden), Yves Van Vaerenbergh (KU Leuven, Belgium)

Market Shaping through Radical Technological Innovation  
Julia A. Fehrer (University of Auckland, New Zealand), Julia M. Jonas (University Erlangen-Nuremberg, Germany), Suvi Nenonen (University of Auckland, New Zealand), Kaj Storbacka (University of Auckland, New Zealand), Roderick J. Brodie (University of Auckland, New Zealand)

How may Different Customer (Dis)engagement Behaviours Affect a Firm's Performance within a Market Ecosystem? A Panel Data Analysis in an e-Market Context  
Georgia D. Katsifaraki (University of Cyprus, Cyprus), Marios Theodosiou (University of Cyprus, Cyprus)

Complaint Handling to the Rescue: Customer Centricity from Within  
Moshe Davidow (University of Haifa, Israel)

An Investigation into the Dimensionality and Drivers of the Collaborative Economy from a Service-Dominant Logic Perspective  
Kris Lindsey Hall (Louisiana State University, USA), Thomas Baker (University of Alabama, USA)

Me or We? The Effects of Independent and Interdependent Self-Construal on Access-Based Service Use  
Martin Paul Fritze (University of Cologne, Germany), Tobias Schaefer (Copenhagen Business School, Denmark)

Designing Living Services for Pro-environmental Behavior in the Building Environment: KTH Live-in-lab Case Study  
Elena Malakhatka (KTH, Sweden), Per Lundqvist (KTH, Sweden)

I Love You and I Won’t Leave You”: Unpacking Customer Loyalty  
Mohamed Zaki (University of Cambridge, UK), Janet R. McColl-Kennedy (University of Queensland, Australia), Benjamin Lucas (University of Nottingham, UK), Dalia Kandil (Concentra Analytics), Andy Neely (University of Cambridge, UK)

Computational Creativity in Marketing and Service: Applications, Acceptance and Challenges  
Christine Marie Auer (LMU Munich, Germany), Silke Bartsch (LMU Munich, Germany), Daniel Zimmermann (LMU Munich, Germany)

Nudging as a Strategy to Achieve Cost Effective Service Excellence  
Anna Louise De Visser-Amundson (Hotelschool The Hague, Netherlands), Mirella Kleijnen (VU University SEB, Netherlands)
Conceptualizing the Collaborative Bond between Employees and Artificial Intelligence in Service  
Khanh B. Q. Le (University of Auckland, New Zealand), Laszlo Sajtos (University of Auckland, New Zealand), Karen V. Fernandez (University of Auckland, New Zealand)

Enhancing Comfortable and Enjoyable Service Experiences via Augmented Reality  
Tseng-Lung Huang (College of Management, Yuan Ze University, Taiwan), Hui-Ying Chang (College of Management, Yuan Ze University, Taiwan), Hsin-Yen Wu (College of Management, Yuan Ze University, Taiwan)

A Neuroscientific Perspective of a Shopper’s Response to the Presence of Others in Enclosed Shopping Malls: Exposing the Terror Genie  
Mark S. Rosenbaum (University of South Carolina, USA), German C. Ramirez (Externado University, Colombia), Dahlia El-manstrly (University of Edinburgh, UK)

Market-Shaping Strategies: Shifting Loci of Exchange and Eliminating Resource Integration Bottlenecks  
Suvi Nenonen (University of Auckland Business School, New Zealand), Kaj Storbacka (University of Auckland Business School, New Zealand)

What Makes ‘God’ Turn Into ‘Devil”? The Effect of Customer Engagement Behavior on Customer Misbehavior — Based on Moral Licensing Theory  
Shuping Chen (Sun Yat-sen University Business School, China), Xiaoyun Han (Sun Yat-sen University Business School, China), Shujie Fang (Sun Yat-sen University Business School, China)

New Dynamics of Customer Complaints on Social Media: Introducing Data Mining Methods  
Thomas Reimer (University of Rostock, Germany), Banu Aysolmaz (University of Maastricht, The Netherlands)

Authentic or Counterfeit Service? A Framework on the Complexity of AI Enabled Service Encounters  
Stacey Robinsons (University of Alabama, USA), Chiara Orsingher (University of Bologna, Italy), Linda Allkire (Texas State University, USA), Arme De Keyser (EDHEC Business School, France), Mike Giebelhausen (Clemson University, USA), Nadia Papamichail (Alliance Manchester Business School, UK), Poja Shams (Karlstad University, Sweden), Mohamed Sobhy Ahmed Hassan Temerak (Cairo University, Egypt)

I MADE It or I Made IT: The Role of Regulatory Fit in Consumers’ Willingness to Pay for Cocreation Activities  
Yao Tang (Beihang University, China), Lan Xia (Bentley University, USA), Qiuying Zheng (Beijing University of Chinese Medicine, China)

A Text Analytic Approach for Intelligent Customer Routing in Online Service Centers  
Noyan Ilk (Florida State University, USA), Guangzhi Shang (Florida State University, USA)

Referral Rewards Programs: A Longitudinal Comparison of Customer Generations  
Severin Friedrich Bischof (University of St. Gallen, Switzerland), Marc Linzmaier (University of St. Gallen, Switzerland), Jochen Wirtz (National University of Singapore, Singapore)

Blockchain as a Service (Baas): A Multi-domain Perspective  
Nagarajan Venkatachalum (Queensland University of Technology, Australia), Shailesh Palekar (Queensland University of Technology, Australia)

Customers are not Always Good Soldiers: A Meta-analysis on the Antecedents and Outcomes of Customer-related Social Stressors  
Dorottya Varga (Katholieke Universiteit Leuven, Belgium), Yves Van Vaerenbergh (Katholieke Universiteit Leuven, Belgium), Stefanie Possemiers (Katholieke Universiteit Leuven, Belgium)
Together We Can Deliver: Frontline Employees and Robots Joining Forces
Gauri Laud (University of Tasmania, Australia), Sanjit Kumar Roy (University of Western Australia, Australia), Chatura Ranaweera (Lazaridis School of Business, Wilfrid Laurier University, Canada), Cheryl Leo (Murdoch University, Australia), Sima Sedighadeli (Monash University, Australia)

Not Just Selling Data - How Companies Co-Create Value in Analytics-Based Service Innovation
Ronny Schüritz (Karlsruhe Institute of Technology, Germany), Killian Farrell (Karlsruhe Institute of Technology, Germany), Fabian Hunke (Karlsruhe Institute of Technology, Germany), Gerhard Satzger (IBM)

Multisensory Customer Service Experiences in New Servescapes
Susan Stead (Maastricht University, The Netherlands), Gaby Odekerken-Schröder (Maastricht University, The Netherlands), Dominik Mahr (Maastricht University, The Netherlands)

Managing the Conversation: Shaping Valence and Online Engagement by Decreasing Customer Effort
Jonathan M Beck (Michigan State University, USA), Clay M Voorhees (University of Alabama, USA), Paul W Fombelle (Northeastern University, USA), Katherine N Lemon (Boston College, USA), Ryan Teal (Evolve Fitness)

Prognosis for Financial Health: Diagnosing Consumers’ Vulnerability to Financial Hardship
Dee Warmath (University of Georgia, USA), Genevieve O’Connor (Fordham University, USA), Nancy Wong (University of Wisconsin, USA), Casey Newmeyer (Case Western Reserve University, USA)

A Friend Laughs at Your Jokes when They’re Not So Good, and Sympathizes with Your Problems when They’re Not So Bad. The Effects of Perceived Service Failure Severity, Emotional Contagion Susceptibility and Interpersonal Relationship on Anger and Service Quality Inferences to Service Failure Depiction in Facebook Posts.
Svenja Widdershoven (Zuyd University Of Applied Sciences, The Netherlands), Josée M.M. Bloemer (Radboud University, The Netherlands), Mark Pluymaekers (Zuyd University Of Applied Sciences, The Netherlands)

Augmented Empathic Capacity: A New Perspective for Raising Prosocial Interactivity and Customer Engagement in the Automated Service Era
Mathieu Lajante (Laval University, Canada), Philip Jackson (Laval University, Canada)

How Other Customers Responses to Service Failure Affect Focal Customers’ Complaining Behavior: The Complaint Contagion Effect
Ke Chen (University of International Business and Economics, China), Jiancun Chen (University of International Business and Economics, China), Zhan Wu (University of Sydney, Australia)

Exploring the Role of Music on the Online Customer Experience
Sheilagh Resnick (Nottingham Trent University, UK), Ayane Fujiwara Fujiwara (Nottingham Trent University, UK), Abraham Brown (Nottingham Trent University, UK), Kim Cassidy (Edge Hill University, UK)

Who and When Will Consumers Choose Online Versus Offline Platforms: Omni-Channel CustomerService In a Digital Economy
Tuck Siong Chung (Essec business school, Singapore), Sharon Ng (Nanyang Business School, Singapore), Kim Huat Goh (Nanyang Business School, Singapore)

Revisiting Extended Service Experience Provider Activities: Peak Experiences Providers’Wellbeing
Mario Giraldo (Universidad del Norte, Colombia), Oscar Naranjo (Universidad de la Costa, Colombia), Mark Rosenbaum (University of South Carolina, USA)

Aligning the Data Disclosure Process with Customer Benefits: Employing Gamification to Increase Willingness to Disclose Data for Personalized Services
Margarita Bidler (University of Passau, Germany), Jan H. Schumann (University of Passau, Germany)
NO T H I N G B R I N G S P E O P L E T O G E T H E R L I K E G O O D F O O D.

KEYNOTE 7 | 01:15 - 02:00 pm

The Feeling Economy: Managing Service in the Next Generation of AI

Ming-Hui Huang
Distinguished Professor of E-Commerce,
Dept. of Information Management
National Taiwan University, Taiwan

This talk addresses the impact of different generations of AIs on service. Specifically, the first generation of AI has focused primarily on performing human tasks that are physical, mechanical, or repetitive. This has given rise to the service economy and has resulted in an economy (the Thinking Economy) in which the most successful human workers emphasize cognitive skills, and physical workers, such as farmers and factory workers, are mostly left behind. Conventional wisdom currently assumes that workers can protect themselves from obsolescence by making themselves more analytical. This may not be the case. The second generation of AI, focusing on analytical thinking and even intuition, is quickly mastering an increasing number of cognitive tasks. This is causing human workers to emphasize feeling tasks to a greater degree. This has important service implications, such that employees need to enhance their feeling and empathetic skills to meet the demand of increasingly emotionally conscious consumers. The Feeling Economy will transform the existing way service is created and delivered, but also provide exciting new opportunities.

KEYNOTE 8 | 02:00 - 02:45 pm

Services Research and the Aging Population: Threat or Opportunity

John Bateson
Visiting Professor of Management, Cass Business School
City University, London, UK

For the first time in human history the number of people over 65 will soon outnumber those under 15. Within a single generation large parts of the world have already made the transition. People are aging healthier, feel younger than they are and want to continue their lifestyles. However, their minds, senses and bodies age even though they are healthy, and many changes start at 40 not 70. This presentation looks at the impact of an increasingly aging population on services research, particularly in technology and robotics.

Aging has important effects on consumer psychology and behaviors. For example, there is a 0.9 correlation between age and satisfaction ratings from over 200 companies. The healthy aged consciously avoid situations that could be unpleasant. They are more loyal to their service firms and known experiences, and less likely to experiment. They are more “emotional” and more prone to depend on their service providers. They are less able to hear instructions in noisy or distracting situations and less able to pick out one conversation amongst many. They are more sensitive to ambient light and glare in the real or virtual world. Less able to process complex decisions and more susceptible to information presented anecdotally. Technology offers the chance to aid such decisions. All the senses change, as does the mind and body. All these changes impact service research and management.
Exploring the Attitudes of Frontline Employees towards Humanoid Service Robots in a Retailing Context
Laurens De Gauquier (Vrije Universiteit Brussel, Belgium), Malika Brengman (Vrije Universiteit Brussel, Belgium), Kim Willems (Vrije Universiteit Brussel, Belgium), Nanouk Verhulst (Vrije Universiteit Brussel, Belgium), Albert De Beir (Vrije Universiteit Brussel & Flanders Make, Belgium), Hoang-Long Cao (Vrije Universiteit Brussel & Flanders Make, Belgium), Bram Vanderborght (Vrije Universiteit Brussel & Flanders Make, Belgium)

Keep on Keeping on: A Configurational Approach to Service Innovation Adoption and Continuance
Robert Ciuchita (Hanken School of Economics, Finland), Johanna Frösén (Hanken School of Economics, Finland), Dominik Mahr (Maastricht University, The Netherlands), Jaakko Aspara (Hanken School of Economics, Finland), Gaby Odekerken - Schröder (Maastricht University, The Netherlands), Martin Wetzels (Maastricht University, The Netherlands)

Alexa, Siri or Google versus Brand-specific Voice Persona – Who to Blame or to Credit?
Silke Bartsch (LMU Munich, Germany), Caroline Tran (LMU Munich, Germany)

Maximizing Brand Equity via Ambidextrous Frontline Employees
Dr Vida Siahtiri (Macquarie University, Australia), Professor Aron O'Cass (Macquarie University, Australia)

When Humanoid Service Robots Can Elicit Compensatory Consumer Responses: An Examination of Moderating Effects
Martin Mende (Florida State University, USA), Maura Scott (Florida State University, USA), Jenny van Doorn (University of Groningen, The Netherlands), Ilana Shanks (Florida State University, USA), Dhruv Grewal (Babson College, USA)

To Solicit or Not? Exploring the Effects of Soliciting Reviews in the Collaborative Economy on Review Content and Style
Thijs Johannes Zwienenberg (KU Leuven, Belgium), Tine Faseur (KU Leuven, Belgium), Yves van Vaerenbergh (KU Leuven, Belgium)

The Role of the Nationality of an Automated Social Presence
Julia Sarah Hagel (Catholic University Eichstaett-Ingolstadt, Germany), Katja Gelbrich (Catholic University Eichstaett-Ingolstadt, Germany), Lena Hiermeier (Catholic University Eichstaett-Ingolstadt, Germany)

Bridging the Gap between Technological Enhancement and Personal Expectations: A 360-degree View on Technology Deployment in the Restaurant Industry
Sonja Christ-Brendemühl (University of Koblenz-Landau, Germany), Mario Schaarschmidt (University of Koblenz-Landau, Germany)

Hub and Rim Strategy: A New Framework for Service Systems in the Age of Technology
Piyush Kumar (Terry College of Business, University of Georgia, USA)

André Haff (Paderborn University, Germany), Nancy V. Wünderlich (Paderborn University, Germany)

Offshoring of Accounting Services: Should I Tell My SME Client?
Sven Tuzovic (QUT, Australia), Rebekah Russell-Bennet (QUT, Australia), Rory Mulcahy (University of the Sunshine Coast, Australia)

Measuring the Impact of Customers and Noncustomers Influencer Value in Social Networks
Jaylan Azer (Edinburgh Napier University, UK), Chatura Ranaweera (Wilfrid Laurier University, Canada)
HealthCare Services: Nonprofit vs For-Profit Competition
Jihwan Moon (University of New South Wales, Australia), Steven M Shugan (University of Florida, USA)

The Interactive Effect of the Feature Types and Styles of Robotic Service Providers on Social Cognition of Customers
Yu-Shan (Sandy) Huang (Northern Michigan University, USA), Nobuyuki Fukawa (Missouri University of Science and Technology, USA), Barry J. Babin (Louisiana Tech University, USA)

Investigating the Service Quality of Artificial Intelligence Service Agents
Nurhafiz Noor (The University of Adelaide, Australia), Sally Rao Hill (The University of Adelaide, Australia), Indrit Troshani (The University of Adelaide, Australia)

Service-Sales Ambidexterity: Past, Present, and Future
Ko de Ruyter (King’s College, UK), Debbie Keeling (University of Sussex, UK), Ting Yu (University of New South Wales, Australia)

Value of Social Robots in Services: Social Cognition Perspective
Martina Caic (Marketing and Supply Chain Management, Maastricht University, The Netherlands), Dominik Mahr (Marketing and Supply Chain Management and Service Science Factory, Maastricht University, The Netherlands), Gaby Odekerken-Schröder (Marketing and Supply Chain Management, Maastricht University, The Netherlands)

The Impact of Psychological Ownership on Value in Use and Relational Outcomes in Sharing Economy
Michael Kleinaltenkamp (Freie Universitaet Berlin, Germany), Franziska Storck (Zalando SE), Patrick Gumprecht (Mobis Parts Europe N.V.), Jingshu Li (Freie Universitaet Berlin, Germany)

Outsourcing Your Life to Alexa
Anne-Madeleine Kranzbuehler (Delft University of Technology, The Netherlands), Mirella Kleijnen (VU University Amsterdam, The Netherlands)

Personal Service Eco-System and Virtual Personal Assistant: Decentralizing Service Delivery as a User-Centric Paradigm
Zhongjie Wang (Harbin Institute of Technology, China), Xiaofei Xu (Harbin Institute of Technology, China)

Agrifood Ecosystem: Exploiting Convergence between Artificial Intelligence and Blockchain
Adriana Carotenuto (University of Naples Federico II, Italy), Tiziana Russo Spena (University of Naples Federico II, Italy), Cristina Mele (University of Naples Federico II, Italy), Marialuisa Marzullo (University of Naples Federico II, Italy)

Exploring Solo Consumption Experience in Service Settings
Chen-Ya Wang (National Tsing Hua University, Taiwan), Laurie Wu (Temple University, USA), Khoa T. Do (National Tsing Hua University, Taiwan)

The Impact of Campaign Personality on the Crowdfunding Project Success
Hsiu-Yuan Tsao (National Chung Hsing University, Taiwan), Ching-Chang Lin (Taipei City University of Science and Technology, Taiwan), Tsai-Hsuan Wu (National Chung Hsing University, Taiwan)
## Concurrent Session 13

**FRIDAY, 20 JULY | 04:15 – 04:40 pm**

**Seminar Rooms @ Mochtar Rady Building**

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<th>Title</th>
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<tr>
<td><strong>Service Consumption during Prolonged Conflict: Consumer Resilience, Routine &amp; Rapport</strong></td>
<td>Treasa Kearney (University of Liverpool, UK), Ahmed Al–Abdin (University of Liverpool, UK)</td>
</tr>
<tr>
<td><strong>How Anthropomorphic Design Cues and the Foot-in-the-Door Technique Affect User Compliance with Chatbots in Customer Self-Service</strong></td>
<td>Martin Adam (TU Darmstadt, Germany), Michael Wessel (Copenhagen Business School, Denmark), Alexander Benlian (TU Darmstadt, Germany)</td>
</tr>
<tr>
<td><strong>Understanding Brand Co-creation in the Era of AI and Automation</strong></td>
<td>Lorena Blasco-Arcas (ESCP Europe, Spain), Claudia Simoes (School of Economics and Management, University of Minho, Portugal)</td>
</tr>
<tr>
<td><strong>How to Engage Employees at Organizational Frontlines? A Response Surface Analysis of the Fit/misfit-engagement Model</strong></td>
<td>Katrien Verleye (Ghent University, Belgium), Bart Lariviere (KU Leuven, Belgium)</td>
</tr>
<tr>
<td><strong>Robot or Human? The Effect of Robot-versus-Human Caused Service Failure on Firm Evaluation</strong></td>
<td>Isabel L. Ding (National University of Singapore, Singapore), Miaolei (Liam) Jia (University of Warwick, UK)</td>
</tr>
<tr>
<td><strong>It’s All About the Content: The Value Proposition’s Role in Selling Solutions</strong></td>
<td>Pirmin Bastian Bischoff (Catholic University of Eichstaett-Ingolstadt, Germany), Jens Hogreve (Catholic University of Eichstaett-Ingolstadt, Germany)</td>
</tr>
<tr>
<td><strong>Track Me If You Can – A Nuanced Perspective on Consumers’ Value Assessment of Data-based Insurance Tariffs</strong></td>
<td>Nicole Jasmin Heß (Ludwig-Maximilians Universitat, Munich, Germany), Verena Rapp (Ludwig-Maximilians-Universitat, München, Germany), Manfred Schweiger (Ludwig-Maximilians-Universität, München, Germany), Antje Niemann (Ludwig-Maximilians-Universität, München, Germany)</td>
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<tr>
<td><strong>Marketing Strategies for Late Entry in a Mature Market</strong></td>
<td>Stephen Joseph Wilkins (The British University in Dubai, United Arab Emirates)</td>
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<td><strong>Sustainable EProcurement</strong></td>
<td>Sriram Rajagopalan (Greatlakes Institute of Management, India), Venkataraman Krishnaswamy (Indian Institute of Management, Kashipur, India)</td>
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<tr>
<td><strong>Will Good Service Attitude Beautify Customers’ Sensory Evaluation? The Moderating Role of Uncertainty</strong></td>
<td>Hufan Li (Nankai University, China), Xingyang Lv (Southwestern University of Finance and Economics, China), Xucheng Fan (Fudan University, China)</td>
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<tr>
<td><strong>The Customer Experience in a Primary Standard Breast Augmentation</strong></td>
<td>Jessica Joan Castles (Queensland University of Technology, Australia), Rebekah Russell-Bennett (Queensland University of Technology, Australia)</td>
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<tr>
<td>Session Title</td>
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<td><strong>Tendencies of Health Care Services - Based on the “Community Health Experience Model”</strong></td>
<td>Judit Simon (Corvinus University of Budapest, Hungary), Zoltán Lantos (Health Value Services cPLc)</td>
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<td><strong>Consumer Evaluation of Co-branded Services: The Importance of Bundling Effect</strong></td>
<td>Chia-Lin Lee (National Taiwan University of Science and Technology, Taiwan)</td>
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<tr>
<td><strong>Stealing from Robots in Service Roles</strong></td>
<td>Paula Dootson (Queensland University of Technology, Australia), Kate Letheren (Queensland University of Technology, Australia)</td>
</tr>
<tr>
<td><strong>Marginal Upselling: An Empirical Investigation in the Perishable Service Industry</strong></td>
<td>Aidin Namin (Loyola Marymount University, USA), Velitchka Kaltcheva (Loyola Marymount University, USA), Dinesh K Gauri (Loyola Marymount University, USA)</td>
</tr>
<tr>
<td><strong>Exploring Salesperson Solution Involvement in Business-to-business Markets</strong></td>
<td>Franziska Maria Bongers (University of Passau, Germany), Gloria Kinateder (University of Passau, Germany), Jan Hendrik Schumann (University of Passau, Germany), Dirk Totzek (University of Passau, Germany)</td>
</tr>
</tbody>
</table>
SATURDAY, 20 JULY
06:30 - 07:30 PM

RIVER CRUISE
Clarke Quay

Enjoy an idyllic cruise down the Singapore waterfront, set against the breathtaking grandeur of the skyline, and learn about the rich history of this young city.

SATURDAY, 20 JULY
07:30 - 10:00 PM

SOCIAL DINNER
Asian Civilisations Museum
River Room

Get acquainted with your fellow delegates over dinner and drinks at the Asian Civilizations Museum. Let loose, hop on the dance floor, and jive along to the sweet tunes of the live band.
HOW TO: 
SPEAK LIKE A 
SINGAPOREAN

Don’t speak Singlish? 
No biggie, as long as you 
have the important phrases 
down pat.

TRAVELLING
TOMPANG: HITCH A RIDE
“Eh, can tompang your car?”

ULU: REMOTE, OUT OF THE WAY
“It’s very ulu, you’d better 
tompang”

DINING
MAKAN: MALAY TERM FOR EATING
“I’m hungry, lets go makan?”

CHOPE: TO RESERVE SOMETHING
“Chope the seat for me, 
I’m still on the way!”

MISCELLANEOUS
LIM KOPI: GRAB COFFEE
“Wanna go lim kopi 
after the presentation?”

JIO: TO INVITE 
“Boss jio you to lim kopi!”

Don’t be shy, 
peppering your speech 
with a little Singlish is 
a quick way to break 
the ice!
**KEYNOTES 9 & 10 | 08:30 – 10:00 pm**

**Hon Sui Sen Auditorium**

**KEYNOTE 9 | 08:30 – 09:15 am**

**Delightful Employee Experiences**

**Avi Liran**  
Chief Delighting Officer  
Delivering Delight, Singapore

We are living in a digital world and I am a delightful girl” could have been a fun remix of Madonna’s song.

Leading and managing a service organization in the era of digital transformation and AI is a challenging and demanding job, requiring a winning balance between the machine and the human intelligence.

In today’s world driven by selfish goals, cut throat competition and looking at anything and everything in terms of ‘business potential’, Avi’s sincere, and simple delightful recipes, invite the audience to connect with the underlying humane principles of spreading happiness, authentic joy, genuine care and simply delighting the people around you will stay with you as guiding lights in life.

In this interactive session, Avi will share a few delightful tips, how to nourish yourself by igniting your “inner-delight” and develop an awareness to your “Delight Settings, so you can lead with values, purpose, joy and care, and have fun while delivering delight, superior results.

Together we can delight the world, one person, one workplace, one community at a time.

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**KEYNOTE 10 | 09:15 – 10:00 am**

**Emotion in Service Operations: New Technological Opportunities**

**Anat Rafaeli**  
Professor of Industrial Engineering  
Technion – Israel Institute of Technology, Israel

Emotion is clearly a part of service delivery. But studying it is extremely difficult. My talk will describe some foundational research on emotion in service interactions, and limitations of such research. I will highlight how these limitations can be overcome with new technologies. I advance turning to Digital Traces data that are routinely retained by technology-mediated service platforms. I will describe new tools that allow automated detection and analyses of customer emotion, and illustrate how they can be used to study service interactions. New technologies can provide unobtrusive insights into service interactions, and can show patterns of customer emotion, their dynamics within service conversations, and their effect on customer satisfaction and on agent behavior. For the first time we can test the nature of emotions that customers and service agents really express. I will describe findings about extent to which customers really express positive and negative emotion, and studies of the effects of customer emotions on agent responses. Emotion dynamics come out of this new research as important to customer satisfaction, service efficiency and service effectiveness. The talk will open up new methods, resources and directions for both research and practice of service delivery.

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**BREAK | 10:00 – 10:30 am**

Atrium, Mochtar Riady Building
**SUNDAY, 21 JULY | 10:30 - 10:55 am**

**CONCURRENT SESSION 15**

Seminar Rooms @ Mochtar Riady Building

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**Brandjacking and the Hotel Sector – Fact or Fiction?**
Peter O’Connor (Essec Business School, France)

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**Luxury Services**
Martin Paul Fritze (University of Cologne, Germany), Jonas Holmqvist (Kedge Business School, France), Jochen Wirtz (National University of Singapore, NUS Business School, Singapore)

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**Shaping the Global Network for Technology-Assisted Welfare Service Systems**
Kentaro Watanabe (AIST, Japan), Marketta Niemelä (VTT, Finland), Masaaki Mochimaru (AIST, Japan)

---

**For the Love of the Game: Intrinsic Motivation as a Source of Demand**
Dee Warmath (University of Georgia, USA), Susan Myrden (University of Maine, USA), Andrew Winterstein (University of Wisconsin-Madison, USA)

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**SUNDAY, 21 JULY | 11:00 - 11:25 am**

**CONCURRENT SESSION 16**

Seminar Rooms @ Mochtar Riady Building

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**Alliance Orientation and Service innovation Effect to Business Firm Performance. Case Study of SMEs Hotel in Phitsanulok, Thailand.**
Sareeyapon Prasertsri (Naresuan University, Thailand), Laphasrada Changkaew (Chulalongkorn University, Thailand)

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**From Artificial Intelligence to Service intelligence: Evidence from Luxury Department Stores**
Eleonora Pantano (University of Bristol, UK), Nikolaos Stylos (University of Bristol, UK)

---

**Gameful Experience Questionnaire: Measuring the Gamefulness of Service Use**
Johan Högborg (Karlstad University, Sweden), Juho Hamari (Tampere University, Finland), Erik Wästlund (Karlstad University, Sweden)
 PROGRAMME
SUNDAY, 21 JULY
KEYNOTE PANEL | 11:30 am - 12:15 pm
Hon Sui Sen Auditorium

KEYNOTE 11 | 11:30 am - 12:15 pm
Staging a Service Revolution: Turnaround, Innovation & Differentiation
Paul Jones
Chief Executive Officer
The Lux Collective, Singapore

Ron Kaufman
Customer Experience & Service Culture Expert, Co-founder
UP! Your Service Pte Ltd, Singapore

Jochen Wirtz
Professor of Marketing & Vice Dean Graduate Studies
NUS Business School, National University of Singapore
Singapore

Paul Jones, Ron Kaufman and Jochen Wirtz will present in an integrated 45-minutes session on how service organizations can rapidly improve their customer experience, service culture and team engagement while, at the same time, drive innovation and differentiation.

First, Jochen will discuss what is different in change management in the context of service organizations. Next, Ron will focus on key lessons learned from working with over 20 service organizations in service revolution projects. Finally, Paul will explain how he managed to move LUX* Resorts & Hotels from deep financial and cultural trouble to outstanding customer ratings. Today, LUX* Resorts & Hotels is a highly successful and fast growing resort chain.

SUNDAY, 21 JULY
12:00 - 01:15 PM
LUNCH & FAREWELL

ATRIUM, MOCHTAR RIADY BUILDING

Tender, juicy Tandoori Chicken nestled on a bed of crisp, young lettuce, accompanied by a side of warm ciabatta and tangy mango chutney.
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<tr>
<th>Poster Session</th>
<th>Title</th>
<th>Authors</th>
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<td>01</td>
<td>The Impact of Customer-directed Resources on Service Employee's Customer Service Self-efficacy: An Exploratory Study</td>
<td>Bee Leng Seow (Continuum Learning Pte Ltd, Singapore)</td>
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<td>02</td>
<td>The Effect of Customer Perceived Justice on Customer Rage in Taiwan. From the Perspective of Cognitive Appraisal Theory.</td>
<td>Kohsuan Chang (Industrial Technology Research Institute, Taiwan)</td>
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<td>03</td>
<td>Understanding the Roles of Different Categories of Front Office Staff in Complaints Management: A Role Theory Perspective</td>
<td>Dilip Subramanian (Neoma Business School, France), Fanny Reniou (IGR-IAE, University of Rennes, France)</td>
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<td>04</td>
<td>How to Achieve Service Excellence by Servitization in Manufacturing</td>
<td>Tamao Miura (Institute of Business and Accounting Professional Graduate School Kwansei Gakuin University, Japan), Shoji Yamamoto (Institute of Business and Accounting Professional Graduate School Kwansei Gakuin University, Japan)</td>
</tr>
<tr>
<td>05</td>
<td>When Time Flies - The Role of Passive and Active Innovation Resistance for Discontinuous Usage of Service and Product Innovations</td>
<td>Tobias Kraemer (University of Koblenz-Landau, Germany), Sven Heidenreich (Saarland University, Germany), Martin Obschonka (Queensland University of Technology, Australia), Jan Millemann (Saarland University, Germany), Kristina Wittkowski (Aalto University, Finland), Tomas Falk (Aalto University, Finland)</td>
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<tr>
<td>06</td>
<td>The Relationship Between Customer Engagement Behavior and Firm Promotional Activities in a Loyalty Program</td>
<td>Rebecca Jen-Hui Wang (Lehigh University, USA), Lakshman Krishnamurthi (Northwestern University, USA)</td>
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<tr>
<td>07</td>
<td>The Adoption of Technological Innovations in a B2B Context and Its Impact on Firm Performance: Perspective of Ethical Leadership in Services.</td>
<td>Woon Leong Lin (University Putra Malaysia, Malaysia), Nick K. T. Yip (University of East Anglia, UK), Jo Ann Ho (University Putra Malaysia, Malaysia)</td>
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<tr>
<td>08</td>
<td>Creating Consumers’ Sustainable Relationships with New Mobile Banks</td>
<td>Tseng-Lung Huang (Yuan Ze University, Taiwan), Hui-Ying Chang (Yuan Ze University, Taiwan), Hsin-Yen Wu (Yuan Ze University, Taiwan)</td>
</tr>
<tr>
<td>09</td>
<td>Data for Fun: The Role of Hedonic Perception on Disclosure of Personal Data to Mobile Apps</td>
<td>Carla Freitas Silva Netto (UFRGS, Brazil), Simoni F Rohden (UFRGS, Brazil), Marina Lugoch (UNISINOS, Brazil), Natália Englert (UFRGS, Brazil), Valentina Ortiz Ubal (Unipampa, Brazil)</td>
</tr>
<tr>
<td>10</td>
<td>What can Big Data and Text Analytics Tell Us about the Relationship between the Weather and Customers’ Experience of Restaurant Service?</td>
<td>Ming-Yi Chen (National Chung Hsing University, Taiwan), Hsiu-Yuan Tsao (National Chung Hsing University, Taiwan), Chih-Hsin Chuang (Taiwan)</td>
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<tr>
<td>11</td>
<td>Coaching of Poorly Qualified Individuals as a Transformative Service – A Qualitative-empirical Study</td>
<td>Philipp K. Görs (University of Rostock, Germany), Friedemann W. Nerdinger (University of Rostock, Germany)</td>
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<td>12</td>
<td>The Global Mind Monitor: A Tool to Develop Intercultural Competencies of Service Employees</td>
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<td>Armand Odekerken (Zuyd University, The Netherlands), Joris Boonen (Zuyd University, The Netherlands), Ankie Hoefnagels (Zuyd University, The Netherlands), Mark Pluymaekers (Zuyd University, The Netherlands)</td>
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<tr>
<th>13</th>
<th>Self-ordering Systems and its Impact on Customer Satisfaction in the Food and Beverage Sector: Findings from the Customer Satisfaction Index of Singapore</th>
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<td></td>
<td>Yongchang Chen (Singapore Management University, Singapore), Bertram Goh (Singapore Management University, Singapore)</td>
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<th>14</th>
<th>Exploring Factors Affecting Consumer Intention to Participate in Service Recovery</th>
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<td></td>
<td>Chia-Yi Chen (National Pingtung University of Science and Technology, Taiwan)</td>
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<th>15</th>
<th>Competitive Showrooming: Do Consumers’ Moral Considerations Matter?</th>
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<td></td>
<td>Janina Kleine (University of Augsburg, Germany), Michael Paul (University of Augsburg, Germany)</td>
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<th>Tourist-To-Tourist (T2T) Interaction and Co-Creation Experiences in Tourism Destination</th>
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<td>Amjad Shamim (Universiti Teknologi PETRONAS, Malaysia), Subarna Sivapalan (Universiti Teknologi PETRONAS, Malaysia), Janfry Shite (Universitas Mercu Buana, Indonesia), Zulkilil Ghazali (Universiti Teknologi PETRONAS, Malaysia)</td>
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<th>17</th>
<th>Soul of Service: the Enduring Frontier</th>
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<td></td>
<td>Emmanuel David (Tata Management Training Centre, India), Radha Ganesh Ram (Tata Management Training Centre, India), Ravishankar Mani (Tata Management Training Centre, India)</td>
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<th>18</th>
<th>Assessing the Effectiveness of Host-Guest Interaction on Value Co-creation: An Empirical Study in the Context of Peer-to-Peer Accommodation</th>
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<td>Xiaoyi Wu (Xiamen University, China), Xuemin Zhang (Xiamen University, China)</td>
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<th>19</th>
<th>Impact of Social Media Marketing Strategy on Accommodation Selection of Sri Lankan Domestic Travellers</th>
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<td>Chathura Bimal Wijesundara (University of Kelaniya, Sri Lanka), Chathurika Probodhini Kularathne (University of Kelaniya, Sri Lanka), Lalith Sanjaya Thilakarathne (University of Ruhuna, Sri Lanka)</td>
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<th>20</th>
<th>Discovering the Personality Traits of Opinion Leaders in Social Networks</th>
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<td>Wei-Lun Chang (Tamkang University, Taiwan)</td>
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<tr>
<th>21</th>
<th>When Time is Running Out - A Conceptual Approach to Time Pressure in Services</th>
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<td>Sabine Fliess (University of Hagen, Germany), Sarina Nenninger (University of Hagen, Germany)</td>
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<tr>
<th>22</th>
<th>How Social Media Can Contribute to Wellbeing Amongst Autists and Their Families - A Study based on Virtual Communities Content</th>
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<td>Wilian Ramalho Feitosa (IFSP, Brazil)</td>
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<th>23</th>
<th>Value Co-Creation Patterns in Multi-Actor Service Interactions: A Framework for Collaborative Consumption Platforms</th>
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<td></td>
<td>Maren Purrmann (Paderborn University, Germany), Nancy V. Wünderlich (Paderborn University, Germany)</td>
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</tbody>
</table>
HOW TO: ORDER COFFEE LIKE A LOCAL

A crash course! Master these key terms and fragrant, soul-warming “kopi” will be yours to have.

TRY IT YOURSELF

Pop on over to the kopitiam and place your order with a winning smile. Replace the word kopi with teh to score yourself some tea.

THE KEY PLAYERS

KOPI
Black coffee with condensed milk & sugar

KOPI KOSONG
Black coffee, no milk no sugar, A.K.A a long black

KOPI PENG
Iced black coffee with condensed milk & sugar

KOPI O
Black coffee, with sugar, no milk

KOPI DABAO
Black coffee to go

PUTTING THEM TO WORK

It’s simple, just combine the terms. Fancy an iced long black, to go? That’s kopi kosong peng, dabao
Download the conference mobile app for quick access to the programme.

1. Connect to “NUS_Guest” wireless network
2. Select “Event Login” at the login page
3. Enter the Wi-Fi PIN: EKB37H

Event Name: Frontiers Conference 2019
Event Venue: Mochtar Riady Building

NUS Business School
BiZ 1 (Mochtar Riady Building)
15 Kent Ridge Dr, Singapore 119245

https://www.frontiers2019.com/sg_info/venue/

GRAB ride hailing app is available in Singapore (UBER is not in operation).

Taxis can be hailed using the app and cash payment is often accepted.
More details on: https://www.grab.com/sg/taxi/

Complimentary Bus Services to/from Conference Venue

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<th>Date</th>
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<th>Route B: Village Hotel Albert Court - Rendezvous - NUS</th>
<th>Route C: Village Hotel Bugis – Mercure Bugis - NUS</th>
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<td>From NUS</td>
<td>To NUS</td>
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<tr>
<td>18 Jul (Thu)</td>
<td>06:00 pm</td>
<td>08:00 pm</td>
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<td>19 Jul (Fri)</td>
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<td>21 Jul (Sun)</td>
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<th>Date</th>
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<tr>
<td>Social Dinner 20 Jul (Fri)</td>
<td>05:30 pm</td>
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<td>10:15 pm</td>
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