



A Twenty-Year Retrospective of the Frontiers in Service Conference: The Effective Dissemination of Current Service Research

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Outline

Analyzed Patterns and Trends from Twenty Years of Frontiers Conference Programs:

1. Years
2. People
3. Organizations
4. Countries

A Key Consideration in this review: How well has the conference reflected the tenets of service science?

1. Broadened multi-disciplinary participation
2. Involved participation globally
3. Encouraged academic *and* practitioner participation and collaboration



The Frontiers in Services Conference

- **Founded by Roland Rust in 1992.**
- **The Frontiers conference quickly became the leading annual forum for exchanging & disseminating services knowledge.**
- **As the Frontiers conference enters its 3rd decade, it is reasonable to look back and reflect upon it's impact.**
- **Such review allows classification, comparison and evaluation of trends in participation (Cooper 1998; Hart 1999).**



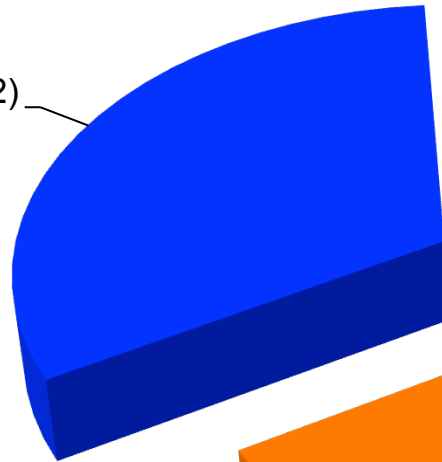
Frontiers Conference

- **International assembly of services scholars and practitioners.**
- **Number of Presentations – 1,675**
- **Number of Authors – 3,803**
- **Number of Countries - 57**

Number of Presenters By Time Frame

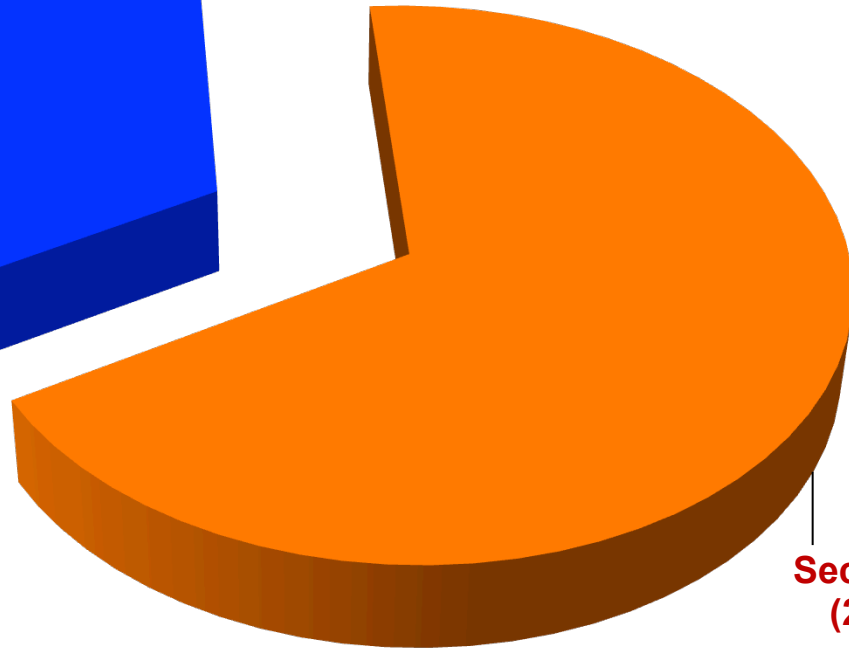
**First 10 years
(1992 - 2001)**

32%
(n=1,222)



**Second 10 years
(2002 - 2011)**

68%
(n=2,581)



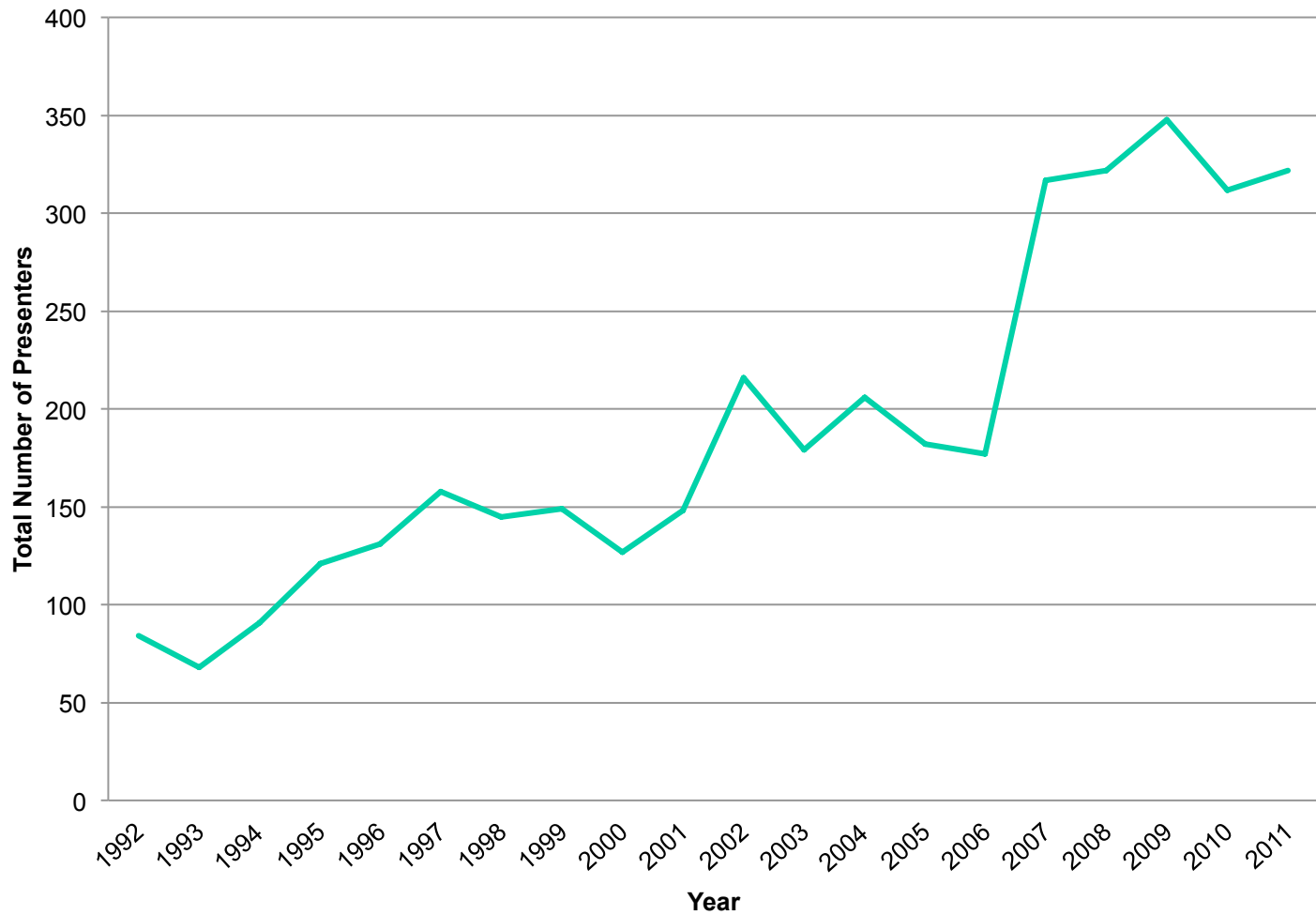


1. YEARS

Summary of Frontier Conference Presentations by Time Frame

	<i>First 10 Years (1992 – 2001)</i>	<i>Second 10 Years (2002 – 2011)</i>
<ul style="list-style-type: none"> Per Year: 		
Average Number of non-Panel Presentations	63.3	104.2
Average Number of Presenters	122.2	258.1
Average Number of Authors per Presentation	1.9	2.4
<ul style="list-style-type: none"> Per Period: 		
Number of Authors per Presentation		
1 Author	231 (36.5%)	243 (23.3%)
2 Authors	255 (40.3%)	352 (33.8%)
3 Authors	117 (18.5%)	313 (40.0%)
4 Authors	26 (4.1%)	94 (9.0%)
5 Authors	4 (0.6%)	29 (2.8%)
6 Authors	0 (0.0%)	10 (1.0%)
7 Authors	0 (0.0%)	0 (0.0%)
8 Authors	0 (0.0%)	1 (0.1%)
Total	633 (100.0%)	1042 (100.0%)

Total Number of Presenters Represented at a Frontiers in Services Conference During the 1992 - 2011 Timeframe





2. PEOPLE

Percent of US Representation at a Frontiers in Services Conference Over the 1992 - 2011 Timeframe



Number of Presentations and Years Presented

Author	#Papers	#Years
Raymond Fisk	36	20
Roland Rust	28	20
Tor Andreassen	27	17
Stephen W. Brown	27	17
Stephen Grove	27	20
Parsu Parasuraman	26	18
Mary Jo Bitner	23	12
Bo Edvardsson	22	16
Anders Gustafsson	21	12
Ko de Ruyter	20	11
Jochen Wirtz	19	11
Charles Colby	18	13
Janet McColl-Kennedy	18	11



*Practitioner

Number of Presentations by Time Frame

Author	First 10 Years (1992 – 2001)	Second 10 Years (2002 – 2011)	20 Year Time Span (1992 – 2011)
Raymond Fisk	13	23	36
Roland Rust	11	17	28
Tor Andreassen	12	15	27
Stephen W. Brown	12	15	27
Stephen Grove	14	13	27
Parsu Parasuraman	12	14	26
Mary Jo Bitner	12	11	23
Bo Edvardsson	7	15	22
Anders Gustafsson	4	17	21
Ko de Ruyter	5	15	20
Jochen Wirtz	4	15	19
Charles Colby*	6	12	18
Janet McColl-Kennedy	2	16	18

* Practitioner



3. ORGANIZATIONS

Educational Institutions Represented (1992-2011)

Arizona State University	125
Karlstad University	101
University of Maryland	84
Maastricht University (formerly U. of Limburg)	76
University of Auckland	49
Clemson University	48
BI Norwegian School of Management	43
Hanken Swedish School of Economics and Business Administration	39
Florida State University	37
University of Miami	36
National University of Singapore	35
University of Queensland	35
Karlsruhe Institute of Technology	33
University of Florida	33
Pennsylvania State University	32

Educational Institutions Represented By Time Frame (1992-2011)

Institution	First 10 Years (1992 – 2001)	Second 10 Years (2002 – 2011)	20 Year Time Span (1992 – 2011)
Arizona State University	46	79	125
Karlstad University	19	82	101
University of Maryland	24	60	84
Maastricht University (formerly U. of Limburg)	24	52	76
University of Auckland	21	28	49
Clemson University	25	23	48
BI Norwegian School of Management	16	27	43
Hanken Swedish School of Economics and Business Administration	18	21	39
Florida State University	12	25	37
University of Miami	19	17	36
National University of Singapore	10	25	35
University of Queensland	2	33	35
Karlsruhe Institute of Technology	0	33	33
University of Florida	20	13	33
Pennsylvania State University	10	22	32

Organizations Represented (1992-2011)

IBM (6 branches)	195
Fraunhofer Institute for Industrial Engineering IAO	29
Rockbridge Associates, Inc.	25
IPSOS Loyalty (formerly Marketing Metrics, Inc.)	18
FZI - Research Center for Information Technology	9
WORD Laboratory	8
Xerox	7
Dialogic Innovation & Interaction	6
Schmalensee Partners	6
Burke, Inc.	5
buw Holding GmbH	5
GTE Laboratories, Inc.	5
Servmark Consulting	5
Walker Information	5

Organizations Represented by Time Frame

Corporate	First 10 Years (1992 – 2001)	Second 10 Years (2002 – 2011)	20 Year Time Span (1992 – 2011)
IBM (6 branches)	1	194	195
Fraunhofer Institute for Industrial Engineering IAO	3	26	29
Rockbridge Associates, Inc.	7	18	25
IPSOS Loyalty (formerly Marketing Metrics, Inc.)	1	17	18
FZI – Research Center for Information Technology	0	9	9
WORD Laboratory	6	2	8
Xerox	1	6	7
Dialogic Innovation & Interaction	0	6	6
Schmalensee Partners	5	1	6
Burke, Inc.	1	4	5
buw Holding GmbH	0	5	5
GTE Laboratories, Inc	5	0	5
Servmark	0	5	5
Walker Information	5	0	5



4. COUNTRIES

Countries Represented (1992-2011)


Country	Count
USA	923
Germany	136
Australia	93
UK	82
Sweden	67
Netherlands	61
Canada	61
Finland	55
Norway	41
New Zealand	37
10 of 57 Countries	3,057 of 3,803 authors

Countries Represented by Time Frame


Number of non-Panel Presentations

Country	First 10 Years (1992 – 2001)	Second 10 Years (2002 – 2011)	20 Year Time Span (1992 – 2011)
United States	423	500	923
Germany	10	126	136
Australia	27	66	93
United Kingdom	23	59	82
Sweden	16	51	67
Netherlands	10	51	61
Canada	36	25	61
Finland	18	37	55
Norway	22	19	41
New Zealand	16	21	37

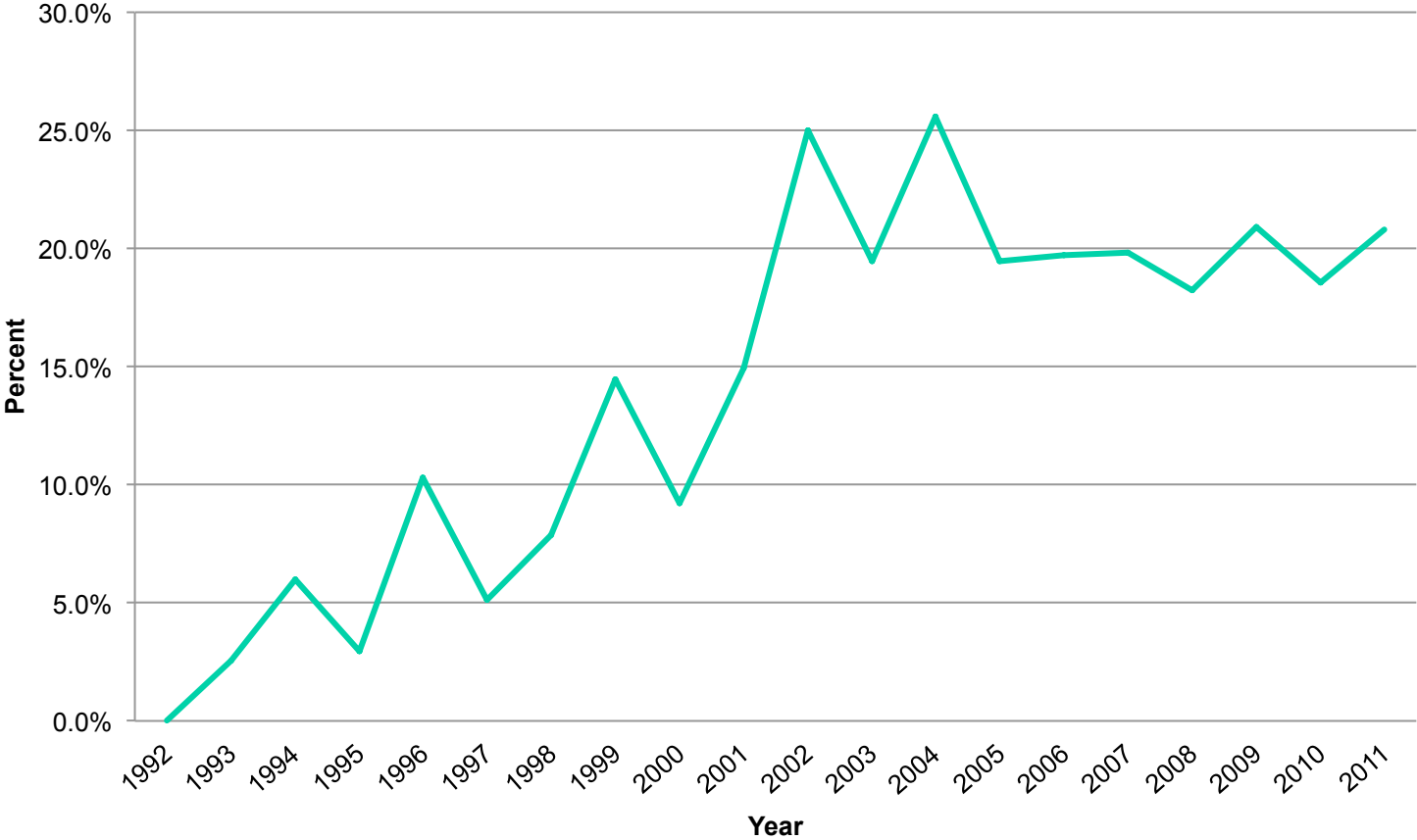
Multi-Country Collaboration



Year	One Country	Multi-country	Total	% One Country	% Multi-Country
1992	46	0	46	100.0%	0.0%
1993	38	1	39	97.4%	2.6%
1994	47	3	50	94.0%	6.0%
1995	66	2	68	97.1%	2.9%
1996	61	7	68	89.7%	10.3%
1997	74	4	78	94.9%	5.1%
1998	70	6	76	92.1%	7.9%
1999	65	11	76	85.5%	14.5%
2000	59	6	65	90.8%	9.2%
2001	57	10	67	85.1%	14.9%
2002	72	24	96	75.0%	25.0%
2003	62	15	77	80.5%	19.5%
2004	64	22	86	74.4%	25.6%
2005	62	15	77	80.5%	19.5%
2006	61	15	76	80.3%	19.7%
2007	101	25	126	80.2%	19.8%
2008	103	23	126	81.7%	18.3%
2009	102	27	129	79.1%	20.9%
2010	101	23	124	81.5%	18.5%
2011	99	26	125	79.2%	20.8%



Percent of Multi-Country Presentations at a Frontiers in Services Conference During the 1992 - 2011 Timeframe



Implications



The Frontiers Conference:

Provides a forum for exchange of service ideas across a spectrum of topics.

increasingly multi-disciplinary

Brings academics together from around the world to share those ideas.

Fosters high international participation

Facilitates a link between academia and industry via papers and plenary sessions.

Broader support from industry

Represents a launching pad for service related knowledge that later appears in esteemed journals.

Nurtures information development

Creates a networking opportunity among scholars & practitioners that moves beyond the conference.

Reflects Roland's 'Big Tent' perspective