

Curriculum Vita

ADDRESSES

Office

Department of Marketing
McCoy College of Business Administration
Texas State University
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EDUCATION

Ph. D. Arizona State University, 1980, **Major Field:** Marketing
Minor Fields: Social Psychology, Quantitative Business Analysis
Dissertation Title: "Postchoice Evaluation: An Equity Theory Analysis of
Consumer Satisfaction/Dissatisfaction with Service Choices"
Dissertation Chair: Kenneth A. Coney

M. B. A. Arizona State University, 1977

B. S. Arizona State University, 1976, **Major Field:** Marketing

EXPERIENCE

2007-Present **Professor and Chair**, Department of Marketing, Texas State University.
Courses Taught at Texas State: Graduate - Marketing Management, Services
Marketing, Technology & Marketing.
Undergraduate – Principles of Marketing-Honors Edition, Services Marketing.
Honors Thesis Supervised: Saki Matsukawa
Graduate Research Co-Supervised: Doctoral dissertation for Nelson Pinho at
the Universidade do Porto, Portugal. Title: "Designing Complex Services for
Multiple Stakeholders: Applying Systems Theory to Electronic Health
Records." Expected Completion: 2014.
Doctoral dissertation for Maria Glinoga at Monash University, Australia.
Title: "Perceived Self-transparency: The Performer's Regulator." Completed:
December, 2011.

- 1996-2007 **Professor and Chair**, Department of Marketing & Logistics, University of New Orleans.
Courses Taught at UNO: Executive MBA - Marketing Problem Analysis.
 Jamaican EMBA - Marketing Problem Analysis, International Marketing, Services Marketing.
 Executive MHCM - Health Care Marketing.
 Executive Technology Concentration - Technology & Marketing.
 Graduate – Marketing Internship, Marketing Problem Analysis, Services Marketing Research, Technology & Marketing, Team Taught Engineering Management Course with Professors Galle, Mahesh and McLetchie.
 Undergraduate - Marketing Internship, Marketing Research, Technology & Marketing.
Graduate Research Co-Supervised: Doctoral dissertation for Lia Patrício at the Universidade do Porto, Portugal. Title: “Enhancing Service Delivery Systems Through Technology.” Completed May, 2006.
- 1990-1996 **Associate Professor**, Department of Marketing, University of Central Florida.
Courses Taught at UCF: Graduate - Services Marketing, High Technology Marketing.
 Undergraduate - Services Marketing, High Technology Marketing, Marketing Strategies, Basic Marketing, Marketing Internship, Team Taught Engineering/Marketing Class with Professor Christodoulou in the College of Engineering.
- 1993 **Co-Chair**, Department of Marketing, University of Central Florida.
- 1991-1992 **Interim Chair**, Department of Marketing, University of Central Florida.
- 1989-1990 **Visiting Associate Professor**, Department of Marketing, University of Central Florida.
- 1988-1989 **Interim Head and Associate Professor**, Department of Marketing, Oklahoma State University.
Courses Taught at OSU: Graduate - Services Marketing, Marketing Theory, Promotional Strategy, Consumer Behavior.
 Undergraduate - Promotional Strategy, Consumer Behavior, Marketing Research, Principles of Marketing.
- 1984-1988 **Associate Professor of Marketing and Faculty Associate**, Center for International Trade Development, Oklahoma State University.
Graduate Research Supervised: Three doctoral dissertations (Mariea Hoy, Joby John, and Roxanne Stell) and ten masters papers.
- 1980-1984 **Assistant Professor**, Department of Marketing, Oklahoma State University.

- 1977-1980 **Graduate Faculty Associate**, Arizona State University.
Courses Taught at ASU: Graduate - Marketing Environments.
 Undergraduate - Consumer Behavior, Advertising, Marketing Environments.
- 1978 **Instructor**, American Graduate School of International Management, Glendale, Arizona.
Graduate Course Taught: Advertising.

INTERNATIONAL EXPERIENCE

- 2009 **Guest Professor**, Universidade do Porto, Portugal. One Day Course.
Graduate Course Taught: Services Marketing.
- 2008 **Guest Professor**, Universidade do Porto, Portugal. One Day Course.
Graduate Course Taught: Services Marketing.
- 2006 **Guest Professor**, The Instituto Tecnológico de Estudios Superiores de Monterrey (ITESM), Monterrey, Mexico. Two and a half day workshop for ITESM faculty.
Workshop Topic: Services Marketing and Services Technology.
- 2006 **Guest Professor**, Universidade do Porto, Portugal. Two Day Course.
Graduate Executive Course Taught: Services Marketing.
- 2005 **Guest Professor**, Universidade do Porto, Portugal. Two Day Course.
Graduate Executive Course Taught: Services Marketing.
- 2004 **Guest Professor**, Universidade do Porto, Portugal. Two Day Course.
Graduate Executive Course Taught: Services Marketing.
- 2003 **Guest Professor**, Universidade do Porto, Portugal. Two Day Course.
Graduate Executive Course Taught: Services Marketing.
- 1998 **Guest Professor**, Swedish School of Economics, Helsinki, Finland. Two-Week Program.
Graduate Course Taught: Services Marketing - “Interactive Services Technology.”
- 1998 **Guest Professor**, University College Dublin, Ireland. One-Week Program.
Graduate Course Taught: Services Marketing.
- 1997 **Guest Professor**, Universidad Diego Portales, Santiago, Chile. One-Week Program.
Undergraduate Topics Taught: Marketing Research, Services Marketing.

- 1996 **Guest Professor**, Universidade do Porto, Portugal. (While on sabbatical at the University of Central Florida).
Graduate Courses Taught: Marketing Management, Marketing Research.
- 1994 **Guest Professor**, Universidade do Algarve, Faro, Portugal. Two-Week Program.
Graduate Course Taught: Marketing Research.
- 1994 **Tutor**, Nordic Service Academy, Vaasa, Finland.
Lectured on: The Evolution and Future of Services Marketing.
- 1987 **Fulbright Scholar**, Universität Klagenfurt, Austria. (While on sabbatical at Oklahoma State University).
Undergraduate Course Taught: Services Marketing.

AWARDS & RECOGNITIONS

Academic Honors:

- Distinguished Faculty, Center for Services Leadership at the W. P. Carey School of Business, Arizona State University, 2009-Present.
- Favorite Professor, Alpha Chi National College Honor Society, 2014.
- The Bob Johnston Best Paper Award for “Understanding Value Co-Creation in Complex Services With Many Stakeholders” with Lia Patrício, Nelson Pinho, and Gabriela Beirão. Given at the QUIS13 Conference, Karlstad, Sweden, 2013.
- Grönroos Service Research Award from the CERS Centre for Relationship Marketing and Service Management at the Department of Marketing, Hanken School of Economics, Finland, 2012.
- Fellow, Center for Services Leadership at the W. P. Carey School of Business, Arizona State University, 2002-2009.
- Career Contributions to the Services Discipline Award, American Marketing Association Services Marketing Special Interest Group, 2005.
- Excellence in Professional Service Award, University of Central Florida, College of Business Administration, 1996.
- Excellence in Undergraduate Teaching Award, University of Central Florida, College of Business Administration, 1995.
- Invited Speaker, 1993 American Marketing Association Faculty Consortium on Services Marketing at Arizona State University, 1993.
- Invited Speaker, 1985 American Marketing Association Faculty Consortium on Services Marketing at Texas A & M University, 1985.
- Graduate Academic Scholarship, Graduate College, Arizona State University, 1979.
- Doctoral Consortium Fellow, American Marketing Association, 1979.
- Beta Gamma Sigma, National Honorary Business Fraternity, inducted in 1976.

Grant Funding:

- Louisiana Board of Regents Grant, (with Leila Borders and Brett Landry), entitled “UNO Business Collaboration Lab,” \$49,000, 2005.
- UNO Office of Research and Sponsored Programs, Investing in Research Excellence Grant, (with Will Lannes, UNO College of Engineering) entitled “Creating a UNO Service Enterprise Engineering NSF Proposal,” \$10,000, 2005.
- Student Technology Fee Grant, UNO, (with Nancy Hunt), “Documenting and Improving Learning: Electronic Portfolios in Business Education,” \$20,000, 2002.
- Research Grant, DOD/NAVY/NAWTSD, (with Christos Christodoulou, UCF Department of Electrical and Computer Engineering), entitled “NAWTSD Technology Transfer Project,” \$6,000, 1996.
- Research Grant, UCF Strategic Planning Council, (with Christos Christodoulou, UCF Department of Electrical and Computer Engineering), entitled “UCF High Technology Transfer Incubator for Undergraduate Education,” \$11,000, 1996.
- Research Grant, DOD/NAVY/NAWTSD, (with Christos Christodoulou, UCF Department of Electrical and Computer Engineering), entitled “NAWTSD Technology Transfer Project,” \$14,990, 1995.
- Research Grant, UCF Strategic Planning Council, (with Christos Christodoulou, UCF Department of Electrical and Computer Engineering), entitled “UCF High Technology Transfer Incubator for Undergraduate Education,” \$10,000, 1995.
- Research Grant, DOD/NAVY/NAWTSD, (with Christos Christodoulou, UCF Department of Electrical and Computer Engineering), entitled “NAWTSD Technology Transfer Project,” \$9,000, 1994.
- Research Grant, UCF Strategic Planning Council, (with Christos Christodoulou, UCF Department of Electrical and Computer Engineering), entitled “UCF High Technology Transfer Incubator for Undergraduate Education,” \$12,000, 1994.
- Research Grant, DOD/NAVY/NAWTSD, (with Christos Christodoulou, UCF Department of Electrical and Computer Engineering), entitled “NTSC Technology Transfer Project,” \$12,000, 1993.
- Research Grants to create *SERVMARK: The Electronic Bibliography of Services Marketing Literature*, the First Interstate Center for Services Marketing at Arizona State University, 1986-1988.
- Research Grant, Marketing Science Institute, 1985-1986.
- Research Grant, Cooperative Research Program, Asian Institute of Management, Philippines and Oklahoma State University, 1983-1984.
- Dean’s Excellence Fund Summer Grants, Oklahoma State University, 1981, 1982.
- Dissertation Research Grant, Department of Marketing, Arizona State University, 1980.

PUBLICATIONS

Journal Articles:

“Understanding Value Co-Creation in Complex Services with Many Actors,” with Nelson Figueiredo de Pinho, Gabriela Bierão, and Lia Patrício, *Journal of Service Management*, 2014, Vol. 25 (4), (Forthcoming).

“Bridging the Academia-Practitioner Divide: The Case of Service Theater,” with Aidan Daly, Steve Baron, Michael J. Dorsch, Stephen J. Grove, Kim Harris-Cassidy, and Richard Harris, *Journal of Services Marketing*, 2014, Vol. 28 (6), (Forthcoming).

“The Frontiers in Service Conference: A Twenty-Year Retrospective,” with Michael J. Dorsch and Stephen J. Grove, *Service Industries Journal*, 2014, Vol. 34, (6), 477-494.

“Knowledge Dissemination in the Global Service Marketing Community,” with Cristiana Lages, Cláudia Simões and Werner Kunz, *Managing Service Quality*, 2013, Vol. 23, No. 4, 272-290.

“Transformative Service Research: An Agenda for the Future,” with Laurel Anderson, Amy L. Ostrom, Canan Corus, Raymond P. Fisk, Andrew S. Gallan, Mario Giraldo, Martin Mende, Mark Mulder, Steven W. Rayburn, Mark S. Rosenbaum, Kunio Shirahada, and Jerome D. Williams, *Journal of Business Research*, 2013, Vol. 66, No. 8, 1203-1210.

“A Performing Arts Perspective on Service Design,” with Stephen J. Grove, *Touchpoint: The Journal of Service Design*, 2012, Vol. 4, No. 2, 20-25.

“Customer Experience Modeling: From Customer Experience to Service Design,” with Jorge Teixeira, Lia Patrício, Nuno Jardes Nunes, Leonel Nóbrega, Larry Constantine, *Journal of Service Management*, 2012, Vol. 23, No. 3, 362 - 376.

“Conceptualization and Aspirations of Transformative Service Research,” with Mark S. Rosenbaum, Canan Corus, Amy L. Ostrom, Laurel Anderson, Andrew S. Gallan, Mario Giraldo, Martin Mende, Mark Mulder, Steven W. Rayburn, Kunio Shirahada and Jerome D. Williams, *Journal of Research for Consumers*, 2011, Vol. 19, 1-6.

“Synthesizing Service Design and Service Science for Service Innovation,” with Lia Patrício, *Touchpoint: The Journal of Service Design*, 2011, Vol. 3, No. 2, 14-16.

“Multilevel Service Design: From Value Constellation to Service Experience Blueprinting,” with Lia Patrício, João Falcão e Cunha, and Larry Constantine, *Journal of Service Research*, 2011, Vol. 14, No. 2, 180-200. **Best JSR Article Award Finalist, Second Place.**

“Customers Behaving Badly: A State of the Art Review, Research Agenda and Implications for Practitioners,” with Stephen Grove, Lloyd C. Harris, Dominique Keeffe, Kate Daunt, Rebekah

Russell-Bennett, and Jochen Wirtz, *Journal of Services Marketing*, 2010, Vol. 24, No. 6, 417-429.

“A Customer Liberation Manifesto,” *Service Science*, 2009, Vol. 1, No. 3, 135-141.

“Designing Interactive Service Systems: Joining Requirements Engineering and Service Management,” with Lia Patrício and João Falcão e Cunha, *Requirements Engineering*, 2009, Vol. 14, No. 3, 209-227.

“The Impact of Improvisation Training on Service Employees in a European Airline: A Case Study” with Aidan Daly, Stephen Grove, and Michael Dorsch, *European Journal of Marketing*, 2009, Vol. 34, No. 3/4, 459-472.

“Designing Multi-Interface Service Experiences: the Service Experience Blueprint,” with Lia Patrício and João Falcão e Cunha, *Journal of Service Research*, 2008, Vol. 10, No. 4, May, 318-334.

“Epilogue: Untangling the Employee-Customer Interface,” in *Journal of Management and Organization*, 2008, Vol. 14, No. 2, May, 219-222.

“Improvisation in Service Performances: Lessons From Jazz,” with Stephen J. Grove and Joby John, *Managing Service Quality*, 2006, Vol. 16, No. 3, 247-268. (*Highly Commended Award from Emerald Literati Network*).

“Managing Corporate Identity: An Internal Perspective,” with Cláudia Simões and Sally Dibb, *Journal of the Academy of Marketing Science*, 2005, Vol. 33, No. 2, 153-168. **Reprinted in** *Debates in Brand Management*, Francesca Dall’Olmo Riley (ed.), Sage Publications, 2009.

“Developing the Impression Management Skills of the Service Worker: An Application of Stanislavsky’s Principles in a Services Context,” with Stephen J. Grove and Mary C. LaForge, *Service Industries Journal*, 2004, Vol. 24, No. 2, 1-14.

“Surviving in the Age of Rage,” with Stephen J. Grove and Joby John, *Marketing Management*, 2004, Vol. 13, No. 2, 41-46. **Reprinted in** *Annual Editions: Marketing 08/09 30th Ed.*, John E. Richardson (ed.), Dubuque, IA: Dushkin (McGraw-Hill); 2008, *Annual Editions: Marketing 07/08 29th Ed.*, John E. Richardson (ed.), Dubuque, IA: Dushkin (McGraw-Hill), 2007; *Annual Editions: Marketing 06/07 28th Ed.*, John E. Richardson (ed.), Dubuque, IA: Dushkin (McGraw-Hill), 2006; and *Annual Editions: Marketing 05/06 27th Ed.*, John E. Richardson (ed.), Dubuque, IA: Dushkin (McGraw-Hill), 2005.

“Improving Satisfaction with Bank Service Offerings: Measuring the Contribution of Each Delivery Channel,” with Lia Patrício, João Falcão e Cunha, *Managing Service Quality*, 2003, Vol. 13, No. 6, 471-482. **Reprinted in** *Debates in Brand Management*, Edited by Francesca Dall’Olmo Riley, London: SAGE Publications, 2009.

“The Future of Services Marketing: Forecasts From Ten Services Experts,” with Steve Grove and Joby John, *Journal of Services Marketing*, 2003, Vol. 17, No. 2, 107-121. **Reprinted in** *Services Marketing*, Edited by Steve Baron, London: SAGE Publications, 2010.

“Wiring and Growing the Technology of International Services Marketing,” *Journal of Services Marketing*, 1999, Vol. 13, No. 4/5, 311-318.

“Assessing the Theatrical Components of the Service Encounter: A Cluster Analysis Examination,” with Stephen J. Grove and Michael J. Dorsch, *Services Industries Journal*, 1998, Vol. 18, No. 3, July, 116-134. **Reprinted in** *Service Industries Marketing: New Approaches*, Edited by Gillian Hogg and Mark Gabbott, London: Frank Cass, 1998.

“The Impact of Other Customers Upon Service Experiences: A Critical Incident Examination of ‘Getting Along’,” with Stephen J. Grove, *Journal of Retailing*, 1997, Vol. 73, No. 1, Spring, 63-85.

“Collaring the Cheshire Cat: Evaluating Service Experience Through Metaphor,” with Cathy Goodwin and Stephen J. Grove, *Services Industries Journal*, 1996, Vol. 16, No. 4, October, 421-442.

“Applications of Impression Management and the Drama Metaphor in Marketing,” with Stephen J. Grove, *European Journal of Marketing*, 1996, Vol. 30, No. 9, 6-12.

“Going Green in the Service Sector: Social Responsibility Issues, Implications and Implementation,” with Stephen J. Grove, Gregory M. Pickett, and Norman Kangun, *European Journal of Marketing*, 1996, Vol. 30, No. 5, 56-66.

“Skating on Thin Ice: A Metaphorical Approach to Teaching Services Marketing,” with Cathy Goodwin and Stephen J. Grove, *Journal of Marketing Education*, 1994, Vol. 16, No. 3, 101-110.

“The Development and Emergence of Services Marketing Thought,” with Stephen W. Brown and Mary Jo Bitner, *International Journal of Service Industry Management*, 1994, Vol. 5, No. 1, 21-48. **Reprinted in** *Services Marketing: Text, Cases, and Readings*, by Christopher H. Lovelock, Third Edition, Englewood Cliffs, NJ: Prentice-Hall, Inc., 1996, 76-96. **Reprinted in** *Services Marketing*, Edited by Steve Baron, London: SAGE Publications, 2010.

“Tracking The Evolution of the Services Marketing Literature,” with Stephen W. Brown and Mary Jo Bitner, *Journal of Retailing*, 1993, Vol. 69, No. 1, Spring, 61-103. **Reprinted in** *Services Marketing: Developing a Discipline and Its Literature*, Tempe, AZ: First Interstate Center for Services Marketing, 1993.

“Observational Data Collection Methods for Services Marketing: An Overview,” with Stephen J. Grove, *Journal of the Academy of Marketing Science*, 1992, Vol. 20, No. 3, Summer, 217-224.

“Reflections on Teaching Marketing in Austria,” *Marketing Education Review*, 1990, Vol. 1, No. 1, November, 77-80.

“Cognitive Relativism and the Practice of Marketing Science,” with James A. Muncy, *Journal of Marketing*, 1987, Vol. 51, No. 1, January, 20-33.

“Telecommunications Technologies Assist Services Marketing,” with Joby John, *Journal of Professional Services Marketing*, 1985-86, Vol. 1, No. 1/2, Fall 1985/Winter, 63-75.

“Analysis of the Health Care Needs of the Hearing Impaired: From Hearing Aids to Microcomputers,” with Stephen J. Grove, *Journal of Health Care Marketing*, 1983, Vol. 3, No. 1, Winter, 13-20.

“National Advertising, Brands & Channel Control: An Historical Perspective with Contemporary Options,” with Charles H. Patti, *Journal of the Academy of Marketing Science*, 1982, Vol. 10, No. 1, Winter, 90-108.

“Marketing Applications for Hospital Laboratory Services, with Carol Freshley, *Journal of Health Care Marketing*, 1981, Vol. 1, No. 2, Spring, 33-39.

Books:

Services Marketing: An Interactive Approach, 4th Edition, with Stephen J. Grove and Joby John, Boston: Cengage, 2014.

Interactive Services Marketing, 3rd Edition, with Stephen J. Grove and Joby John, Boston: Houghton Mifflin, 2008.

Interactive Services Marketing, 2nd Edition, with Stephen J. Grove and Joby John, Boston: Houghton Mifflin, 2004. **Translated into Japanese in 2006.**

Interactive Services Marketing, with Stephen J. Grove and Joby John, Boston: Houghton Mifflin, 2000.

Edited Books and Monographs:

Legends in Marketing, Christian Grönroos, Jagdish N. Sheth, Series Editor, *Volume 1: Services Marketing*, Raymond P. Fisk, Volume Editor, New Delhi, India: Sage, 2013.

Serving Customers: Global Services Marketing Perspectives, edited with Rebekah Russell-Bennett and Lloyd Harris, Prahran, Australia: Tilde Publishing, 2013.

Services Marketing Self-Portraits: Introspections, Reflections, and Glimpses from the Experts, edited with Stephen J. Grove and Joby John, Chicago: American Marketing Association, 2000.

1999 SERVSIG Research Conference: Jazzing Into the New Millennium, edited with Liam Glynn, Chicago: American Marketing Association, 1999.

1991 Winter Educators' Conference: Marketing Theory and Applications, edited with Terry L. Childers, Scott B. Mackenzie, Thomas W. Leigh, Steven Skinner, John G. Lynch, Jr., Susan Heckler, Hubert Gatignon, and John L. Graham, Chicago: American Marketing Association, 1991.

Services Marketing: An Annotated Bibliography, edited with Patriya S. Tansuhaj, Chicago: American Marketing Association, 1985.

Marketing Theory: Distinguished Contributions, edited with Stephen W. Brown, New York: John Wiley and Sons, 1984.

Contributions to Books and Monographs:

“Marketing: A Service Science and Arts Perspective,” with James C. Spohrer and Stephen K. Kwan in *Handbook of Service Marketing Research*, edited by Roland T. Rust and Ming-Hui Huang, Northampton, MA: Edward Elgar Publishing, Inc., 2014, 489-526.

“Preface,” to *Legends in Marketing*, Christian Grönroos, Jagdish N. Sheth, Series Editor, *Volume 1: Services Marketing*, Raymond P. Fisk, Volume Editor, New Delhi, India: Sage, 2013, xxxv-xxxvii.

“Service Sustainability: A Tripartite Value Co-Creation Perspective,” with Kunio Shirahada in *Progressive Trends in Knowledge and System-Based Science for Service Innovation*, edited by Michitaka Kosaka & Kunio Shirahada, Hershey, PA: IGI Global, 2013, 89-99.

“An Overview of Services Marketing Globally,” with Rebekah Russell-Bennett and Lloyd Harris in *Serving Customers: Global Services Marketing Perspectives*, edited with Rebekah Russell-Bennett and Lloyd Harris, Prahran, Australia: Tilde Publishing, 2013, 1-25.

“Creating New Services,” with Lia Patricio in *Serving Customers: Global Services Marketing Perspectives*, edited with Rebekah Russell-Bennett and Lloyd Harris, Prahran, Australia: Tilde Publishing, 2013, 179-201.

“Commentary on Shelby Hunt,” in *Legends in Marketing*, Shelby Hunt, Jagdish N. Sheth, Series Editor, *Volume 2: Marketing Theory, Philosophy of Science Foundations of Marketing*, Jagdip Singh, Volume Editor, New Delhi, India: Sage, 2011, 148-151.

“The Evolution and Future of Service: Building and Broadening a Multidisciplinary Field,” with Stephen J. Grove in *Handbook of Service Science*, Paul P. Maglio, Cheryl A. Kieliszewski and James C. Spohrer, eds. New York: Springer, 2010, 641-661.

“Broadening Service Marketing: Building A Multidisciplinary Field,” with Stephen J. Grove in *The Future of Services: Trends and Perspectives*, Dieter Spath and Walter Ganz, eds., Fraunhofer-IAO, Stuttgart, 2008, 233-244.

“A Master Program in Services Engineering and Management at the University of Porto” with João Falcão e Cunha, Lia Patrício, Ana Camanho and Raymond P. Fisk in *Service Science, Management and Engineering Education for the 21st Century*, Springer US, 2008, 181-190.

“Back to the Future: Putting the People Back in Marketing,” with Stephen J. Grove and Joby John in *Does Marketing Need Reform?*, Jagdish N. Sheth and Rajendra Sisodia, eds., Armonk, NY: M.E. Sharpe, Inc, 2006, 306-311.

“Service Theater: An Analytical Framework for Services Marketing,” with Stephen J. Grove, in *Services Marketing: Text, Cases, and Readings*, by Christopher H. Lovelock, Fourth Edition, Englewood Cliffs, NJ: Prentice-Hall, Inc., 2000. **Reprinted in** *Services Marketing: People, Technology, Strategy*, by Christopher H. Lovelock and Jochen Wirtz, Fifth Edition, Englewood Cliffs, NJ: Prentice-Hall, Inc., 2004.

“Services as Theater: Guidelines and Implications,” with Stephen J. Grove and Joby John in *Handbook of Services Marketing and Management*, Teresa Swartz and Dawn Iacobucci, eds., Beverly Hills, CA: Sage Publications, Inc., 2000, 21-36. **Reprinted in** *Services Marketing: An Asia-Pacific and Australian Perspective*, by Christopher Lovelock, Paul Patterson, and Rhett Walker, Third Edition, Pearson Australia, 2004.

“Service Management Literature Overview: A Rationale for Interdisciplinary Study,” with Stephen W. Brown and Mary Jo Bitner, in *Understanding Services Management: Integrating Marketing, Organisational Behaviour, Operations and Human Resource Management*, William J. Glynn and James G. Barnes, eds., Dublin, Ireland: Oak Tree Press and John Wiley and Sons, 1995, 1-32. **Reprinted in** *Management CD-ROM*, New York: John Wiley and Sons, 1996.

“Service Performances As Drama: Quality Implications and Measurement,” with Stephen J. Grove, in *Managing Service Quality*, Paul Kunst and Jos Lemmink, eds., Maastricht, Netherlands: Van Gorcum, Assen/Maastricht, 1995, 107-119.

“Increasing the Quality Quotient for Services in the Twenty-First Century: People and Technology Factors,” with Stephen J. Grove, in *Services and Service Quality in the 21st Century*, Research Report No. 3, June, New York: International Service Quality Association, 1994, 17-27.

“Dramatizing the Service Experience: A Managerial Approach,” with Stephen J. Grove and Mary Jo Bitner, in *Advances in Services Marketing and Management: Research and Practice, Volume 1*, Teresa A. Swartz, Stephen W. Brown, and David E. Bowen, eds., Greenwich, CT: JAI Press, 1992, 91-121. **Reprinted in** *Contemporary Services Marketing Management: A Reader*, Edited by Mark Gabbott and Gillian Hogg, London: Dryden Press, 1997, 69-95.

“Impression Management in Services Marketing: A Dramaturgical Perspective,” with Stephen J. Grove, in *Impression Management in the Organization*, edited by Robert A. Giacalone and Paul Rosenfeld, Hillsdale, NJ: Lawrence Erlbaum Associates, 1989, 427-438.

“National Trends in Hospital Advertising,” with Gail Batton, in *Advertising Handbook for Health Care Services*, edited by William J. Winston, New York: The Haworth Press, 1986, 39-57. **Reprinted in** *Journal of Hospital Marketing*, Vol. 2, No. 2, 1988, 19-46.

“Naive Marketing: A Neglected Dimension of Human Behavior,” with Kirk D. Walden in *Marketing Theory: Distinguished Contributions*, edited by Stephen W. Brown and Raymond P. Fisk, New York: John Wiley and Sons, 1984, 147-156.

“Taxonomical Bibliography of Marketing Theory,” with Stephen J. Grove, in *Marketing Theory: Distinguished Contributions*, edited by Stephen W. Brown and Raymond P. Fisk, New York: John Wiley and Sons, 1984, 338-360.

Published in Electronic Media:

SERVMARK: The Electronic Bibliography of Services Marketing Literature, edited with Patriya S. Tansuhaj and Lawrence A. Crosby, Tempe, Arizona: Arizona State University, 1987, 1988. (Included user manual and three software diskettes.)

AIRWAYS: A Marketing Simulation, with Jamie T. Fisk, New York: John Wiley and Sons, 1986. (Included student and instructor manuals and game software diskette.)

Published Reviews of Books and Software:

“A Review of Experimental Design Software,” *Journal of Marketing Research*, Vol. 25, No. 2, May, 1988, 225-227.

“A Review of Changing the Course of Marketing: Alternative Paradigms for Widening Marketing Theory, Research in Marketing, Supplement 2,” *Journal of Marketing*, Vol. 51, No. 3, October, 1987, 147-149.

“A Review of Theory Construction in Marketing: Some Thoughts on Thinking,” *Journal of Marketing*, Vol. 48, No. 1, Winter, 1984, 139-140.

Published in National/International Conference Proceedings:

“Disservice: A Framework Of Sources And Solutions,” with Stephen J. Grove, Lloyd Harris, Emmanuel Ogbonna, Joby John, Les Carlson and Jerry Goolsby, in *Marketing Dynamism & Sustainability: Things Change, Things Stay the Same...*, *Proceedings of the Annual Conference of the Academy of Marketing Science*, Vol. 32, Leroy Robinson, Jr., ed. New Orleans, Louisiana, 2012, 169-172.

"Broadening the Concept of Service: A Tripartite Value Co-Creation Perspective for Service Sustainability," with Kunio Shirahada, in *Advances in Service Quality, Innovation, and Excellence, Proceedings of QUIS12*. Ithaca, New York: Cayuga Press, 2011, 917-926. **Best Paper Award, Honorable Mention. QUIS Highly Commended Paper Award.**

"Customer Experience Requirements for Multi-Platform Service Interaction: Bringing Services Marketing to the Elicitation of User Requirements," with Lia Patrício, João Falcão e Cunha, and Nuno Jardim Nunes, in the *12th IEEE International Requirements Engineering Conference*, Kyoto, Japan, 2004.

"Customer Experience Requirements For Multi-Platform Service Interaction: Bringing Services Marketing to The Elicitation of User Requirements," with Lia Patrício, João Falcão e Cunha, and Nuno Jardim Nunes in *Proceedings of the 12th IEEE International Requirements Engineering Conference - RE2004*, Neil Maiden (Ed.), Los Alamitos, California, 2004.

"Designing Interaction Experiences for Multi-Platform Service Provision with Essential Use Cases," with Lia Patrício, João Falcão e Cunha, and Nuno Jardim Nunes, in *IUI/CADUI 2004*, Funchal, Madeira Island, Portugal, 2004.

"Addressing Marketing Requirements in User-Interface Design for Multiple Platforms," with Lia Patrício, João Falcão e Cunha, Nuno Jardim Nunes, in *DSV-IS 2003: Issues in Designing New-generation Interactive Systems Proceedings of the Tenth Workshop on the Design, Specification and Verification of Interactive Systems*, edited by Joaquim A. Jorge, Nuno J. Nunes, and João F Cunha, Funchal, Madeira Island, Portugal, 2003.

"The Relevance of User Experience Requirements in Interface Design - a Study of Internet Banking," with Lia Patrício and João Falcão e Cunha in *Proceedings of IDEAS 2003 – 6th Workshop Iberoamericano de Ingeniería de Requisitos y Ambientes Software*, edited by Mario Piattini, Luca Cernuzzi, Francisco Ruíz, Assunción, Paraguay, 2003.

"The Theatrical Nature of Services: An Analytical Perspective," with Stephen J. Grove and Joby John, in *Marketing, Strategy, Economics, Operations and Human Resources: Insights on Service Activities*, the Eric Langeard International Research Seminar in Service Management, La Londe, France, 2000.

"Stanislavsky and Selling: What Sales Training Can Learn from the Theater," with Donald A. McBane, Stephen J. Grove and Patricia Knowles, in *Proceedings of the National Conference in Sales Management*, edited by Michael R. Williams, 1996.

"Applying Marketing Techniques to Achieve the Strategic Objectives of Educational Institutions: A Case Study," with Jeff Allen, in *1993 Symposium for the Marketing of Higher Education*, edited by Thomas J. Hayes and Roy D. Adler, 1993.

"The Service Experience as Theater," with Stephen J. Grove, in *Advances in Consumer Research*, edited by John E. Sherry, Jr. and Brian Sternthal, 1992.

“Developing an Entrepreneurial Orientation Within Marketing Education: A Call for the 1990s,” with Michael H. Morris and Duane L. Davis, in *AMA Educators’ Proceedings*, edited by William Bearden, et al., 1990.

“Personal Selling as Drama: A Metaphorical Assessment of Buyer-Seller Interaction,” with Stephen J. Grove and James T. Kenny, in *1990 AMA Winter Educators’ Conference: Marketing Theory and Applications*, edited by David Lichtenthal, et al., 1990.

“Why Services Promotion Differs From Goods Promotion,” with James T. Kenny, in *1990 AMA Winter Educators’ Conference: Marketing Theory and Applications*, edited by David Lichtenthal, et al., 1990.

“A Closer Look at Customer Service: A Customer Service Model,” with James T. Kenny, in *Academy of Marketing Science Proceedings*, 1989.

“Electronic Service Delivery: Design Issues,” with Alan Gordon, in *Add Value to Your Service*, edited by Carol Surprenant, 1988.

“Free Ridership: Concept Development and Research Propositions,” with Melissa S. Burnett and Roxanne Stell, in *1987 AMA Winter Educators’ Conference: Marketing Theory*, edited by Russell W. Belk, et al., 1987.

“Services Images: A Synthesis of Image Creation and Management,” with Roxanne Stell, in *Creativity in Services Marketing: What’s New, What Works, What’s Developing*, edited by M. Venkatesan, Diane H. Schmalensee, and Claudia E. Marshall, 1986.

“Services Marketing Education: The Issues,” with Robert Listman, Nancy Hansen, William George, and Patriya Tansuhaj, in *Creativity in Services Marketing: What’s New, What Works, What’s Developing*, edited by M. Venkatesan, Diane H. Schmalensee, and Claudia E. Marshall, 1986.

“Developing and Testing Airways: A Marketing Simulation,” with Jamie T. Fisk and Geoffrey Zoekler, in *Developments in Business Simulation and Experiential Exercises*, edited by Alvin C. Burns and Lane Kelley, 1986.

“Older Consumers and Services: Implications for Marketers,” with Mariea Grubbs Hoy, in *1985 AMA Educators’ Proceedings*, edited by Robert F. Lusch, et al., 1985.

“The Marketing Teleconference Consortium: Intercollegiate Teleconferencing for Marketing Faculty and Students,” with Lana G. Ivy and James G. Hromas in *Teleconferencing and Interactive Media*, Vol. 4, edited by Lorne A. Parker and Christine H. Olgren, 1985.

“‘Participatizing’ the Service Encounter: A Theoretical Framework,” with Patriya Silpakit, in *Services Marketing in a Changing Environment*, edited by Thomas M. Bloch, Gregory D. Upah and Valarie A. Zeithaml, 1985.

“Marketing Veterinary Services: A Statewide Survey of Market Practices,” with Roger D. Freeman and B. C. Hamm, in *Services Marketing in a Changing Environment*, edited by Thomas M. Bloch, Gregory D. Upah and Valarie A. Zeithaml, 1985.

“Disconfirmation of Equity Expectations: Effects on Consumer Satisfaction With Airline Services,” with Clifford E. Young, in *Advances in Consumer Research*, edited by Elizabeth C. Hirschman and Morris B. Holbrook, 1985.

“Airways: A Microcomputer Simulation of a Service Industry,” with Jamie T. Fisk and James W. Gentry, in *Developments in Business Simulation and Experiential Exercises*, edited by James W. Gentry and Alvin D. Burns, 1985.

“Consumer Satisfaction With Airline Services in a Deregulated Environment,” with Stephen J. Grove and Vijay Ramachandran, in *1984 AMA Educators’ Proceedings*, edited by Russell W. Belk, et al., 1984.

“The Dynamic Effects of New Information Technologies on Consumer Behavior: A General Living Systems Framework,” with Clifford E. Young, in *1984 AMA Winter Educators’ Conference: Scientific Method in Marketing*, edited by Paul F. Anderson and Michael J. Ryan, 1984.

“The Dramaturgy of Services Exchanges: An Analytical Framework for Services Marketing,” with Stephen J. Grove, in *Emerging Perspectives on Services Marketing*, edited by Leonard L. Berry, G. Lynn Shostack, and Gregory D. Upah, 1983. **Reprinted in** *Services Marketing: Text, Cases, and Readings*, by Christopher H. Lovelock, Second Edition, Englewood Cliffs, NJ: Prentice-Hall, Inc., 1991. Third Edition, Englewood Cliffs, NJ: Prentice-Hall, Inc., 1996.

“Postchoice Evaluation: An Equity Theory Analysis of Consumer Satisfaction/Dissatisfaction with Service Choices,” with Kenneth A. Coney, in *Conceptual and Empirical Contributions to Consumer Satisfaction and Complaining Behavior*, edited by H. Keith Hunt and Ralph L. Day, 1982.

“Toward a Theoretical Framework for Marketing Ethics,” in *Marketing Theory: Philosophy of Science Perspectives*, Proceedings of the American Marketing Association Theory Conference, edited by Ronald F. Bush and Shelby D. Hunt, 1982.

“A Classification Scheme for Converting Handicapped Subcultures into Actionable Health Care Market Segments,” with Stephen J. Grove, in *Advances in Health Care Research: 1982 Proceedings*, edited by Scott M. Smith and M. Venkatesan, 1982.

“Toward A Consumption/Evaluation Process Model for Services,” in *Marketing of Services*, edited by James H. Donnelly and William R. George, 1981.

“Naive Marketing: Further Extension of the Concept of Marketing,” with Kirk D. Walden, in *Conceptual and Theoretical Developments in Marketing*, Proceedings of the American Marketing Association Theory Conference, edited by O. C. Ferrell, Stephen W. Brown, and Charles W. Lamb, Jr., 1979.

Published in Regional Conference Proceedings:

“Creating an Engineering/Marketing Technology Incubator for Undergraduate Education,” with Christos G. Christodoulou, *Southcon/96 Conference Record*, 1996.

“The Pollyanna Hypothesis and Attitude Scale Sensitivity to Statement Polarity: An Experimental Investigation,” with William G. Zikmund and L. Lee Manzer, in *Marketing: Meeting the Challenges of the 1990's*, edited by Joseph J. Cronin, Jr. and Melvin T. Stith, 1987.

“The Dramaturgy of Personal Selling,” with Stephen J. Grove and Raymond L. LaForge, in *Marketing in an Environment of Change*, edited by Robert L. King, 1986.

“College Professors and Personal Computers: A Survey of Market Penetration,” with Samuel Wathen, in *1984 Proceedings: Southwestern Marketing Association Conference*, edited by James R. Lumpkin and John C. Crawford, 1984.

“Stimulating Consumer Dissatisfaction: A Management Approach Via Equity Theory,” with Gregory Pickett, in *1983 Proceedings: Southwestern Marketing Association Conference*, edited by John C. Crawford and James R. Lumpkin, 1983.

“Characteristics of the Southwestern Consumer: Data, Implications and Problems,” with Stephen J. Grove, in *1982 Proceedings: Southwestern Marketing Association Conference*, edited by Daniel R. Corrigan, Frederic B. Kraft, and Robert H. Ross, 1982.

“Personality and its Measurement: A Replication Study Using C.A.D.,” with John Schlacter and John Phee, in *Proceedings: Southern Marketing Association*, edited by John H. Summey and Ronald D. Taylor, 1980.

“Equity Theory: A Complement to the Understanding of Marketing Exchanges,” with Stephen W. Brown, *Proceedings: Southern Marketing Association*, edited by Robert S. Franz, Robert M. Hopkins, and Alfred G. Toma, 1979.

Invited Publications:

“Service Innovation and Japanese Leadership,” *The Journal of Science Policy and Research Management*, 2013, Vol. 28, No. 3 and 4, 248-250.

“Designing Service Experiences,” *Texas CEO Magazine*, September/October, 2012.

“Liberating Services Customers: The 21st Century Challenge,” *INNOVAR*, 2011, Vol. 21, No. 42, 17-24.

“The Customer Profit-Sharing Plan,” *Enterprise Loyalty in Practice*, 2011, Edition 3, 24-27. (Originally titled – “Profit Sharing with Customers”).

“The Art of Serving Customers,” *Revista MisiónPyme*, October, 2011, 65.

“Guest Editorial: A Brief History of SERVSIG,” with Lia Patrício, Special Issue from AMA SERVSIG Conference 2010, *Journal of Service Management*, 2011, Vol. 22, No. 4, 440-442.

“Guest Editorial: A Brief History of SERVSIG,” with Lia Patrício, Special Issue from AMA SERVSIG Conference 2010, *Managing Service Quality*, 2011, Vol. 21, No. 4, 328-330.

“An Investment Approach to Service,” American Marketing Association ARC, 2003, <http://www.marketingpower.com/Community/ARC/Pages/Service/Tips/RayFisk.aspx>.

“All the Web Sites Are a Stage, so Marketers, Put on a Show,” *Marketing News*, November 6, 2000, 26.

“SIGvolution Continues,” with Tom Leigh, *Marketing Educator*, Vol. 14, No. 2, Spring, 1995, 4.

“The AMA Services Marketing Special Interest Group,” *Marketing Educator*, Vol. 13, No. 3, Summer, 1994, 4, 8.

“Creating an Engineering/Marketing Technology Transfer Process for Undergraduate Education,” *Tech Topics*, July/August, 1994, 3.

“Educators Form Services Group,” *Marketing News*, March 14, 1994, 14.

“Use Care Not to Overpromote, Underdeliver,” *Orlando Business Journal*, September 13-19, 1991, 35.

“New Services Marketing Literature,” A Column in the *Services Marketing Newsletter*, Vol. 3, No. 3, Fall, 1986, 5; Vol. 3, No. 4, Winter, 1986, 5; Vol. 4, No. 1, Spring, 1987, 5; Vol. 4, No. 2, Summer, 1987, 5-6; Vol. 4, No. 3, Fall, 1987, 5-6; Vol. 4, No. 4, Winter, 1987, 5-6; Vol. 5, No. 1, Spring, 1988, 5.

“‘Personal Touch’ Controls Technology’s Success,” *Iron Mountain Courier*, Spring/Summer, 1986, 2.

“Services Marketing: Theme of 1985 AMA Faculty Consortium,” *Services Marketing Newsletter*, Vol. 2, No. 3, Fall, 1985, 5.

“AMA 1985 Faculty Consortium Covers Services Marketing,” *Marketing Educator*, Vol. 4, No. 3, Fall, 1985, 5, 8.

“Eight University Marketing Departments Are Testing Educational Teleconferencing,” with Lana G. Ivy, *Marketing Educator*, Vol. 4, No. 2, Spring, 1985, 6.

“The Services Pricing Literature Deficit,” with Patriya Silpakit, *Services Marketing Newsletter*, Vol. 2, No. 1, Spring, 1985, 4.

“Videoconferencing: Tips for Business Users,” *Marketing News*, Vol. 18, No. 23, November 9, 1984, 34.

“Array of Educational Technology Will Grow, But Will Tradition-Bound Educators Use It?” *Marketing Educator*, Vol. 3, No. 2, Spring, 1984, 1, 6.

“Personal Computers Enhance Productivity,” *Marketing Educator*, Vol. 2, No. 1, Winter, 1983, 1, 4.

“Evaluating Teaching Performance Is Difficult When Evaluator Has Unclear Understanding of Appropriate Evaluative Criteria,” *Marketing Educator*, Vol. 1, No. 2, Fall, 1982, 4.

Abstracts:

“Jazzing Up the Service Performance: The Need for Improvisation,” *2003 AMA SERVSIG Research Conference*, 2003, edited by Denis Lapert, 502-503.

“Tapping the Service Theater Experience: An Application and Discussion of Triangulation,” with Roger J. Epworth and Stephen J. Grove, *2001 SERVSIG Services Research Conference: New Horizons in Services Marketing*, edited by Greg Elliott and Jim Barnes, 2002, 130.

“Green Initiatives in the Service Sector: A Preliminary Investigation,” with Stephen J. Grove, Gregory Pickett, and Norm Kangun, *Evolving Paradigms: The Emerging Future of Marketing*, edited by Tony Meenaghan, 1997, 184-185.

“Studying Customers’ Services Experiences Through Metaphor: An Exploratory Investigation,” with Cathy Goodwin and Stephen J. Grove, *1995 AMA Winter Educators’ Conference Proceedings*, edited by Dave Stewart and Naufel Vilcassim, 1995, 206-207.

“The Greening of the Service Sector: Issues, Implications and Implementation,” with Stephen J. Grove, Norman Kangun, and Gregory Pickett, *1994 AMA Winter Educators’ Conference Proceedings*, edited by Daniel Smith and C.W. Park, 1994.

“The Theatrical Framework of Service Encounters: A Metaphorical Analysis,” with Stephen J. Grove, *1991 AMA Educators’ Conference Proceedings*, edited by Mary C. Gilly, et al., 1991.

“Humorous Appeals in Television Advertising: A Content Analysis,” with Melissa Burnett and Dale Lunsford, *1987 AMA Educators’ Conference*, edited by Susan P. Douglas, et al., 1987.

“Teleservices: An Electronic Revolution in Retail Marketing,” with Roxanne Stell, in *1986 Educators’ Conference Proceedings*, edited by Terence A. Shimp, et al., 1986.

“Assessing The Services Marketing Literature,” with Patriya S. Tansuhaj and James G. Hromas, in *Creativity in Services Marketing: What’s New, What Works, What’s Developing*, edited by M. Venkatesan, Diane H. Schmalensee, and Claudia E. Marshall, 1986.

“Discussant’s Comments,” in *Proceedings: Southern Marketing Association*, edited by John H. Summey, Carol Anderson, and Blaise Bergiel, 1982.

“Discussant’s Comments,” in *Proceedings: Southern Marketing Association*, edited by John H. Summey and Ronald D. Taylor, 1980.

PRESENTATIONS

Presentations at International Programs:

- Speaker, “Transformative Service Research: Introducing a New Paradigm,” *AMA SERVSIG Research Conference*, 2014, Thessaloniki, Greece.
- Speaker, “The Meaning of Improvisation in Service Roles: Exploring Cross Cultural Differences,” *AMA SERVSIG Research Conference*, 2014, Thessaloniki, Greece.
- Speaker, “Improving Health Information Systems by Employing a Service Design Perspective,” *AMA SERVSIG Research Conference*, 2014, Thessaloniki, Greece.
- Speaker, “Prevaricating Pinocchios or Lying Bastards: Dishonesty, Deceit, and Duplicity After Service,” *AMA SERVSIG Research Conference*, 2014, Thessaloniki, Greece.
- Session Chair, “Building a Service Research Agenda for Toppling the Pyramid of Human Poverty,” *AMA SERVSIG Research Conference*, 2014, Thessaloniki, Greece.
- Speaker, “A Value Co-Creation Model for Sustainable Municipal Solid Waste Management,” *AMA SERVSIG Research Conference*, 2014, Thessaloniki, Greece.
- Speaker, “Sustainable Value Co-Creation: A SATOYAMA Case in Japan,” *AMA SERVSIG Research Conference*, 2014, Thessaloniki, Greece.
- Plenary Panelist, “Telcos - Enabler of Digital Life,” *Frontiers in Service Conference*, 2013, Taipei, Taiwan.
- Speaker, “Designing Service Platforms for Open Service Innovation,” *Frontiers in Service Conference*, 2013, Taipei, Taiwan.
- Speaker, “Shared Aesthetics of Service Design: A Global Perspective on Co-Creating Service Experiences,” *Frontiers in Service Conference*, 2013, Taipei, Taiwan.
- Speaker, “Service Design Methods Applied to the Design of Complex Electronic Health Records,” *Frontiers in Service Conference*, 2013, Taipei, Taiwan.
- Speaker, “Next Generation Service Interfaces: Designing Dynamic Multi-Interface Services,” *Frontiers in Service Conference*, 2013, Taipei, Taiwan.

- Speaker, “Researchers without Borders – Insights from Global Collaboration Pattern within the Service Marketing Research Community,” *Frontiers in Service Conference*, 2013, Taipei, Taiwan.
- Speaker, “Delivering Impactful Teaching,” *AMA SERVSIG Services Marketing Consortium*, 2013, Taipei, Taiwan.
- Speaker, “Enhancing Place Reputation of Local Service Systems in the Performing Arts Perspective: An Analysis of Regional Cases,” *2013 Naples Forum on Service*, Ischia, Italy.
- Speaker, “Service Design in Complex Value Networks,” *2013 Naples Forum on Service*, Ischia, Italy.
- Speaker, “Who Works With Whom in Service Research? – A Dynamic Network Analysis of International Collaboration,” *2013 Naples Forum on Service*, Ischia, Italy.
- Speaker, “Contributions from the Arts to Relationship Development: A Forum Theatre Approach,” International Colloquium on Relationship Marketing (ICRM), 2012, Nottingham, United Kingdom.
- Plenary Panelist, “The Most Crucial Questions that Service Research Does Not Address,” *AMA SERVSIG Research Conference*, 2012, Helsinki, Finland.
- Speaker, “The Frontiers in Service Conference: It’s Twenty-Year Impact,” *AMA SERVSIG Research Conference*, 2012, Helsinki, Finland.
- Speaker, “City Leadership for Service Sustainability: Concept and Case,” *AMA SERVSIG Research Conference*, 2012, Helsinki, Finland.
- Speaker, “The Service Marketing Community and Global Research Networks,” *AMA SERVSIG Research Conference*, 2012, Helsinki, Finland. (*Best Presentation Award Finalist*).
- Special Session Speaker, “Service Marketing: Roots and Wings,” *AMA SERVSIG Research Conference*, 2012, Helsinki, Finland.
- Speaker, “Embedding Experience Information into a Service Design Process,” *AMA SERVSIG Research Conference*, 2012, Helsinki, Finland.
- Speaker, “Understanding Multiple Stakeholder Experiences in EHR Services,” *AMA SERVSIG Research Conference*, 2012, Helsinki, Finland.
- Keynote Speaker, “The Art of Serving Customers,” 20th INNOVAR JOURNAL Anniversary, 2011, Bogotá, Colombia.
- Keynote Speaker, “Liberating Services Customers: The 21st Century Challenge,” 20th INNOVAR JOURNAL Anniversary, 2011, Bogotá, Colombia.
- Speaker, “The Art and Science of Serving Customers,” World of Research Programme, University of Maastricht, 2011, Maastricht, Netherlands.
- Guest Lecture via Skype, “Service Theater: A Retrospective,” For Nuno Nunes, Service Design Class, 2011, University of Madeira, Portugal.
- Moderator, “Roundtable and Townhall Meeting,” University of Cambridge Grand Challenge in Service, 2010, Cambridge, United Kingdom.
- Speaker, “Applying Forum Theatre to Service Marketing: A Live Experience!,” *AMA SERVSIG Research Conference*, 2010, Porto, Portugal.
- Speaker, “Mea Culpa: When Service Marketers are Responsible for Customer Rage,” *AMA SERVSIG Research Conference*, 2010, Porto, Portugal.
- Speaker, “The Global Service Marketing Community: Roots and Challenges,” *AMA SERVSIG Research Conference*, 2010, Porto, Portugal.

- Speaker, "The Art of Serving Customers," *FEUP Service Research Workshop*, 2010, University of Porto, Portugal.
- Speaker, "Using the Service Ecosystem Perspective to Design Services for Sustainability," *Frontiers in Service Conference*, 2010, Karlstad, Sweden.
- Speaker, "The Efficacy of Improvisation Training for Business-to-Business Services," *Frontiers in Service Conference*, 2010, Karlstad, Sweden.
- Speaker, "Excellence in Teaching," *AMA SERVSIG Services Marketing Consortium*, 2010, Karlstad, Sweden.
- Speaker, "The Art of Serving Customers," *Learning from Theatre and Acting to Spice Up Your Marketing & Customer Service*, 2010 Seminar, Galway, Ireland.
- Speaker, "How Can the Performing Arts Improve Service Delivery? An Improvisational and Internal Marketing Application," *QUIS 11: Quality in Services Symposium*, 2009, Wolfsburg, Germany.
- Speaker, "MINTS – Understanding the Drivers of Multi-Interface Satisfaction," *QUIS 11: Quality in Services Symposium*, 2009, Wolfsburg, Germany.
- Speaker, "Services Innovation and Creativity from a Marketing Perspective," *2nd Congress on Service Engineering & Management*, University of Porto, 2009, Portugal.
- Keynote Speaker, "Liberating Service Customers," *22nd Service Workshop*, University of Westminster, 2008, London, United Kingdom.
- Keynote Speaker, "Broadening Our Approach to Service Knowledge: Is Service Science Enough?" *Strathclyde Service Science Workshop: Service Science, the Elephant and the Blind Men, Who's Who?*, 2008, Glasgow, United Kingdom.
- Keynote Speaker, "Liberating Service Scholars and Service Customers," *AMA SERVSIG Research Conference*, 2008, Liverpool, United Kingdom.
- Speaker, "The Latent Contributions of Service Customers Behaving Badly," *AMA SERVSIG Research Conference*, 2008, Liverpool, United Kingdom.
- Speaker, "A Tribute to Christopher Lovelock, 1940-2008," *AMA SERVSIG Research Conference*, 2008, Liverpool, United Kingdom.
- Speaker, "Multi-Interface Service System Design: Application to Banking and Retailing," *AMA SERVSIG Research Conference*, 2008, Liverpool, United Kingdom.
- Plenary Speaker, "Interactive Services Marketing," *1st Congress on Service Engineering & Management*, University of Porto, 2008, Portugal.
- Keynote Speaker, "The Future of the Service Field: Building Multi-Disciplinary Democracies," *21st Service Workshop*, University of Westminster, 2007, London, United Kingdom.
- Speaker, "The Evolution and Future of Services: Building A Multidisciplinary Field," *Cambridge Service Science, Management, and Engineering Symposium*, 2007, Cambridge, United Kingdom.
- Poster Presentation, "Customer Satisfaction with Multi-interface Services: Understanding the Contribution of each Channel," *European Marketing Academy Conference*, 2007, Reykjavik, Iceland.
- Speaker, "Five Trends in Global Services: Serving Today's Customers," *DL06 Conference – Services Going International*, Fraunhofer Institute for Industrial Engineering, 2006, Stuttgart, Germany.
- Keynote Speaker, "The Trend of Global Service Industries," *International Conference on Creating a Chance of Development for Taiwan's Service Industry*, 2006, Taipei, Taiwan.

- Plenary Panelist, "How to Pick Key Service Industries and Promote Them for Exports," *International Conference on Creating a Chance of Development for Taiwan's Service Industry*, 2006, Taipei, Taiwan.
- Plenary Discussant, "Comments on 'A Strategic Framework for New Service Development'," *International Conference on Creating a Chance of Development for Taiwan's Service Industry*, 2006, Taipei, Taiwan.
- Speaker, "Pixel Theater: Staging Electronic Service Delivery," *Frontiers in Service Conference*, 2006, Brisbane, Australia.
- Plenary Panelist, "The Revolution in Franchising – A Differentiated Culture," *Frontiers in Service Conference*, 2006, Brisbane, Australia.
- Speaker, "The Art of Teaching: Serving the Greater Good," *AMA SERVSIG Services Marketing Consortium*, 2006, Brisbane, Australia.
- Speaker, "Service Character," *AMA SERVSIG Research Conference*, 2005, Singapore.
- Speaker, "Services Theatre: A Retrospective," Guest Speaker with Steve Grove and Michael Dorsch, National University of Ireland, Galway, 2005, Galway, Ireland.
- Speaker, "Cross Functional New Service Development: Combining Marketing and Engineering Perspectives," *QUIS 9: Quality in Services Symposium*, 2004, Karlstad, Sweden.
- Speaker, "Casting the Customer," *QUIS 9: Quality in Services Symposium*, 2004, Karlstad, Sweden.
- Speaker, "Services Theatre: A Retrospective," Guest Speaker with Steve Grove and Michael Dorsch, National University of Ireland, Galway, 2004, Galway, Ireland.
- Speaker, "Jazzing Up the Service Performance: The Need for Improvisation," *AMA SERVSIG Research Conference*, 2003, Reims, France.
- Speaker, "Internet Service Delivery in the Context of Multi-Channel Bank Offerings: A Qualitative Study," *AMA SERVSIG Research Conference*, 2003, Reims, France.
- Speaker, "An American Perspective on Service Engineering and Management," *1st International Symposium on Service Engineering and Management*, Fraunhofer Institute for Industrial Engineering, 2002, Stuttgart, Germany.
- Speaker, "Five Services Strategies for Global Success," *PDVSA V Simposio Liderazgo en Servicios* (Fifth Services Leadership Symposium), 2002, Caracas, Venezuela.
- Plenary Speaker, "A Retrospective on the Frontiers in Services Conference: Ten Years of Contribution to Service Knowledge," *Frontiers in Service Conference*, 2002, Maastricht, Netherlands.
- Speaker, "The Service Customer as Audience," *Frontiers in Service Conference*, 2002, Maastricht, Netherlands.
- Speaker, "Tapping the Service Theatre Experience: An Application and Discussion of Triangulation," *AMA SERVSIG Research Conference*, 2001, Sydney, Australia.
- Speaker, "Using Technology to Manage Customer Interfaces in Service Industries," Guest Speaker, Swedish School of Economics, 1998, Vaasa, Finland.
- Speaker, "Using Technology to Manage Customer Interfaces in Service Industries," *CERS Business Partner Seminar*, 1998, Helsinki, Finland.
- Co-Chair, "A Services Marketing Introspective: Snapshots, Reflections and Glimpses from the Masters," *Three AMA Special Conferences*, 1997, Dublin, Ireland.
- Speaker, "Tracking the Evolution of the Services Marketing Literature," *9th UK Services Marketing Workshop*, University of Stirling, 1996, Stirling, Scotland.

- Speaker, "The Impact of Other Customers Upon Service Experiences: A Critical Incident Examination of 'Getting Along'," *9th UK Services Marketing Workshop*, University of Stirling, 1996, Stirling, Scotland.
- Speaker, "Tourists Tell All: Evaluating the Service Experience," Guest Speaker, University of Aveiro, 1996, Aveiro, Portugal.
- Speaker, "Services Performances as Drama: Quality Implications and Measurement," Guest Speaker, University of Uppsala, 1993, Uppsala, Sweden.
- Speaker, "Service Performances As Drama: Quality Implications and Measurement," *Third Workshop on Quality Management in Services*, 1993, Helsinki, Finland.
- Speaker, "Current Events in American Business Practice," *1987 American Studies Seminar*, Austrian-American Educational Commission, Altenmarkt, Austria.
- Speaker, "The Global Stock Market Crash," *1987 American Studies Seminar*, Austrian-American Educational Commission, Altenmarkt, Austria.

Presentations at Academic Programs:

- Speaker, "The History of Service: A Service Logic Retelling of the Economic History of Services," *Frontiers in Service Conference*, 2014, Miami, Florida. (Forthcoming).
- Plenary Panelist, "Building a Service Research Agenda for Toppling the Pyramid of Human Poverty," *Frontiers in Service Conference*, 2014, Miami, Florida. (Forthcoming).
- Speaker, "Understanding the Elements of Service Ecosystems: A Qualitative Study of Health Care," *Frontiers in Service Conference*, 2014, Miami, Florida. (Forthcoming).
- Speaker, "Engaging Service Customers via Social Media Storytelling," *Frontiers in Service Conference*, 2014, Miami, Florida. (Forthcoming).
- Speaker, "A Cross-Cultural Study of Service Employee Improvisation," *Frontiers in Service Conference*, 2014, Miami, Florida. (Forthcoming).
- Panel Speaker, "Preventing Disservice: Transforming the Dysfunctional Service Economy," *2013 AMA Winter Educators' Conference*, Las Vegas, Nevada.
- Speaker, "From Service Blueprinting to Multilevel Service Design: A Design Journey," *2012 AMA Summer Educators' Conference*, Chicago, Illinois.
- Speaker, "A Performing Arts Perspective on Designing Services for the Customer Experience," *1st International Conference on Human Side of Service Engineering*, 2012, San Francisco, California.
- Speaker, "Synthesizing Different Perspectives: Toward an Interdisciplinary Approach to Service Design," *Frontiers in Service Conference*, 2012, Washington, DC.
- Speaker, "Developing a Model-Based Service Design Process," *Frontiers in Service Conference*, 2012, Washington, DC.
- Speaker, "Educating the iGeneration," *AMA SERVSIG Services Marketing Consortium*, 2012, Washington, DC.
- Speaker, "Disservice: A Framework of Sources and Solutions," *Academy of Marketing Science Conference*, 2012, New Orleans, Louisiana.
- Speaker, "Broadening the Concept of Service: A Tripartite Value Co-Creation Perspective for Transformative Service Economies," *2012 AMA Winter Educators' Conference*, Tampa, Florida.

- Panel Speaker, "Diservice: Deploring the Dysfunctional Deeds that Doom Delight," *2011 Society for Marketing Advances Conference*, Memphis, Tennessee.
- Plenary Speaker, "Exploring the Next Frontiers in Services Research: Perspectives from SERVSIG Career Contribution Award Winners," *Frontiers in Service Conference*, 2011, Columbus, Ohio.
- Speaker, "A Twenty-Year Retrospective on the Frontiers in Service Conference: Contributions to Service Knowledge and Service Community," *Frontiers in Service Conference*, 2011, Columbus, Ohio.
- Speaker, "Broadening the Concept of Service: A Tripartite Value Co-Creation Perspective for Sustainable Cities," *Frontiers in Service Conference*, 2011, Columbus, Ohio.
- Speaker, "Designing Complex Services for Multiple Stakeholders: Applying Systems Theory to Electronic Health Records," *Frontiers in Service Conference*, 2011, Columbus, Ohio.
- Speaker, "Educating the iGeneration," *AMA SERVSIG Services Marketing Consortium*, 2011, Columbus, Ohio.
- Dialogic Participant, "Transformative Services Research Track," Transformative Consumer Research Conference, Baylor University, 2011, Waco, Texas.
- Speaker, "Broadening the Concept of Service: A Tripartite Value Co-Creation Perspective for Service Sustainability," *QUIS 12: Quality in Services Symposium*, 2011, Ithaca, New York.
- Speaker, "Designing Sustainable Services: An Empirical Study of International Service Organizations," *QUIS 12: Quality in Services Symposium*, 2011, Ithaca, New York.
- Speaker, "Toward The Effective Dissemination Of Service Research: Bridging The Divide Between Academic Research Findings And Practitioner Needs," *QUIS 12: Quality in Services Symposium*, 2011, Ithaca, New York.
- Speaker, "Customer Experience Modeling: Bridging the Gap Between Customer Experience and Service Design," *QUIS 12: Quality in Services Symposium*, 2011, Ithaca, New York.
- Speaker, "The Service Marketing Community: An Archetype for a Global Service Research Community," *QUIS 12: Quality in Services Symposium*, 2011, Ithaca, New York.
- Speaker, "Channeling Crowd Energy: The Louis Armstrong Solution," *2011 AMA Winter Educators' Conference*, Austin, Texas.
- Speaker, "Services Arts: An Overview of Emerging Service Research," *2010 AMA Summer Educators' Conference*, Boston, Massachusetts.
- Speaker, "The Upside of Aberrant Customer Behavior," *2009 Southern Marketing Association Conference*, New Orleans, Louisiana.
- Speaker, "Greenprinting: Designing Service Delivery Systems for Sustainability," *Frontiers in Service Conference*, 2009, Honolulu, Hawaii.
- Speaker, "The Art of Teaching: Serving the Greater Good," *AMA SERVSIG Services Marketing Consortium*, 2009, Honolulu, Hawaii.
- Speaker, "Greenprinting': Designing Environmentally Friendly Service Delivery Systems," *2009 AMA Summer Educators' Conference*, Chicago, Illinois.
- Panel Member, "Emerging Perspectives in Services Research: Winners of the Fisher IMS and AMA SERVSIG Dissertation Proposal Competition," *2009 AMA Winter Educators' Conference*, Tampa, Florida.
- Plenary Panelist, "Humanitarian Services," *Frontiers in Service Conference*, 2008, Washington, DC.

- Speaker, "Embracing the Emotional Art of Serving Customers," *Frontiers in Service Conference*, 2008, Washington, DC.
- Speaker, "Enhancing Service System Design for Value Co-Creation," *Frontiers in Service Conference*, 2008, Washington, DC.
- Speaker, "Greening the Service Economy," *2008 AMA Summer Educators' Conference*, San Diego, California.
- Panel Member, "Trends in Services Marketing," *2008 National Conference in Sales Management*, Dallas, Texas.
- Speaker, "Making the Case for a Broad Perspective on Service Knowledge: Arguments and Rationale," *Society for Marketing Advances*, 2007, San Antonio, Texas.
- Speaker, "Service Arts: Broadening the Service Field," *Frontiers in Service Conference*, 2007, San Francisco, California.
- Speaker, "Pitching a Big Tent for Service Knowledge: Arguments for a Pluralistic Approach," *Frontiers in Service Conference*, 2007, San Francisco, California.
- Speaker, "Integrating Management and Engineering Perspectives into Service Design," *Frontiers in Service Conference*, 2007, San Francisco, California.
- Speaker, "The Impact of Improvisation Training on Service Employees: A Case Study," *2007 AMA Summer Educators' Conference*, Washington, DC.
- Speaker, "Service Experience Blueprint: Application and Extension to Two Online Services," *QUIS 10: Quality in Services Symposium*, 2007, Orlando, Florida.
- Poster Presentation, "A Master Program in Services Engineering and Management at the University of Porto," *IBM SSME Conference*, 2006, New York, New York.
- Speaker, "Preventing Natural Disasters from Becoming Human Disasters," *2006 AMA Summer Educators' Conference*, Chicago, Illinois.
- Chair, "BeerSIG III: Building Community and Strengthening the Marketing Discipline," *2006 AMA Summer Educators' Conference*, Chicago, Illinois.
- Speaker, "Customer Rage: The Service Sector's Ugly Offspring," *2006 AMA Winter Educators' Conference*, Tampa, Florida.
- Speaker, "The Impact of Theatrical Improvisation on Service Delivery: An Experimental Analysis," *Frontiers in Service Conference*, 2005, Tempe, Arizona.
- Speaker, "Designing Integrated Multi-Channel Service Experiences: The Service Experience Blueprint," *Frontiers in Service Conference*, 2005, Tempe, Arizona.
- Panel Member, "New and Emerging Areas in Services Marketing," *2005 AMA Summer Educators' Conference*, San Francisco, California.
- Speaker, "Internet Banking: An Alternative Service Delivery Vehicle," *2005 AMA Winter Educators' Conference*, San Antonio, Texas.
- Speaker, "The Role of Improvisation in Service Delivery: Theory and Practice," *Frontiers in Services Conference*, 2004, Miami, Florida.
- Speaker, "Designing the Multi-Channel Service Offering: Enhancing the Contribution of Each Delivery System," *Frontiers in Service Conference*, 2004, Miami, Florida.
- Speaker, "The Art of Teaching: Serving the Greater Good," *AMA SERVSIG Services Marketing Consortium*, 2004, Miami, Florida.
- Chair, "BeerSIG II: Banned in Boston," *2004 AMA Summer Educators' Conference*, Boston, Massachusetts.

- Speaker, "Designing the Services Course: An Overview of Texts and Syllabi," *2004 AMA Winter Educators' Conference*, Scottsdale, Arizona.
- Speaker, "Theatrical Approaches to Managing the Customer Experience," *2003 Society for Marketing Advances Conference*, New Orleans, Louisiana.
- Speaker, "Mardi Gras: Rolling Street Theater," *2003 Society for Marketing Advances Conference*, New Orleans, Louisiana.
- Speaker, "Customer Disgust: Exploring the Nether Regions of Customer Discontent," *Frontiers in Service Conference*, 2003, Washington, DC.
- Speaker, "The State of Services Marketing Today: The Good, the Bad and the Ugly," *2003 AMA Winter Educators' Conference*, Orlando, Florida.
- Chair, "BeerSIG: Less Filling Tastes Great," *2002 AMA Summer Educators' Conference*, San Diego, California.
- Panel Member, "Customer Issues in Services Marketing," *2001 Society for Marketing Advances Conference*, New Orleans, Louisiana.
- Speaker, "Enhancing Service Delivery Systems through Technology: A Multidisciplinary Perspective applied to Internet Banking," *Frontiers in Service Conference*, 2001, Washington, DC.
- Speaker, "Customer Rage in Services: When Getting Even Gets Ugly," *Frontiers in Service Conference*, 2001, Washington, DC.
- Speaker, "Serving the Marketing Profession," *AMA SERVSIG Services Marketing Consortium*, 2001, Washington, DC.
- Speaker, "Mastering the Technology of Services Marketing," *AMA International Collegiate Conference*, 2001, New Orleans, Louisiana.
- Speaker, "Tapping the Service Theater Experience: An Application and Discussion of Triangulation," *Frontiers in Service Conference*, 2000, Nashville, Tennessee.
- Speaker, "A Metaphorical Analysis of the Impact of Other Customers in Service Experiences," *Frontiers in Service Conference*, 1999, Nashville, Tennessee.
- Speaker, "Services as Theater: Guidelines and Implications," *1999 AMA Summer Educators' Conference*, San Francisco, California.
- Panel Member, "Keeping Current with Active Learning Pedagogies in Services Courses," *1999 Academy of Marketing Science Conference*, Coral Gables, Florida.
- Speaker, "Customer 'B': The Service Encounter's Forgotten Component," *1999 AMA Winter Educators' Conference*, Tampa, Florida.
- Panel Member, "Internationalization of the Marketing Curriculum: Avoiding the Potholes on the Road to Global Education," *1999 AMA Winter Educators' Conference*, Tampa, Florida.
- Panel Member, "The Realities of Student Organization Sponsorship: How to Survive and Succeed: A Panel Discussion" *1998 Society for Marketing Advances Conference*, New Orleans, Louisiana.
- Speaker, "Service Performance as Jazz Improvisation: Playing the Changes," *Frontiers in Service Conference*, 1998, Nashville, Tennessee.
- Speaker, "Technology and Services Marketing," *AMA SERVSIG Services Marketing Consortium*, 1998, Nashville, Tennessee.
- Speaker, "The Greening of Services: Data and Implications," *1998 AMA Summer Educators' Conference*, Boston, Massachusetts.

- Speaker, "Managing the Technology of Service Customer Interfaces," *1998 AMA Winter Educators' Conference*, Austin, Texas.
- Chair, "Improving the Service Quality of Education: From Beginning to End," *1998 AMA Winter Educators' Conference*, Austin, Texas.
- Speaker, "Cyberspace as Service Theater: The Final Frontier," *Frontiers in Service Conference*, 1997, Nashville, Tennessee.
- Speaker, "Technology and Services Marketing," *AMA SERVSIG Services Marketing Consortium*, 1997, Nashville, Tennessee.
- Chair, "Metaphors of Services Marketing: Applications and Measurement Issues," *1997 American Psychological Association Conference*, Chicago, Illinois.
- Panel Member, "Best Practices Among Special Interest Groups: What Works," *1997 AMA Summer Educators' Conference*, Chicago, Illinois.
- Chair, "Getting Your Work Published in the Services Marketing Journals," *1997 AMA Summer Educators' Conference*, Chicago, Illinois.
- Panel Member, "A SERVSIG Town Meeting," *1997 AMA Winter Educators' Conference*, Tampa, Florida.
- Speaker, "Developing the Impression Management Skills of the Service Actor: An Application of Stanislavsky's Principles in a Services Context," *Frontiers in Service Conference*, 1996, Nashville, Tennessee.
- Speaker, "The Service Sector's Role in Environmental Well-Being: General Observations and Preliminary Findings," *Frontiers in Service Conference*, 1996, Nashville, Tennessee.
- Speaker, "Technology and Services Marketing," *AMA SERVSIG Services Marketing Consortium*, 1996, Nashville, Tennessee.
- Panel Member, "Services in the Next Millennium," *1996 AMA Summer Educators' Conference*, San Diego, California.
- Panel Member, "Surfing the Internet: Applications for Marketing Education," *1995 Southern Marketing Association Conference*, Orlando, Florida.
- Speaker, "Tracking the Evolution of the Services Marketing Literature," *AMA SERVSIG Services Marketing Consortium*, 1995, Nashville, Tennessee.
- Speaker, "Devising an Appraisal System to Evaluate Service Worker Performance: A Critical Examination," *Frontiers in Service Conference*, 1995, Nashville, Tennessee.
- Chair and Panel Member, "Exploring the AMA Marketing Mix and the Internet," *1995 AMA Summer Educators' Conference*, Washington, D.C.
- Chair and Panel Member, "Teaching Services Marketing," *1995 Academy of Marketing Science Conference*, Orlando, Florida.
- Speaker, "Team Teaching an Engineering/Marketing Class," *1995 Association of Marketing Theory and Practice Conference*, Savannah, Georgia.
- Speaker, "Skating on Thin Ice: A Metaphorical Approach to Teaching Services Marketing," *1995 Winter Educators' Conference*, La Jolla, California.
- Speaker, "Reflections on the Services Marketing Field: Past, Present, and Future," Department of Marketing, Theory Seminar, University of South Florida, 1994, Tampa, Florida.
- Speaker, "Exploring the Technological Frontiers of Services Marketing: The Information Revolution," *Frontiers in Service Conference*, 1994, Nashville, Tennessee.
- Speaker, "The Use of Metaphors to Evaluate Consumer Service Experiences," *Frontiers in Service Conference*, 1994, Nashville, Tennessee.

- Speaker, "Triangulating Service Quality: A Multimethod Approach," *Frontier in Services Conference*, 1994, Nashville, Tennessee.
- Speaker, "AMA Services Marketing Special Interest Group: A Status Report," *Frontier in Services Conference*, 1994, Nashville, Tennessee.
- Speaker, "Tracking the Evolution of the Services Marketing Literature," *AMA SERVSIG Services Marketing Consortium*, 1994, Nashville, Tennessee.
- Speaker, "The Impact of Others Upon Customer's Service Experiences: Data and Implications," *Frontiers in Service Conference*, 1993, Nashville, Tennessee.
- Speaker, "Including Services in the Marketing Curriculum," *1993 AMA Summer Educators' Conference*, Boston, Massachusetts.
- Speaker, "Tracking the Evolution of the Services Marketing Literature," Department of Marketing Guest Lecturer Series, Clemson University, 1993, Clemson, South Carolina.
- Chair and Panel Member, "Teaching Services Marketing," *1992 Southern Marketing Association Conference*, New Orleans, Louisiana.
- Speaker, "A Critical Incident Investigation of Service Dramas," *Frontiers in Service Conference*, 1992, Nashville, Tennessee.
- Speaker, "Boundary Spanners as Dramatists: Marketing Implications," *1992 AMA Summer Educators' Conference*, Chicago, Illinois.
- Speaker, "The Evolution of the Services Marketing Literature," *1992 AMA Winter Educators' Conference*, San Antonio, Texas.
- Speaker, "How to Dramatize Your Services Marketing," *1991 AMA Services Marketing Conference*, Orlando, Florida.
- Panel Member, "Teaching Services Marketing," *1991 Atlantic Marketing Association Conference*, Savannah, Georgia.
- Speaker, "Does Services Marketing Represent a Paradigm Shift for the Marketing Discipline?," *1991 AMA Winter Educators' Conference*, Orlando, Florida.
- Speaker, "Services Marketing: A State-of-the-Concept Review," Department of Marketing Research Seminar, University of South Florida, 1991, Tampa, Florida.
- Speaker, "Services Marketing: Thirtysomething," Department of Marketing Guest Lecturer Series, Clemson University, 1990, Clemson, South Carolina.
- Panel Member, "Emerging Trends in Services Marketing: Theory and Research," *1988 AMA Services Marketing Conference*, Arlington, Virginia.
- Chair, "Hospitality, Travel and Leisure," *1988 AMA Services Marketing Conference*, Arlington, Virginia.
- Speaker, "A Status Report on SERVMARK," *1987 AMA Summer Educators' Conference*, Toronto, Canada.
- Chair, "Microcomputer Applications for Marketing Courses," *1987 AMA Summer Educators' Conference*, Toronto, Canada.
- Speaker, "Services Marketing Research," Services Marketing Workshop, *1987 Southwestern Marketing Association Conference*, Houston, Texas.
- Chair, "Meet the Editors," *1986 AMA Services Marketing Conference*, Boston, Massachusetts.
- Panel Member, "Success Factors in Integration in Service Organizations," *1986 AMA Services Marketing Conference*, Boston, Massachusetts.
- Speaker, "Sources for Secondary Services Research," *1986 MSI/AMA Consortium on Defining and Answering Important Services Marketing Questions*, Boston, Massachusetts.

- Panel Member, *1986 AMA Services Marketing Symposium on Relationship Marketing*, Scottsdale, Arizona.
- Panel Member, "Services Marketing," *1986 Western Decision Sciences Conference*, Phoenix, Arizona.
- Panel Member, "Teaching the Services Course," *1986 AMA Winter Educators' Conference*, St. Petersburg Beach, Florida.
- Speaker, "Teleconferencing: A Delivery System for Marketing Education?," *1986 AMA Winter Educators' Conference*, St. Petersburg Beach, Florida.
- Speaker, "Telecommunications in Marketing Education: A Workshop," *1985 AMA Educator's Conference*, Washington, D.C.
- Speaker, "AIRWAYS: A Microcomputer Simulation of a Service Industry," *1984 AMA Workshop on Microcomputing in Marketing Education*, Louisiana State University.
- Speaker, "Computer Conferencing in Marketing," *1984 AMA Workshop on Microcomputing in Marketing Education*, Louisiana State University.
- Panel Member, "Pedagogical Considerations," *1984 AMA Workshop on Microcomputing in Marketing Education*, Louisiana State University.
- Chair, Panel Discussion on Personal Computers in Marketing Education, *1984 Southwestern Marketing Association Conference*, San Antonio, Texas.
- Panel Member, Special Marketing Theory Workshop, *1983 Southwestern Marketing Association Conference*, Houston, Texas.

Presentations to Professional Groups:

- Panel Member, "Growth through Marketing," *UNO/Hibernia Small Business Summit*, 2005, New Orleans, Louisiana.
- Speaker, "Caring for Your Career in Today's Healthcare Market," *New Orleans Association for Healthcare Quality*, 2002, New Orleans, Louisiana.
- Speaker, "Interactive Services Marketing," New Orleans Chapter, American Marketing Association, 2000, New Orleans, Louisiana.
- Speaker, "Interactive Services Marketing," *Rotary Club Russian Exchange Program*, 2000, New Orleans, Louisiana.
- Speaker, "Using Technology to Manage Customer Interfaces in Service Industries," New Orleans Chapter, American Marketing Association, 1998, New Orleans, Louisiana.
- Speaker, "Marketing Construction Services," Rotary Club Russian Exchange Program, 1997, New Orleans, Louisiana.
- Speaker, "Technology Marketing: Staying Focused on Customers," *Open User Recommended Solutions Association*, 1997, New Orleans, Louisiana.
- Speaker, "Mastering the Technology of Services Marketing," Central Florida Chapter, American Marketing Association, 1997, Orlando, Florida.
- Speaker, "Services Marketing Techniques for Improving Your Customer Service," *National Association for Information Destruction*, Annual Conference, 1997, New Orleans, Louisiana.
- Speaker, "Mastering New Communications Technologies: More Power in Public Relations!," *Sixth Annual Professional Development Seminar*, Gainesville Chapter of the Florida Public Relations Association, 1996, Gainesville, Florida.

- Speaker, "Mastering New Communications Technologies: More Risk and More Power for Marketing," *Southcon/96*, Orlando, Florida.
- Speaker, "Creating an Engineering/Marketing Technology Incubator Laboratory for Undergraduate Education," *Southcon/96*, Orlando, Florida.
- Speaker, "Marketing on the Internet and Using the AMA Web Site," UCF Collegiate Chapter, American Marketing Association, 1995, Orlando, Florida.
- Speaker, "Marketing on the Internet and Using the AMA Web Site," Tampa Chapter, American Marketing Association, 1995, Tampa, Florida.
- Speaker, "Marketing on the Internet and Using the AMA Web Site," Central Florida Chapter, American Marketing Association, 1995, Orlando, Florida.
- Speaker, "Tourists Tell All: Evaluating the Service Experience," Central Florida Chapter, American Marketing Association, 1994, Orlando, Florida.
- Speaker, "High Technology Marketing: An Exciting New Future for Central Florida," Florida Engineering Society, UCF Student Chapter, 1994, Orlando, Florida.
- Speaker, "Increasing the Quality Quotient for Services in the Twenty-First Century: People and Technology Factors," *The World Future Society's Seventh General Assembly*, 1993, Washington, D.C.
- Speaker, "High Technology Marketing: An Exciting New Future for Central Florida," Central Florida Chapter, American Marketing Association, 1993, Orlando, Florida.
- Speaker, "Marketing Isn't Just for Business," *American School Health Association Conference*, 1992, Orlando, Florida.
- Speaker, "Marketing - It's Everybody's Job!" *Florida Hospice Association Conference*, 1992, Orlando, Florida.
- Speaker, "How to Dramatize Your Waterpark Services," *1991 World Waterpark Association Conference*, Daytona Beach, Florida.
- Speaker, "Public Relations & Marketing," *Central Florida Marketing Monday Conference*, 1991, Orlando, Florida.
- Speaker, "Strategies for Client Maintenance," *Society for Marketing Professional Services*, 1991, Orlando, Florida.
- Speaker, "Breaking the Responsiveness Knot," *Conference on Business Marketing: The State of Theory and Practice*, 1990, Fort Lauderdale, Florida.
- Speaker, "Dramatizing the Service Experience: A Managerial Approach," *Central Florida Marketing Monday Conference*, 1990, Orlando, Florida.
- Speaker, "Dramatizing the Service Experience: A Managerial Approach," Central Florida Chapter, American Marketing Association, 1990, Orlando, Florida.
- Speaker, "Internal Marketing Strategies for Health Care Services," *1989 Clinical Laboratory Management Association*, Tulsa, Oklahoma.
- Speaker, "Understanding Service Quality," *1989 OSU/OU Management Development Program*, Stillwater, Oklahoma.
- Speaker, "Marketing Strategies for Osteopathic Physicians," *The Fifth Annual General Practice Update*, 1988, College of Osteopathic Medicine of Oklahoma State University, Tulsa, Oklahoma.
- Speaker, "Marketing Ideas and Techniques for the Hotel Industry," *1988 Annual Conference, Green Country and Oklahoma Chapters of Hotel Sales and Marketing Association International*, Bartlesville, Oklahoma.

- Chair and Speaker, "Customer Service Strategies for Growth," *1987 Business Growth Symposium*, Oklahoma State University, Tulsa, Oklahoma.
- Speaker, "Marketing Strategies for Dietitians," *1986 Oklahoma Dietitians' Association Conference*, Tulsa, Oklahoma.
- Speaker, "Marketing Strategies for Public Health," *1986 Oklahoma Epidemiology Association Conference*, Oklahoma City, Oklahoma.
- Speaker, "University Film Center Marketing in a Chaotic Environment" the *Consortium of University Film Centers*, Fall Conference, 1983, Wagoner, Oklahoma.

Executive Education:

U.S. Army FMWR (Family and Morale, Welfare and Recreation):

- Speaker: "Serving the Army Family Covenant: Strategies for Delivering and Measuring Results," Soldier-Family Action Plan Training Symposium, Louisville, Kentucky, January, 2010.

National Pest Management Association:

- Speaker, "Marketing Public Health," Nashville, Tennessee, October, 2005.
- Speaker, "Marketing Workshop for Serving Pest Management Customers," New Orleans, Louisiana, January, 2005.

NIBA Belting Association:

- Speaker, "Internet Marketing," Phoenix, Arizona, October, 2005.

Symantec Corporation:

- Speaker, "Services Marketing: Why It's Different and How to Do It," Two Sessions, Nashville, Tennessee, April, 2004.

American Marketing Association:

- Speaker, "Marketing Boot Camp," New Orleans, Louisiana, March, 2004.
- Speaker, "Marketing Boot Camp," Ontario, California, January, 2004.
- Speaker, "Marketing Boot Camp," Houston, Texas, November, 2003.
- Speaker, "Marketing Boot Camp," Ontario, California, May, 2003.
- Speaker, "Marketing Boot Camp," San Francisco, California, April, 2003.
- Speaker, "Marketing Boot Camp," San Antonio, Texas, March, 2003.
- Speaker, "Marketing Boot Camp," Atlanta, Georgia, February, 2003.
- Speaker, "Marketing Boot Camp," Richmond, Virginia, October, 2002.
- Speaker, "Marketing Boot Camp," Raleigh, North Carolina, October, 2002.
- Speaker, "Marketing Boot Camp," New Orleans, Louisiana, September, 2002.
- Speaker, "Marketing Boot Camp," Denver, Colorado, April, 2002.

Speaker, "Marketing Boot Camp," Houston, Texas, February, 2002.
 Speaker, "Marketing Boot Camp," Hartford, Connecticut, October, 2001.
 Speaker, "Marketing Boot Camp," New Orleans, Louisiana, October, 2001.
 Speaker, "Marketing Boot Camp," Denver, Colorado, March, 2001.
 Speaker, "Marketing Boot Camp," Houston, Texas, March, 2001.

Stewart Enterprises, Inc.:

Speaker, "Road Map to Marketing Success," New Orleans, Louisiana, July, 2002.
 Speaker, "How to Develop a Marketing Plan," New Orleans, Louisiana, July, 2002.

University of Minnesota:

Speaker, "Marketing Metaphors for Minnesota," St. Paul, Minnesota, March, 2002.

Enron Corporation:

Speaker, "Taking Enron Marketing to the Next Stage," Houston, Texas, August, 2001.

University of New Orleans:

Speaker, "Advanced Class: Service Marketing in Health Care," Ochsner/UNO Health Care Executive Program Series, Marketing 201, 1999.
 Speaker, "Capturing Service Marketing Opportunities in Health Care," Ochsner/UNO Health Care Executive Program Series, Marketing 101, 1999.
 Speaker, "Capturing Service Marketing Opportunities in Health Care," Ochsner/UNO Health Care Executive Program Series, Marketing 101, 1998.
 Speaker, "Capturing Service Marketing Opportunities in Health Care," Ochsner/UNO Health Care Executive Program Series, 1997.

University of Central Florida:

Speaker, "The Marketing Environment" and "Product Management," Brazilian Extension Course in Marketing and Management, 1995.
 Speaker, "The Marketing Environment," "Marketing Strategy," "Product Management," and "Services Marketing," UNIP/UCF (Brazilian) Second Extension Course in Marketing, 1995.
 Speaker, "New Marketing Issues," "The Marketing Environment," "Services Marketing," and "Marketing Research," UNIP/UCF (Brazilian) First Extension Course in Marketing, 1994.
 Speaker, "Marketing in the 90s in the World Economy," CENAM (Brazilian) Seminar, 1992.
 Speaker, "Services Marketing Concepts," Olive Garden Management Program, 1991-1992.

Oklahoma State University:

Conference Creator and Speaker, “Marketing Strategies for Health Care Professionals,” Two Day Extension Conference, Tulsa, Oklahoma, 1989.

Program Creator and Speaker, “Marketing Strategies for Health Care Professionals,” One Day Extension Program, Oklahoma City & Tulsa, Oklahoma, 1987 & 1988.

PROFESSIONAL SERVICE ACTIVITIES

American Marketing Association (National):

Conference Curator, Services Marketing Special Interest Group (SERVSIG) International Services Research Conference, 2005-Present.

International Conference Committee, 2014 SERVSIG International Service Research Conference, held in, Thessaloniki, Greece, 2013-2014.

International Conference Committee, 2012 SERVSIG International Service Research Conference, held in Helsinki, Finland, 2010-2012.

International Conference Committee, 2010 SERVSIG International Services Research Conference, held in Porto, Portugal, 2008-2010.

Chair, Services Marketing Special Interest Group (SERVSIG), 2008-2009.

Coordinator, Liam Glynn Doctoral Student Scholarship, AMA Services Marketing Special Interest Group, 2001-2009.

Conference Committee, Frontiers in Service Conference, 2009.

Judge, AMA National Student Case Competition, 2008, 2009.

Conference Committee, 2008 SERVSIG International Services Research Conference, held in Liverpool, United Kingdom, 2006-2008.

Chair-Elect, Services Marketing Special Interest Group (SERVSIG) of the AMA Academic Council, 2007-2008.

Chair, Career Contributions Award Committee, AMA Services Marketing Special Interest Group, 2006.

Conference Committee, 2005 SERVSIG International Services Research Conference, held in Singapore, 2004-2005.

Co-Chair, AMA Services Marketing Special Interest Group Doctoral Consortium, held in Washington, DC, 2002-2003.

Conference Committee, 2003 SERVSIG International Services Research Conference, held in Reims, France, 2002-2003.

Co-Chair, AMA Services Marketing Special Interest Group (SERVSIG) Doctoral Consortium, held in Maastricht, Netherlands, 2001-2002.

Conference Co-Chair, 2002 AMA International Educators’ Conference, Glasgow, Scotland, 2000-2001. (Conference was cancelled in the aftermath of September 11, 2001).

Past President, AMA Academic Council, 2001-2002.

President, AMA Academic Council, 2000-2001.

AMA/IrwinMcGrawHill Distinguished Marketing Educator Committee, 2001.

Conference Committee, AMA Frontiers in Services Conference, 2001.

Chair, AMA Dues/Value Task Force, 2000-2001.

Communications Coordinator, Services Marketing Special Interest Group, 2000-2001.

President-Elect and Vice President for Finance, AMA Academic Council, 1999-2000.

Vice President for Marketing, AMA Academic Council, 1998-1999.
 Co-Chair, 1999 SERVSIG Services Research Conference: "Jazzing Into the New Millennium,"
 Held in New Orleans, 1997-1999.
 Chair, AMA Special Interest Group Task Force, 1998-1999.
 Board Member, AMA Academic Council Board of Directors, 1994-1996, 1997-1999.
 Track Chair, Services Quality and Product Development Strategies Track, 1998 AMA Special
 Conference in Vienna, Austria, 1997-1998.
 Vice President for Marketing-Elect, AMA Academic Council, 1997-1998.
 E-Mail Coordinator, Services Marketing Special Interest Group of the AMA Academic Council,
 1995-1998.
 Member, AMA 60th Anniversary Task Force, 1996-1997.
 Special Interest Group Co-Coordinator, 1997 AMA Summer Educators' Conference, 1996-1997.
 Special Interest Group Co-Coordinator, 1997 AMA Winter Educators' Conference, 1996-1997.
 Committee Member, Awards Committee, Services Marketing Special Interest Group of the
 AMA Academic Council, 1996.
 Vice President for Teaching/Information Dissemination, AMA Academic Council, 1994-1996.
 Board Member, Doctoral Students Special Interest Group of the AMA Academic Council, 1995-
 1996.
 Committee Member, Awards Committee, Services Marketing Special Interest Group of the
 AMA Academic Council, 1995.
 Chair, AMA Marketing Mix Task Force, 1995, which put the AMA on the Internet.
 Committee Member, AMA MarketNet Committee, 1994-1995.
 Founder and Chair, Services Marketing Special Interest Group of the AMA Academic Council,
 1993-1995.
 Track Co-Chair, Special Interest Groups Track, 1995 AMA Summer Educators' Conference,
 1994-1995.
 Track Chair, Marketing Theory Track, 1994 AMA Winter Educators' Conference, 1993-1994.
 Track Chair, Retail/Services Marketing Track, 1992 AMA Summer Educators' Conference,
 1991-1992.
 Track Chair, Marketing Theory Track, 1991 AMA Winter Educators' Conference, 1990-1991.
 Judge, Marketing Education Competition, 1987 AMA Academy for Health Services Marketing
 Conference.

American Marketing Association (Local):

Vice President, Collegiate Relations, New Orleans Chapter, American Marketing Association,
 2001-2007.
 Member, Brand New Orleans Task Force, New Orleans Chapter, American Marketing
 Association, 2006.
 Past President, New Orleans Chapter, American Marketing Association, 1999-2000.
 President, New Orleans Chapter, American Marketing Association, 1998-1999.
 President-Elect, New Orleans Chapter, American Marketing Association, 1997-1998.
 Chair of the Past President's Council, Central Florida Chapter, American Marketing Association,
 1995-1997.
 Past-President, Central Florida Chapter, American Marketing Association, 1995-1996.

President, Central Florida Chapter, American Marketing Association, 1994-1995.
 President-Elect, Central Florida Chapter, American Marketing Association, 1993-1994.
 Vice President, Collegiate Relations, Central Florida Chapter, American Marketing Association, 1990-1993.

Other Associations:

Liaison for Marketing with the Service Research & Innovation Institute (SRII), 2010.
 Co-Chair QUIS 10: Quality in Services Symposium, 2006, New Orleans, Louisiana, 2004-2005.
 (Conference location was cancelled because Hurricane Katrina destroyed most of New Orleans).
 Co-Chairman, Services Marketing Workshop, 1987 Southwestern Marketing Association Conference, 1986-1987.
 Chair, Education Committee, International Teleconferencing Association, 1985-1986, Member, 1984-1985.
 Track Chair, Marketing Management, Strategy and Theory Track, 1984 Southwestern Marketing Association Conference, 1983-1984.
 President, Doctoral Students in Business and Economics, Arizona State University, 1979.

Director:

Marketing Teleconference Consortium, Oklahoma State University, 1984-1985.

Organized, Marketing Teleconference Consortium/American Marketing Association Sales Management Teleconference, "Sales Management Theory and Practice: A State-of-the Art Review," March 20, 1985.

Moderated and Organized, Marketing Teleconference Consortium/American Marketing Association Services Marketing Teleconference, "Achieving Excellence in Services Marketing," October 2, 1984.

Moderated and Organized, Oklahoma State University/American Marketing Association Marketing Theory Teleconference, "Trends in Marketing Theory Development," February 21, 1984.

Also supervised four audio teleconferences on doctoral education topics.

Editing and Reviewing:

Editorial Review Board, *Journal of Service Research*, 2013-Present.
 Editorial Review Board, *Service Science*, 2013-Present.
 Editorial Advisory Board, *Managing Service Quality*, 2012-Present.
 Editorial Board, *Service Industries Journal*, 2012-Present.
 International Editorial Advisory Board, *Journal of Service Management (formerly International Journal of Service Industry Management)*, 2007-Present.

Editorial Advisory Board, *European Business Review*, 2005-Present.
 Moderatorial Board, *ELMAR-AMA*, 2003-Present.
 Editorial Board, Special Issue, *Touchpoint - The Journal for Service Design*, “Blurring Boundaries,” (Vol. 6 No. 3), 2014.
 Editorial Advisory Board, “Progressive Trends in Knowledge and System-Based Science for Service Innovation” IGI Global (Forthcoming in 2013).
 Guest Editor (with Lia Patrício), Special Issue from AMA SERVSIG Conference 2010, in *Journal of Service Management*, (2011, Vol. 22, No. 4).
 Guest Editor (with Lia Patrício), Special Issue from AMA SERVSIG Conference 2010, in *Managing Service Quality*, (2011, Vol. 21, No. 4).
 Editorial Advisory Board, *Service Industries Journal*, 1997-2007.
 Contributor, “Succeeding Through Service Innovation: Developing a Service Perspective on Economic Growth and Prosperity,” A Discussion Paper with Recommendations for Education, Business and Policy, IBM and the University of Cambridge, 2007.
 Editorial Review Board, *Marketing Theory*, 2003-2006.
 Editorial Advisory Board, *Managing Service Quality*, 2001-2004.
 Guest Editor (with Jay Kandampully), Special Issue on “New Service Paradigms: AMA SERVSIG Conference 2003, in *Managing Service Quality*, 2004.
 Founding Editor, *AMA Marketing Educator Online (now the ARC)*, 2002-2003.
 Editorial Review Board, *Marketing Education Review*, 1991-2002.
 Editorial Review Board, *Journal of Health Care Marketing*, 1983-1989.
 Co-Editor (with Steve Grove), Special Issue on “Applications of Impression Management and the Drama Metaphor in Marketing” in the *European Journal of Marketing*, 1996.
 Editor, *Services Marketing Newsletter*, 1985-1986.
 Co-Editor, *Services Marketing Newsletter*, 1984-1985.
 Contributing Editor, Special Marketing Education issue (July 23, 1982) of the *Marketing News*, 1981-1982.
 Ad Hoc Reviewer, *Journal of Marketing*, *Journal of Marketing Research*, *Journal of the Academy of Marketing Science*, *Journal of Retailing*, *Journal of Advertising*, *Journal of Business Research*, *Journal of Public Policy and Marketing*.
 Served as paper reviewer or discussant at numerous conferences.

Community Service:

“Fish or Cut Bait” New Orleans Area Team Steering Committee, 2002-2003.
 Planning Committee, Future of New Orleans Music Conference, 2002.
 Initiating Committee, “Fish or Cut Bait,” Statewide Economic Initiative, 2002.

University Service:

Texas State University:

Member, College of Business Administration Council, 2007-Present.
 Member, Texas State Council of Chairs, 2007-Present.
 Member, College of Business Tenure and Promotion Review Group, 2007-Present.

~Member, Fields Chair in Ethics and Corporate Responsibility Search Committee, 2012-2013.
 Member, Business Leadership Week Ideas Committee, 2010-2012.
 Member, Academic Program Review Committee for the School of Arts and Design, 2011-2012.
 Member, Fields Chair in Ethics and Corporate Responsibility Search Committee, 2011-2012.
 Member, Summative Review Committee of Dean Smart, 2011.
 Member, University Workforce Taskforce, 2010-2011.
 Past Chair, Texas State Council of Chairs, 2010-2011.
 Member, HB2504 Committee, 2010-2011.
 Judge, Undergraduate Research Conference, 2010.
 Member, Fields Chair in Ethics and Corporate Responsibility Search Committee, 2010.
 Chair, Texas State Council of Chairs, 2009-2010.
 Chair, Accounting Chair Search Committee, 2009-2010.
 Member, Common Experience Committee, 2009-2010.
 Member, University Council, 2007-2010.
 Vice-Chair, Texas State Council of Chairs, 2008-2009.
 Member, McCoy Experience Advisory Team, 2008-2009.
 Member, MBA Curriculum Revision Committee for BA 5351, 2008-2009.
 Member, College of Business Undergraduate Curriculum Task Force, 2008-2009.
 Chair, College of Business Associate Dean Search Committee, 2008.
 Member, College of Applied Arts Tenure and Promotion Review Group, 2007-2008.

Universidade do Porto, Porto, Portugal:

Member, Scientific Committee, PhD Programme in Industrial Management and Engineering at
 FEUP, 2004-Present.
 Member, Academic Council, Porto Management School, 2001-2006.

University of New Orleans:

Member, CBA Executive Committee, 1996-2007.
 Honors Program Advisor, Department of Marketing, 1998-2007.
 Chair, UNO Interactive Gaming Curriculum Committee, 2005. Disrupted by Hurricane Katrina.
 Organizer, UNO Entertainment Business Center, 2000-2005. Disrupted by Hurricane Katrina.
 Member, Student Technology Fee Committee, 2003-2005.
 Member, Beta Gamma Sigma Program Committee, 2001-2004
 Member, UNO Customer Service Taskforce, 2003-2004.
 Member, UNO CLCU Program Planning Committee, 2003-2004.
 Chair, CBA Technology Committee, 2003-2004.
 Member, UNO Strategic Technology Planning and Implementation Group, 2001-2003.
 Chaired STPIG Sub-Committee for Reviewing Funding Proposals, 2003.
 Member, UNO Writing in the Curriculum Committee, 2000-2002.
 Faculty Advisor, AMA Collegiate Chapter, American Marketing Association, 1999-2002.
 Member, Louisiana Market Research Advisory Group, 2002.
 Member, Business/Higher Education Council, Marketing Committee, 2000-2002.
 Member, CELT Advisory Board, 2001-2002.

Member, Search Committee for Director of the Center for Excellence in Learning and Technology, 2000-2001.
 Member, Search Committee for Director of the School of HRT, 2000-2001.
 Member, UNO Center for Education & Learning Technology Search Committee, 1999-2001.
 Member, AACSB Steering Committee, 1999-2000.
 Member, UNO Department Chairs Steering Committee, 1997-1998.
 Member, UNO Freshmen Task Force, 1998.
 Member, CBA Annual Party Committee, 1997.
 Member, CBA Summer Research Grant Committee, 1996-1997.

Reims Management School, Reims, France:

Member, Scientific Committee, Masters Program in Service Management, 2004-2006.

University of Central Florida:

Faculty Advisor, AMA Collegiate Chapter, American Marketing Association, 1995-1996.
 Chair, Marketing Department Faculty Recruiting Committee, 1994-1995.
 Member, CBA Promotion and Tenure Committee, 1994-1995.
 Member, Marketing Department Promotion and Tenure Committee, 1994-1995.
 Member, UCF Search Committee for Director of Admissions Services, 1994.
 Faculty Advisor, Pi Sigma Epsilon Marketing Fraternity, 1993-1994.
 Member, UCF Campus Shuttle Task Force, 1993-1994.
 Member, UCF Marketing Task Force, 1993.
 Member, CBA Graduate Programs Review Committee, 1990-1991, 1993.
 Chair, Sub-Committee on Ph.D. Program Review, 1993.
 Member, CBA Planning & Advisory Committee, 1993.
 Member, CBA College Executive Committee, 1991-1992.
 Chair, Marketing Department Curriculum Committee, 1990-1991.

Oklahoma State University:

Member, OSU Task Force Committee, "Use of Technology in Resident Instruction," 1989.
 Member, CBA Executive Committee, 1988-1989.
 Member, MBA Administrative Committee, 1988-1989.
 Member, Ph.D. Program Committee, Marketing Department, 1985-1989.
 Judge, Executive Interaction, College of Business, 1987, 1988, 1989.
 Member, CBA Outcomes Assessment Committee, 1988.
 Chair, CBA Educational Development Committee, 1982-1984, 1986-1987.
 Member, CBA Educational Development Committee, 1980-1981, 1985-1986.
 Member, Marketing Program Review Committee, 1986-1987.
 Departmental Representative, Leadership Development Seminars, Oklahoma Network of Continuing Higher Education, 1985-1988.
 Marketing Advisor for the National University Teleconference Network, 1983-1984.
 Member, University Committee for Effective Instruction, 1983-1984.

Member, Marketing Department Self-Evaluation Committee, 1982.
Faculty Advisor, AMA Collegiate Chapter, American Marketing Association, 1981-1984.
(National AMA Award, Chapter Revitalization, 1982).

PROFESSIONAL MEMBERSHIPS

Academy of Marketing Science
American Association for the Advancement of Science
American Marketing Association
 Academic Division, Services Marketing Special Interest Group
Fulbright Association
Society for Marketing Advances

LISTINGS

Who's Who Among America's Teachers
Who's Who in America
Who's Who in American Education
Who's Who in Finance and Industry
Who's Who in the South and Southwest
Who's Who in the World
Who's Who of Emerging Leaders in America