

DSI MiniConference – Pittsburgh

Preliminary Program Outline

Thursday – May 24, 2007:

6:30 PM – 8:00 PM: Reception – Carnegie Mellon University

Friday – May 25, 2007:

7:30 AM– 8:30 AM: Conference Registration and Continental Breakfast Location:

8:30 AM – 9:00 AM: Opening Remarks – Mark Davis and Paul Maglio Location:

9:00 AM – 10:30 AM: Parallel Session Presentations

Session: **Service Science and Education** Location:

Session Chair:

Paper: **Meeting the Needs of Industry: Service Systems Engineering Curriculum**

Authors: Dana M. Johnson (Michigan Technological University)
Leonard J. Bohmann (Michigan Technological University)
Kris Mattila (Michigan Technological University)
John W. Sutherland (Michigan Technological University)
Sheryl Sorby (Michigan Technological University)

Paper: **Service Science in Undergraduate Business Education: An Evolving Model for Integrating Business and Information Management**

Authors: Douglas G. Carrie (The University of Auckland)
Roderick J. Brodie (The University of Auckland)

Paper: **The Role of Complexity Science in the Evolution of the Service Science Discipline**

Authors: Henry M. Kim (York University)
Kelly Lyons (IBM – Canada)

Session: **New Service Frameworks** Location:

Session Chair:

Paper: **A Customer-Supplier Paradigm for Service Science**

Author: Scott E. Sampson (Brigham Young University)

Paper: **Towards a New Typology for Technology-Mediated Services**

Authors: Jan H. Schumann (Technical University of Munich)
Nancy V. Wuenderlich (Technical University of Munich)
Florian V. Wangenheim (Technical University of Munich)
Harmut H. Holzmuller (University of Dortmund)

Paper: **Business Process Architectures: A Systems Approach**

Author: Andi S. Smart (University of Exeter)

Session: **Understanding Transdisciplinary Issues in Services** Location:

Session Chair:

Paper: **International Service Cultures**

Authors: Shelley K. Evenson (Carnegie Mellon University)
Birgit Mager (Köln International School of Design)

Paper: **Who to Blame? The Spillover Effects of Customer (Dis)Satisfaction on Interdependent Companies in the Mobile Phone Industry**

Authors: Yufeng Xing Xing (National University of Singapore)
Kah-hin Chai Chai (National University of Singapore)
Beng-Wah Ang (National University of Singapore)
Houcai Shen Shen (Nanjing University)

Paper: **Understanding Cross-Category Competition within a Service-Dominant Logic**

Authors: Stephen L. Vargo (University of Hawaii at Manoa)
Stefan Michel (Thunderbird Global School of Business)
Stephen W. Brown (Arizona State University)

10:30 AM – 11:00 AM: Coffee Break

11:00 AM – 12:30 PM: Parallel Session Presentations

Session: **Panel on Service Innovation**

Location:

Session Chair:

Panelists: Larry Menor (University of Western Ontario)
Rohit Verma (Cornell University)
Irene Ng (University of Exeter)

Session: **Comparing Products and Services**

Location:

Session Chair:

Paper: **The Servitization of Manufacturing: An Empirical Analysis**

Author: Andy Neely (Cranfield University)

Paper: **Infrastructural Factors that Differentiate Manufacturing and Service Operations**

Authors: Linda Boardman Liu (Boston University)
Jane Davies (Boston University)

Paper: **Impact of Supply Chain Uncertainty on Business Performance and the Role of Supplier and Customer Relationships: Comparison Between Product and Service Organizations**

Author: Patcharee Boonyathan (University of Melbourne)
Damien Power (University of Melbourne)

Session: **Integrating Service and Supply Chains**

Location:

Session Chair:

Paper: **The Impact of Co-Promotion on the Supply Chain**

Authors: Ahmet Ozkul
Hurrem Yilmaz (SUNY – Oneonta)

Paper: Technology Integration in Service Supply Chain: An Empirical Analysis of Electronic Medical Record Integration by Healthcare Providers

Authors: Asoke K. Dey (University of Minnesota)
Sriram Thirumalai (University of Minnesota)
Kingshuk K. Sinha (University of Minnesota)

Paper: An Integrative Theory of Service within the Supply Chain

Authors: Kenneth K. Boyer (Michigan State University)
George S. Webb (Michigan State University)

12:30 PM – 1:30 PM: Awards Luncheon

1:30 PM – 3:00 PM: Parallel Session Presentations

Session: Panel on Service Performance Measurement

Location:

Session Chair:

Presentations: Dean Spitzer – IBM
Christopher Lovelock – Yale University
Janelle Heineke – Boston University

Session: The Art of Services: Cultural and Behavioral Issues

Location:

Session Chair:

Paper: Sequence Theory: Applying Behavioral Science to Improve Service Operations

Authors: Jason W. Niggley (University of Southern California)
Richard B. Chase (University of Southern California)

Paper: A Cross-Cultural Comparison of Antecedents and Consequences of Trust in Relational Service Exchange

Author: Jan H. Schumann (Technical University of Munich)

Session: New Service Development and Innovation: A Systems Perspective **Location:**

Session Chair:

Paper: Examining Complementarities in New Service Development: Know-what, Know-why and Know-how

Author: Larry J. Menor (University of Western Ontario)

Paper: Design of Service Systems under Variability: Research Issues

Authors: P.K. Kannan (University of Maryland)
Joao Proenca (University of Porto)

Paper: Creating Service Innovation through Systems Reconfiguration

Author: Stephen L. Vargo (University of Hawaii at Manoa)
Melissa M. A. Akaka (University of Hawaii at Manoa)

3:00 PM – 3:30 PM: Afternoon Refreshment Break

3:30 – 5:00 PM: Parallel Session Presentations

Session: Frameworks and Challenges for Service Science

Location:

Session Chair:

Paper: **The Architecture of Service Systems as a Framework for the Definition of the Service Science Scope**

Authors: Andrew Targowski (Western Michigan University)

Paper: **A Service Logic for Service Science**

Authors: Stephen L. Vargo (University of Hawaii at Manoa)
Robert F. Lusch (University of Arizona)

Paper: **What Could Derail Service Science?**

Author: Christopher Lovelock (Yale University)

Session: **Service Healthcare Issues**

Location:

Session Chair:

Paper: **How Research can Impact Practice, or Why Doesn't That "Best" Outpatient Scheduling Rule Work?**

Author: Kenneth J. Klassen (Brock University)

Paper: **Designing and Building Technology Enabled Service Systems: Challenges and a Solution Framework: Two Case Studies**

Author: Lilian Wu (IBM)
Doug McDavid (IBM)
Tim Kostyk (IBM)

Paper: **Clinical Trial Management as a Professional Service**

Author: Gita Mather (San Jose State University)

Session: **Technology Issues in Services**

Location:

Session Chair:

Presentations:

Paper: **Prioritizing and Scheduling Email Processing: An application of the Capacitated Lot Sizing Problem**

Authors: Narges Kasiri (Oklahoma State University)
Ramesh Sharda (Oklahoma State University)

Paper: **Understanding the Acceptance of Interactive and Technology-Mediated Services**

Author: Nancy V. Wuenderlich (Technical University of Munich)

Paper: **Modeling Email Overload within Service Organizations**

Authors: Ashish Gupta (Minnesota State University – Moorhead)
Ramesh Sharda (Oklahoma State University)
Manjunath Kamath (Oklahoma State University)

Session: **Challenges in New Service Development and Innovation**

Location:

Session Chair:

Paper: **Research Opportunities in New Service Development**

Author: Weiyu Tsai (University of Utah)

Rohit Verma (Cornell University)
Glen Schmidt

Paper: Formalizing the Service Innovation Process

Authors: John Ettl (RIT)
Stephen Rosenthal (Boston University)
Mark Hall (RIT)

Paper: Globalizing Services Innovation

Author: Lynne H. Rosansky (The Levin Institute, SUNY)

Saturday – May 26, 2007:

7:15 AM – 8:00 AM: Conference Registration and Continental Breakfast

8:00 AM – 10:00 AM: Parallel Session Presentations

Session: Defining Service Performance Measures

Location:

Session Chair:

Paper: A Service Dominant Logic on Productivity

Author: Cecilie Karlsen (Norwegian School of Business)

Paper: Understanding Supply Chain Performance in a Service Industry

Author: Phil J. Godsiff (University of Exeter)

Paper: Service Scorecard for Performance Excellence

Authors: Rajesh K. Tyagi (DePaul University)
Praveen Gupta (Accelper Consulting)

Paper: Information Requirements for Support Service Solutions

Author: Duncan C. McFarlane (University of Cambridge)

Session: Understanding Value in Bundling Services

Location:

Session Chair:

Paper: Framing Effects of Bundling: Controversies and Propositions

Author: Shibin Sheng (Adelphi University)

Paper: Revenue Implications of Optimizing Table Mixes in Real Restaurants

Author: Gary M. Thompson (Cornell University)

Paper: The Pricing of Services: Past, Present and Future

Authors: Irene C. L. Ng (University of Exeter)
Nick Yip (University of Exeter)

Paper: Lifecycle Management and Long Term Maintenance of Energy Automation Products

Author: Didier Margraite, (AREVA T&D)
Jose Castellote-Morales, (AREVA T&D)

Session: Addressing the Customer Service Encounter

Location:

Session Chair:

Paper: **A Client's View of Service Systems**

Author: Harry Katzan (Savannah State University)

Paper: **Operations Planning for B2B Services with Client Involvement**

Authors: Sheneeta W. White (Virginia Tech)
Ralph B. Badinelli (Virginia Tech)

Paper: **Customer and Frontline Employee Influence on New Service Development Outcomes:
An Exploratory Study**

Author: Horace L. Melton (Florida State University)

Paper: **Service Operations Management at Call Centers**

Author: Turgut Aykin

10:00 AM – 10:30 AM: Coffee Break

10:30 AM – 12:00 noon: Parallel Session Presentations

Session: **Service Quality and Customer Satisfaction**

Location:

Session Chair:

Paper: **A Client's View of the Quality of Service Systems**

Author: Harry Katzan (Savannah State University)

Paper: **Using QFD to Improve SOA Applications in the Retail Industry**

Authors: Roberta S. Russell (Virginia Tech)
Sheneeta White (Virginia Tech)
Steven Sheetz (Virginia Tech)
Mauro Falasca (Virginia Tech)

Paper: **Can Information System Factors Bias Customers' Perceptions of the Service Quality
of Online Auction Marketplaces?**

Author: Heshan Sun (Syracuse University)

Session: **Industry and Government Issues**

Location:

Session Chair:

Paper: **The Performance of Industrial Policies for Promoting Service Innovation: A Case
Study on the Innovative Service R&D Program of Taiwan**

Authors: Ta-Jung Lu (National Chung-Hsing University and Rensselaer Polytechnic
Institute)
Joyce Jong-Wen Wann (National Chung-Hsing University)

Paper: **Sustainable Improvement in Military Service Contracts**

Author: John F. Mills (University of Cambridge)

Session: **Quantitative Models in a Service Environment**

Location:

Session Chair:

Paper: **A Two Dimensional Transportation Pricing Model**

Author: Metin Cakanyildirim (University of Texas at Dallas)

Paper: **Pricing of Experience Product and Predictive Modeling Under Individual Budget Constraint: A Hierarchical Bayes Approach with Consumer Level Heterogeneity**

Author: Atanu Adhikari (Syracuse University)

Paper: **Fixing Freestyle: Applying Service Science at Sea**

Author: Robert J. Kwortnik (Cornell University)

12:00 noon – 12:30 PM: Closing Remarks