



Summer 2007 AMA Educators' Conference High Impact Sessions

Session 4.2 Visionary Research Trends in Service Marketing

Session Chair: Sue Keaveney, University of Colorado and Denver and Health Services Center

Participants:

Janet R. McColl-Kennedy, University of Queensland
Parsu Parasuraman, University of Miami
Linda L. Price, University of Arizona
Mike Brady, Florida State University
Kathleen Seiders, Boston College

Sponsor: Services Marketing SIG

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This Services SIG special session gave its attendees the opportunity to learn about innovative work currently being conducted in service research. First, Janet McColl-Kennedy, from the University of Queensland, Brisbane Australia, introduced research from Australia, New Zealand and Asia that explores the social servicescape and customer emotions in service failure and recovery – including consumer embarrassment, coping and complaining behavior. She also discussed the need for work in customer organizational citizenship behaviors, service firm marketing strategies, service innovation and customer co-production.

Next, Kathleen Seiders, from Boston College, discussed the need for research in healthcare to help demystify the service evaluation process. She referred to American healthcare as “Black Box Service” and encouraged researchers to look beyond one-dimensional customer satisfaction measures in service evaluation to help consumers more accurately assess the outcomes, pricing and technical quality of their care. Seiders also discussed the critical nature of co-production in today’s healthcare and the dynamics of service work in healthcare, including unique provider challenges like delivering mandates and bad news, as well as executing service recoveries without apologies.

Additionally, Linda Price, from the University of Arizona, described opportunities for ethnographic approaches in service research, including the actions, flows, processes and systems of co-creation, as well as the interplay of relationships, objects and spaces in servicescapes – especially consumers’ use of firm resources, objects and spaces to

accomplish their relational goals. She said that most service research adopts a dyadic firm-customer perspective and instead, encouraged researchers to think in terms of a customer-centric share of heart, which should inspire work that is more in line with the way consumers use firm resources in relational exchanges.

Keeping with the theme of service innovation, Mike Brady, from Florida State University, presented trends in services work based on an analysis of SERVSIG award-winning papers over the past 13 years. While early articles focused on conceptualizations of service quality and satisfaction and employed self-report intention measures, emerging work is digging deeper and utilizing more objective measures collected from secondary sources including customer lifetime value, share of wallet and return on investment. Brady also observed a trend towards experimental work in service and encouraged researchers to consider how their work can expand into other areas including consumer behavior, finance and economics.

Finally, Parsu Parasuraman, from the University of Miami, discussed service research from the vantage point of the *Journal of Service Research*. He stated that the *JSR* welcomes more business to business, cross-functional, conceptual and modeling articles, as well as work in service productivity and self-service technology, as few manuscripts have been submitted in these areas in the past. Additionally, Parasuraman suggested that service marketing is a stimulating area right now due to interesting research questions concerning service brands and the influx of information available to consumers via the Internet, as well as the link between service quality and consumers' quality of life. He encouraged researchers to consider these topics and submit their work for consideration in the *JSR*.

Note: See www.servsig.com for more information on the Services SIG.