

JOCHEN WIRTZ, Ph.D.

Vice Dean MBA Programmes, Professor of Marketing,
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Experience in Higher Education and Management Development:

Since 1992 Appointments with the NUS Business School, National University of Singapore:

2012 – current	Professor of Marketing (Tenured)
2002 – 2011	Associate Professor (Tenured)
2000 – 2002	Associate Professor
1998 – 1999	Assistant Professor
1994 – 1997	Lecturer
1992 – 1993	Visiting Fellow

Appointments and responsibilities include:

- Vice-Dean MBA Programmes since 2017; revamped positioning of all MBA and EMBA programs; oversaw MBA and EMBA curriculum review implementations; further improved quality and quantity of student numbers; dramatically improved the profitability of MBA Programmes Office
- Member, Faculty Tenure & Promotion Committee (FTPC) at the NUS Business School, 2013 – 2014, 2020 – to date
- Founding Director, UCLA – NUS Executive MBA Program; achieved a global #6 global Financial Times (FT) ranking in 2016, 2002 – 2014, and 20016 – 2017.
- Director, Singapore Airlines Engineering Company Senior Executive Program, 2012 – 2017
- Fellow of the NUS Teaching Academy, the university's think-tank on education matters, 2009 – 2015
- Founding Chair, Teaching Excellence Council at the NUS Business School, 2013 - 2014.
- Member of the Executive Committee of the NUS Teaching Academy, 2010 - 2011
- Member, NUS Business School Management Committee, 2002 – 2004; 2006 – 2008
- Academic Director, Asia-Pacific Executive MBA (APEX-MBA) Program, 2002 – 2004; was instrumental in scaling up the program and achieving its global top 20 Financial Times ranking in 2008 (the ranking was based on the 2004 intake)
- Director, Exel Global Business Excellence Program, 2001 – 2006
- Director, Exel Young Leaders Program, 2003 – 2004
- Director, Marketing Management Program, 2000 – 2003

Most Significant Awards and Honours:

- Clarivate Highly Cited Researcher Award 2022; 2023 (based on Web of Science Citations of high impact articles)
- Christopher Lovelock Career Contributions to the Services Discipline Award 2019. This is the highest award of the American Marketing Association (AMA) Service Community.
- Placed on the Honor Role of the University-level Annual Teaching Excellence Award, National University of Singapore for winning this award three times, 2014 – 2018
- Winner of the 2012 Academy of Marketing Science (AMS) Outstanding Marketing Educator Award. This is the highest recognition of teaching excellence of AMS globally.
- Ranked number 2 globally in service research by productivity as published by Tan Kay Chuan and Atarod Goudarzlou (2011), "Publications in Major Service Research Journals: An Assessment of Institutional and Individual Research Productivity," Working Paper (this article can be provided upon request).
- Winner of the inaugural 'Outstanding Service Researcher Award 2010', awarded by Emerald Group Publishing, presented at the ServSIG International Research Conference Gala Dinner in June 2010. The award is based on life-time publications in services marketing & management discipline, and is awarded and sponsored by Journal of Service Management.

- Winner of the university-level Outstanding Educator Award 2003. This award was given to the top two educators in 2003 out of some 2,700 professors teaching at the National University of Singapore.

Best Paper and Research Awards:

- Finalist of the 2024 AMA-EBSCO-RRBM Award for Responsible Research in Marketing for the article by Jochen Wirtz, Werner Kunz, Nicole Hartley, and James Tarbit (2023), “Corporate Digital Responsibility in Service Firms and their Ecosystems”, *Journal of Service Research*, Vol. 26, No. 2, 173–190, <https://doi.org/10.1177/10946705221130467>. This award is given jointly by the American Marketing Association (AMA) and the Responsible Research for Business and Management (RRBM) Association.
- Best Paper Award for “The Synergistic Effects of Digital Service Technologies, Service Robots, AI, and Cost-Effective Service Excellence Strategies,” by Johannes Hofmeister, Jochen Wirtz, Patricia Y.P. Chew, and Xin (David) Ding (2023), presented at the Artificial Intelligence and Robotics in Service Interactions (AIRSI) Conference 2023, 15 to 17 May.
- The Robert Johnson Highly Commended Award 2022 for the article “Service Robots, Agency, and Embarrassing Service Encounters”, published in *Journal of Service Management*, Vol. 33, No. 2, pp. 389-414.
- American Marketing Association (AMA) Service Special Interest Group (SERVSIG) Best Service Article in 2021 Finalist Award for J. Wirtz, M. P Fritze, E. Jaakkola, K. Gelbrich, and N. Hartley (2021), “Service Products and Productization,” *Journal of Business Research*, Vol. 137 (December), pp. 411-421.
- ‘Emerald Highly Commended Award for Excellence 2021’ by Emerald Publishing for the article “Luxury Services”, published in *Journal of Service Management*, Vol. 31 No. 4, 665-691.
- ‘Best Paper JSTP Award’ by 2021 Literati Awards for Excellence for the article “Service Robots, Customers and Service Employees: What Can We Learn from the Academic Literature and Where are the Taps?” published in *Journal of Service Theory and Practice*, Vol. 3 No. 3, pp. 361-391.
- Best Working Paper Award for “Robots Will Not Judge Me. Investigating Consumer-Service Robot Interactions in Embarrassing Service Encounters,” by Valentina Pitardi, Jochen Wirtz, Stefanie Paluch and Werner Kunz (2021), presented at the Artificial Intelligence and Robotics in Service Interactions (AIRSI) Conference 2021, 12 to 14 July.
- ‘Emerald Highly Commended Award for Excellence 2020’, for the article “Bridging the Data Divide between Practitioners and Academics: Approaches to Collaborating Better to Leverage Each Other’s Resources”, published in *Journal of Service Management*, Vol. 30, No. 5, 524-548.
- AMA Service Special Interest Group (SERVSIG) Best Services Article in 2018 Finalist for: Wirtz, J. and Zeithaml, V. (2018), “Cost-Effective Service Excellence”, *Journal of the Academy of Marketing Science*, Vol. 46, No. 1, pp. 59-80. This award is the highest best article award of the service community.
- AMA Service Special Interest Group (SERVSIG) Best Services Article in 2018 Finalist for: Wirtz, J., Patterson, P., Kunz, W., Gruber, T., Lu, V.N., Paluch, S. and Martins, A. (2018), “Brave New World: Service Robots in the Frontline”, *Journal of Service Management*, Vol. 29, No. 5, 907-931
- ‘Emerald Highly Commended Award for Excellence 2019’, for the article “Brave New World: Service Robots in the Frontline”, published in *Journal of Service Management*, Vol. 29, No. 5, 907-931.
- ‘Emerald Highly Commended Award for Excellence 2018’, for the article “Accelerating Employee-Related Scholarship in Service Management: Research Streams, Propositions, and Commentaries”, published in *Journal of Service Management*, Vol. 28, No. 5, 837-865.
- ‘Best SERVSIG Conference Paper Award Finalist’, for the presentation “Brave New World: Service Robots in the Front Line”, presented at 10th SERVSIG Conference, Paris, France, 14 to 16 June 2018
- ‘Best SERVSIG Conference Paper Award Finalist’, for the presentation “Service Providers as Entrepreneurs of Co-creation Assets”, presented at 10th SERVSIG Conference, Paris, France, 14 to 16 June 2018

- ‘Emerald Highly Commended Award for Excellence 2015’, for the article “Psychometric Sifting to Efficiently Select the Right Service Employees”, published in *Managing Service Quality*.
- Best Paper Award at the EMAC, KSMS & GAMMA Joint Symposium in Istanbul 2013, by Global Alliance of Marketing and Management Associations for the conference paper “Is the Role of Marketing Diminishing? Results from Three Geographic Regions: Asia, Europe and USA”.
- Honorable mention, 2013 Service Science Best Paper Award for the article “Division of Labor between Firms: Business Services, Non-ownership-value and the Rise of the Service Economy,” published in *Service Science*, 2010, Vol. 2, No. 3, 136-145; awarded by INFORMS.
- Featured as Financial Times Lexicon Professor of the Week (May 2011).
- ‘Emerald Literati Club Highly Commended Awards for Excellence 2011’, for the article “Emotion Display Rules at Work in the Global Service Economy: The Special Case of the Customer”, published in the *Journal of Service Management*.
- ‘Emerald Literati Club Highly Commended Awards for Excellence 2011’, for the article “Organizational Learning from Customer Feedback Received by Service Employees: A Social Capital Perspective”, published in the *Journal of Service Management*.
- Outstanding Reviewer for the *Journal of Service Management* - Winner of the Emerald Literati Network Awards for Excellence 2010
- Ranked number 1 in Asia in service research by productivity; published by Tan et. al. (2010), “A Bibliometric Analysis of Service Research from Asia,” in *Managing Service Quality*, 2010, Vol. 20, No. 1, 89-101.
- 2009 Best Practical Implications Award by Emerald Group Publications for an article published in *Managing Service Quality*
- ‘Emerald Literati Club Highly Commended Award for Excellence’ for an article published in *International Journal of Service Industry Management* in 2007
- Emerald Literati Club Outstanding Paper Award for Excellence’ for the best article published in *International Journal of Service Industry Management* in 2006
- ‘Reviewer of the Year 2006 Award’, *Australasian Marketing Journal*
- ‘Emerald Literati Club Highly Commended Award for Excellence’ for an article published in *Managing Service Quality* in 2006
- ‘Emerald Literati Club 2003 Award for Excellence’ for the ‘Most Outstanding Paper’ published in the *International Journal of Service Industry Management*
- ‘Emerald Literati Club 2002 Highly Commended Award for Excellence’ in the *International Journal of Service Industry Management*
- ‘Emerald Literati Club 2002 Highly Commended Award for Excellence’ for an article published in *Managing Service Quality*
- Best Paper Award at The Hospitality & Tourism Educators 2001 Annual Conference in Toronto, Canada, awarded by CHRIE (Council on Hotel, Restaurant and Institutional Education)
- ‘MCB University Press Literati Club Award for Excellence’ for an article published in the *International Journal of Service Industry Management*, 2000

Teaching & Education-related Awards and Honours:

- NUS Teaching Excellence Award 2021 and 2023 for the UCLA–NUS Executive MBA Program for the highest teaching rating in the history of the program
- NUS Excellence in MBA Teaching Award 2022 (this award is given to the instructor with the highest teaching rating across all electives)
- “Best Professor” Award by the NUS Executive Class of 2018
- University-level Annual Teaching Excellence Award, National University of Singapore, 2013
- Winner of the NUS Business School Outstanding Educator Award, 2012
- Winner of the NUS Business School Outstanding Educator Award, 2011
- Winner of the NUS Business School Outstanding Educator Award, 2010
- University-level Annual Teaching Excellence Award, National University of Singapore, 2009
- Winner of the NUS Business School Outstanding Educator Award, 2009
- University-level Annual Teaching Excellence Award, National University of Singapore, 2005

- Winner of the NUS Business School Outstanding Educator Award, 2005
- University-level NUS Excellent Teacher Award, 2003
- Recognition for Excellence as Outstanding Educator at the NUS Business School, 2003
- Was nominated as the top ranked educator of the NUS Business School for the university-level Outstanding Educator Award in 2002
- Winner of the NUS Business School and Department of Marketing Outstanding Educator Award, 2001
- Winner of the MBA Alumni Award for Excellence in Instruction, 1999
- Received Commendations for Teaching Excellence for having achieved the highest student ratings in the 3rd and 4th year modules' in the Special Term in 1998.
- Received Commendations for Teaching Excellence for having achieved the highest student ratings in the 3rd and 4th year modules' in the Special Term in 1996.

Other Awards and Honours:

- Dean's Appreciation Award 2022 for "Dedication and Commitment to the Master's Programme since 2017"
- Singapore National Day Awards 2018 – Long Service Medal

Current editorial board membership of academic journals:

- Australasian Marketing Journal, 2000 – current
- Cornell Hospitality Quarterly, 2004 – current
- Journal of Business Research, 2007 – current
- Journal of Creating Value, 2017 – current
- Journal of Retailing and Consumer Services, 2000 – current
- Journal of Service Management, 2001 – current
- Journal of Service Management Research, 2016 – current
- Journal of Service Research, 2005 – current
- Managing Service Quality, 2002 – current
- Service Industries Journal, 2007 – current
- Service Science, 2008 – current

Ad hoc reviewer for academic journals, including:

- Asia Pacific Journal of Management
- Asian Case Research Journal
- European Journal of Marketing
- International Journal of Hospitality Management
- International Journal of Research in Marketing
- Journal of the Academy of Marketing Science
- Journal of Business Ethics
- Journal of Business Venturing
- Journal of Consumer Research
- Journal of Interactive Marketing
- Journal of Marketing
- Journal of Marketing Management
- Journal of Retailing
- Journal of Services Marketing
- Journal of Travel & Tourist Marketing
- Tourism Management

Conference Organization & Service to the Academic Community

- Member, Organizing Committee of the QUIS18 Conference 2023, Hanoi, Vietnam
- Chair of Services Marketing track; American Marketing Science (AMS) 2023 Conference
- Member, Organizing Committee of the ServSIG Conference 2022, Glasgow, Scotland
- Committee Member of the Frontiers in Service Conference in 2020, Boston, Massachusetts.
- Host and Co-Chair of the Frontiers in Service Conference at NUS in 2019. This is the second time this globally leading service conference is held in Asia.
- Committee Member of the Frontiers in Service Conference in 2018, Austin, Texas.

- Chair, Marketing Track, International Research Conference in Service Management, La Londe, France, 2018.
 - Organizing Committee Member of the American Marketing Association-sponsored SERVSIG (Services Special Interest Group) Research Conference in 2016 (held in Maastricht, The Netherlands), 2014 Thessaloniki, Greece), 2012 (held in Helsinki, Finland), 2010 (held in Porto, Portugal) and 2008 (held in Liverpool, UK.).
 - Co-editor of the AMA ServSIG 2014 special issue of Service Theory & Practice; based on the best papers presented at the 2014 SERVSIG Research Conference in Thessaloniki, Greece, 2014.
 - Co-editor of a Special Issue of Industrial Marketing Management on business models, their value drivers and the role of marketing, 2013. Co-editor of a Special Issue of the International Journal of Service Industry Management on service research in Asia, 2009.
 - Co-editor of a Special Issue of the International Journal of Service Industry Management, 2006.
 - Track Chair – Service Marketing 2006 Academy of Marketing Science Annual Conference.
 - Host and Chair of the American Marketing Association-sponsored SERVSIG (Services Special Interest Group) Research Conference (www.servsig2005.org) at NUS in 2005. This was the first time this global conference was held in Asia. Attendance and papers presented were at record high since the inception of this conference with 188 submissions, 110 presentations and over 150 delegates.
- Since 2017 Global Faculty at the Center for Services Leadership (CSL) at W. P. Carey School of Business at Arizona State University, US
- Since 2016 Academic Scholar at the Cornell Institute for Healthy Futures (CIHF) at Cornell University, Ithaca, US
- Since 2011 International Fellow of Service Research Centre at Karlstad University, Sweden
- 2019 – 2020 Member of the Business Excellence Framework Review Panel
- Serve as subject matter expert to revising the Business Excellence (BE) BE Framework, which is internationally benchmarked against other frameworks such as the Malcolm Baldrige Framework and European Foundation for Quality Management (EFQM) with the aim to provide organizations with a roadmap to align strategies and goals to their objectives.
- 2016 – 2020 Member of the Singapore Quality Award Management Committee
- Serve as subject matter expert to develop the Business Excellence (BE) initiative and the administration of the BE awards program, incl. the Singapore Quality Award, People Excellence Award, and Innovation Excellence Award
- 2016 – 2018 Member of the Service Management Advisory Panel of the Civil Service College (CSC) Singapore
- Serve as subject matter expert to provide thought leadership and advice on areas pertaining to service strategy, curriculum and research.
- 2012 – 2016 Member of the Singapore Service Excellence Medallion Management Committee
- Provides guidance on the administration of the Medallion awards, and participate in the assessments and endorse the award recipients
- 2012 – 2014 Member of the Services Excellence and Training Council of the Singapore Workforce Development Agency
- 2008 – 2013 Associate Fellow at the Saïd Business School, University of Oxford
- Teach in customized executive programs for Saïd Business School clients in Oxford
- 1989 – 1991 Visiting supervisor of MBA projects at City Business School, London
- Supervised project work of MBA students such as ‘Investment Opportunities in Hungary’ and ‘New Services Development for the UK Property Market’

- 1988 – 1989 Ernst & Whinney Research Fellow at the London Business School
- Responsible for a research project on crowding, perceived control and consumer choice in retail service outlets
- 1986 – 1987 Teaching assistant at Thames Polytechnic, London
- Taught case studies in International Marketing to 1st to 4th year BA (Hons) students

Consulting and Work Experience:

- 1986 – current Consultant to various organizations
- Sold and managed consulting projects on a regular basis in the areas of customer satisfaction, CRM-strategy development and implementation, customer base segmentation, tiering of services, churn management, and business development strategies. The industries involved telecommunications services (fixed line, mobile, broadband), IT equipment and services, as well as financial services and industrial products
 - Satisfied clients have included firms such as: Abacus International, Ascendas Pte Ltd, Alliance Re, American Express, Bayer, Carnival Cruises, Citibank, Defence Science & Technology Agency (DSTA) in Singapore, DHL, KPMG, KPN, Luis Vuitton, Microsoft, MobileOne, National Library Board Singapore, Nokia, Philips Customer Care Centres, Philips Healthcare, Princess Cruises, Sanofi-Aventis, Singapore Airlines, Singapore Tourist Board, Singapore Workforce Development Agency, Sony, SPRING Singapore, Starwood Hotels & Resorts Worldwide, Tata Group, Tata Consultancy Services, Thomson Reuters, Workforce Development Agency (WDA) in Singapore, and the World Bank.
- 1998 – 2005 Expert Advisor and Consultant with Accenture in Singapore, Seoul and Hong Kong
- Consulted on a number of strategy formulation and business development cases in various telecommunications areas, including broadband and mobile services.
 - Clients have included leading service providers, such as PCCW-HKT in Hong Kong, LG Capital and SK Telecom in Korea, and Shanghai Post and Telecom in PRC.
- 1992 – 2001 Consultant with Arthur D. Little Far East
- Consulted on a number of strategy and business development projects, as well as service management related cases.
 - Clients have included blue chip firms, such as the Defence Science & Technology Agency in Singapore, E3G (2nd fixed line operator in Portugal), KPN Mobile (largest telco service provider in Holland), Extelcom (mobile network operator in the Philippines), HIL (2nd fixed line operator in Mumbai, India), Jurong Town Corporation in Singapore, and Shell in Malaysia.
- 1993 – 1997 Project Manager and Consultant at Datapro International's Asia Pacific Headquarters in Singapore. Datapro is an information services group, formerly fully-owned by McGraw Hill, US. Datapro was acquired by the Gartner Group in September 1997.
- Advisor on structure and development of Datapro's own consulting business in telecommunications and IT since its start up in Asia in 1993.
 - Project Manager and Consultant on a number of pan-Asian projects with clients such as British Telecom, Fujitsu, Hewlett Packard, Intel, Northern Telecom, Philips and Sony.
- 1991 – 1992 Marketing and Telecommunications Executive at ITC (Infrastructure, Technology and Communications) Ltd, London
- Responsibilities included all marketing related activities for ITC's business and technology park developments and related telecommunications work, as well as consultancy projects for third parties.
- 1978 – 1981 Management Trainee and Deputy Branch Officer at Kreis- und Stadtparkasse Rosenheim, Germany
- Trained in all aspects of retail and corporate banking

Experience as Angel Investor:

- 1991 – current Founding and/or angel investor in a number of start-ups, incl.
- TranscribeMe (www.TranscribeMe.com)
 - Dataswyft (www.dataswyft.io)
 - Accellion (www.accellion.com; exit in 2021)
 - Uplifting Service (www.UpliftingService.com; exit in 2021)

Education:

- 1987 – 1991 PhD at London Business School under the supervision of Dr. John E.G. Bateson
- Research Area: Services Marketing and Customer Satisfaction
 - Received PhD Programme Awards in 1988, 1989 and 1990
- 1982 – 1986 Degree in Business Studies (equivalent to BA Honours) at FH-Rosenheim, Germany
- Subjects majored in: Marketing and Accounting
- 1978 – 1981 Professional certification in banking (Berufsausbildung zum Bankkaufmann), Banking exam taken with Chamber of Commerce and Industry in Munich, Germany
- 1992 – current Various executive education and training programs, including:
- 1992, 1993, 2004; Programs on education and teaching skills at the Centre for Development of Teaching and Learning at the National University of Singapore
 - 2005; Development program for senior executives “Achieving Breakthrough Service” at Harvard Business School
 - 2008; 2009, “Program on Case Method & Participant Centered Learning” at Harvard Business School

Languages:

English, fluent
German, native

Social Media Presence:

Google Scholar: https://scholar.google.com.sg/citations?hl=en&user=-_9L9P0AAAAJ
ResearchGate: www.researchgate.net/profile/Jochen_Wirtz
LinkedIn: <https://www.linkedin.com/in/jochenwirtz>
YouTube Channel: www.youtube.com/c/ProfessorJochenWirtz
Facebook: www.facebook.com/Prof.Jochen.Wirtz
Twitter: <https://twitter.com/JochenWirtz>
Website: www.JochenWirtz.com

LIST OF PUBLICATIONS

JOURNAL PUBLICATIONS

Publications in Internationally Refereed Journals

1. Pitardi, Valentina, Jochen Wirtz, Stefanie Paluch, and Werner Kunz (2024), “Metaperception Benefits of Service Robots in Uncomfortable Service Encounters”, *Tourism Management*, Vol. 105, pp. 104939, <https://doi.org/10.1016/j.tourman.2024.104939>
2. Stephanie Liu, Khadija Ali Vakeel, Nicholas Smith, Roya Sadat Alavipour, Chunhao (Victor) Wei, Wirtz, Jochen (2024), “AI Concierge in the Customer Journey: What Is It and How Can It Add Value to the Customer?” *Journal of Service Management*, Vol. 35, No. 6, 136-158, <https://doi.org/10.1108/JOSM-12-2023-0523>.
3. Shelly Ashtar, Galit B. Yom-Tov, Anat Rafaeli, and Jochen Wirtz (2024), “Affect-as-Information: Customer and Employee Affective Displays as Expeditious Predictors of Customer Satisfaction,” *Journal of Service Research*, online first, <https://doi.org/10.1177/10946705231194076>.
4. Christian Kowalkowski, Jochen Wirtz, and Michael Ehret (2024), “Digital Service Innovation in B2B Markets”, *Journal of Service Management*, Vol. 35, No. 2, 280-305, <https://doi.org/10.1108/JOSM-12-2022-0403>.
5. Mark Anthony Camilleri, Lina Zhong, Mark S. Rosenbaum, and Jochen Wirtz, (2024), “Ethical Considerations of Service Organizations in the Information Age,” *Service Industries Journal*, forthcoming.
6. Sigala, Marianna; Ooi, Keng-Boon; Tan, Garry Wei-Han; Aw, Eugene; Cham, Tat-Huei; Dwivedi, Yogesh; Kunz, Werner; Letheren, Kate; Mishra, Anubhav; Russell-Bennett, Rebekah; and Wirtz, Jochen (2024), “ChatGPT and the Service Industry: Investigating Opportunities, Challenges, and Future Research Directions”, *Journal of Service Theory and Practice*, forthcoming.
7. Kevin Kam Fung So, Hyunsu Kim, Stephanie Q. Liu, Xiang Fang, and Jochen Wirtz (2024), “Service Robots: The Dynamic Effects of Anthropomorphism and Functional Perceptions on Consumers’ Responses,” *European Journal of Marketing*, online first, DOI 10.1108/EJM-03-2022-0176.
8. Werner Kunz and Jochen Wirtz (2024), “Corporate Digital Responsibility (CDR) in the Age of AI – Implications for Interactive Marketing”, *Journal of Research in Interactive Marketing*, online first, <https://doi.org/10.1108/JRIM-06-2023-0176>
9. Justin Paul, Akiko Ueno, Charles Dennis, Eleftherios Alamanos, Lucill Curtis, Pantea Foroudi, ... Jochen Wirtz (2024), “Digital Transformation: A Multidisciplinary Perspective and Future Research Agenda”, *International Journal of Consumer Studies*, Vol. 48, No. 2, e13015, <https://doi.org/10.1111/ijcs.13015>
10. Jochen Wirtz, Werner Kunz, Nicole Hartley, and James Tarbit (2023), “Corporate Digital Responsibility in Service Firms and their Ecosystems”, *Journal of Service Research*, Vol. 26, No. 2, 173–190, <https://doi.org/10.1177/10946705221130467>.
 - Finalist of the 2024 AMA-EBSCO-RRBM Award for Responsible Research in Marketing. This award is given jointly by the American Marketing Association (AMA) and the Responsible Research for Business and Management (RRBM) Association.
11. Jochen Wirtz, Johannes Hofmeister, Patricia Y. P. Chew, and Xin (David) Ding (2023), “Digital Service Technologies, Service Robots, AI, and the Strategic Pathways to Cost-Effective Service Excellence”, *Service Industries Journal*, Vol. 43, No. 15-16, 1173-1196, <https://doi.org/10.1080/02642069.2023.2226596>.
 - Won the best paper award of the journal for papers published in 2023.

12. Matteo Borghi, Marcello M. Mariani, Rodrigo Perez Vega, and Jochen Wirtz (2023), "The Impact of Service Robots on Customer Satisfaction Online Ratings: The Moderating Effects of Rapport and Contextual Review Factors", *Psychology & Marketing*, Vol. 40, 2355-2369, <https://doi.org/10.1002/mar.21903>
 13. Jonas Holmqvist, Jochen Wirtz, and Amandine Issandou (2023), "Research Note: Conceptualizing Agentic Luxury in Luxury Services", *Journal of Services Marketing*, Vol. 37, No. 9, pp. 1113-1119, <https://doi.org/10.1108/JSM-07-2023-0283>.
 14. Varsha Jain, Jochen Wirtz, Parth Salunke, Robin Nunkoo, Ayushi Sharma (2023), "Luxury Hospitality: A Systematic Literature Review and Research Agenda," *International Journal of Hospitality Management*, Vol. 115, Issue 103598, pp. 1-16, <https://doi.org/10.1016/j.ijhm.2023.103597>
 15. Wassili Lasarov, Ulrich R. Orth, Jochen Wirtz, and Mirjam Holm (2023), "Exploring the Nonlinear Influence of Nonverbal Dominance in Marketing Communicators: Instrumental Outcomes, Social Outcomes, and Persuasion", *Journal of Business Research*, Vol 168, 114201, <https://doi.org/10.1016/j.jbusres.2023.114201>
 16. James Tarbit, Jochen Wirtz, Werner Kunz, and Nicole Hartley (2023), "Interpretation of Corporate Digital Responsibility Risks and Concerns by Automated Service Technologies: An AI Co-Created Article," *Robonomics*, Vol. 4, No. 52, 1-19.
 17. Jochen Wirtz and Valentina Pitardi (2023), "How Intelligent Automation, Service Robots, and AI Will Reshape Service Products and Their Delivery," *Italian Journal of Marketing*, 289–300.
 18. Emmanuel Mogaji, Jochen Wirtz, Russell W. Belk, and Yogesh K. Dwivedi (2023), "Immersive Time (ImT): Conceptualizing Time Spent in the Metaverse," *International Journal of Information Management*, Vol. 72 (October), 102659, <https://doi.org/10.1016/j.ijinfomgt.2023.102659>.
 19. Dwivedi, Yogesh K., Nir Kshetri, Laurie Hughes, Emma Louise Slade, Anand Jeyaraj ... Jochen Wirtz, and Ryan Wright (2023), "So What if ChatGPT Wrote It?" Multidisciplinary Perspectives on Opportunities, Challenges and Implications of Generative Conversational AI for Research, Practice and Policy," *International Journal of Information Management*, Vol. 71, 102642, <https://doi.org/10.1016/j.ijinfomgt.2023.102642>.
 20. Dwivedi, Yogesh K.; Hughes, Laurie; Viglia, Giampaolo; Wang, Yichuan; Alalwan, Ali Abdallah ... Wirtz, Jochen (2023), "Metaverse Marketing: How the Metaverse Will Shape the Future of Consumer Research and Practice", *Psychology & Marketing*, Vol. 40, No. 4, 750-776, <https://doi.org/10.1002/mar.21767>.
 21. Jochen Wirtz and Christian Kowalkowski (2023), "Putting the "Service" into B2B Marketing: Key Developments in Service Research and Their Relevance for B2B," *Journal of Business & Industrial Marketing*, Vol. 38, No. 2, 272-289. DOI 10.1108/JBIM-02-2022-00085.
- Lead article of this issue.
22. Marcello M. Mariani, Novin Hashemi, and Jochen Wirtz (2023), "Artificial Intelligence-Empowered Conversational Agents: A Systematic Literature Review and Research Agenda", *Journal of Business Research*, Vol. 161, 113838.
 23. Mariani, Marcello and Jochen Wirtz (2023), "A Critical Reflection on Analytics and Artificial Intelligence-based Analytics in Hospitality and Tourism Management Research." *International Journal of Contemporary Hospitality Management*, Vol. 35, No. 8, pp. 2929-2943
 24. Aishwarya Ramasundaram, Neeraj Pandey, Yupal Shukla, and Jochen Wirtz (2023), "Fluidity and the Customer Experience in Digital Platform Ecosystems," *International Journal of Information Management*, Vol. 69, No. 2, 102599.
 25. Patrick van Esch, Yuanyuan (Gina) Cui, Gopal Das, Shailendra Pratap Jain, and Jochen Wirtz (2023), "Tourists and AI: A Political Ideology Perspective," *Annals of Tourism Research*, Vol. 97, published online first.

26. Valentina Pitardi, Jochen Wirtz, Stefanie Paluch and Werner Kunz (2022), “Service Robots, Agency, and Embarrassing Service Encounters,” *Journal of Service Management*, Vol 33, No. 2, pp. 389-414, <https://doi.org/10.1108/JOSM-12-2020-0435>
 - Won the Robert Johnson Highly Commended Award 2022 of the Journal of Service Management.
27. Marcello Mariani, Rodrigo Perez Vega, and Jochen Wirtz (2022), “AI in Marketing, Consumer Research & Psychology: A Systematic Literature Review and Research Agenda,” *Psychology & Marketing*, Vol. 39, No. 4, pp. 755-776, <https://doi.org/10.1002/mar.21619>.
 - “Top Cited Article 2021-2022” Award by *Psychology & Marketing*
28. Jochen Wirtz, Chen Lin, and Gopal Das (2022), “Viewpoint: Cost-Effective Healthcare Developments and Research Opportunities in China, India and Singapore,” *Journal of Services Marketing*, Vol. 36, No. 4, pp. 461-466, <https://doi.org/10.1108/JSM-07-2021-0242>
29. Hyunsu Kim, Kevin K.F. So, and Jochen Wirtz (2022), “Service Robots: Applying Social Exchange Theory to Better Understand Human–Robot Interactions,” *Tourism Management*, Vol. 92, <https://doi.org/10.1016/j.tourman.2022.104537>
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PUBLICATIONS IN CONFERENCE PROCEEDINGS & CONFERENCE PRESENTATIONS

292. Jochen Wirtz (2024), "Intelligent Automation, Service Robots & AI: Healthy Ageing and Quality of Life," Invited Keynote at the Thought Leader Conference Innovation for a Digital and Aging Society, Universidad Carlos III de Madrid, May 12 to 14.
293. Jochen Wirtz, Maria Holmlund, Elina Jaakkola, Wolfgang Ulaga, Christian Kowalkowski and Tanvir Ahmed (2024), "B2B Customer Experience Management: CX Customer Goals and CXM Strategy Archetypes," Presented at the 18th International Research Conference in Service Management, Porquerolles Island, France, May 20 to 23.
294. Maria Holmlund, Elina Jaakkola, Tanvir Ahmed, Christian Kowalkowski, Wolfgang Ulaga, and Jochen Wirtz (2024), "Customer Experience Management in B2B Markets: CX Value Propositions and Archetypal CXM Strategies," Presented in the 13th SERVSIG Conference, Bordeaux, France, June 6 to 8.
295. Christian Kowalkowski, Jochen Wirtz, Maria Holmlund, Wolfgang Ulaga, Tanvir Ahmed, and Elina Jaakkola (2024), "Customer Experience Management in B2B Markets: CX Value Propositions and Archetypal CXM Strategies," Presented at the 53rd EMAC, Bucharest, Romania, May 28 to 31.
296. Elina Jaakkola, Maria Holmlund, Jochen Wirtz, Christian Kowalkowski, Wolfgang Ulaga, and Tanvir Ahmed (2024), "Customer Experience Management Strategies in B2B Markets," Presented at the IMP2024 Conference, Oulu, Finland, August 28 to 30.
297. Jochen Wirtz (2023), "How Service Robots and AI are Reshaping the Future" invited keynote presented at the Frontiers in Service 2023 Conference, 15 to 18 June, Maastricht, The Netherlands.
298. Jochen Wirtz (2023), "The Exciting Future of Education," invited plenary session, presented at the Pre-Frontiers in Service 2023 Conference Doctoral Consortium, 14 to 15 June, Maastricht, The Netherlands.
299. Jochen Wirtz, Werner Kunz, and Stefanie Paluch (2023), "The Service Revolution and its Impact on Strategic Services Marketing," presented at the Frontiers in Service 2023 Conference, 15 to 18 June, Maastricht, The Netherlands.
300. Valentina Pitardi, Werner Kunz, Stefanie Paluch, and Jochen Wirtz (2023), "Service Robots, Metaperception and Uncomfortable Service Encounters," presented at the Frontiers in Service 2023 Conference, 15 to 18 June, Maastricht, The Netherlands.
301. Werner Kunz, Jochen Wirtz, Nicole Hartley, and James Tarbit, (2023), "Corporate Digital Responsibility in the Light of Generative AI - New Possibilities and Challenges," presented at the Frontiers in Service 2023 Conference, 15 to 18 June, Maastricht, The Netherlands.
302. Nicole Hartley, Jochen Wirtz, Werner Kunz, and Jimmy Tarbit (2023), "The Role of Corporate Digital Responsibility in AI-enabled Service Design," presented at the Frontiers in Service 2023 Conference, 15 to 18 June, Maastricht, The Netherlands.
303. Alexia Glere, Jonas Holmqvist, and Jochen Wirtz (2023), "Reversed Digitization in Service Encounters: Is Personalized Service Becoming a Luxury?," presented at the Frontiers in Service 2023 Conference, 15 to 18 June, Maastricht, The Netherlands.
304. Felix Eggers, Gülen Sarial Abi, and Jochen Wirtz (2023), "Consumer Responses to Corporate Digital Responsibility in Service: Exploring Interaction Effects Between Privacy and Algorithmic Fairness," presented at the Frontiers in Service 2023 Conference, 15 to 18 June, Maastricht, The Netherlands.
305. Jochen Wirtz (2023), "Evolving Role of Technology in Services," invited keynote presented at QUIS Symposium 28, June 20-23, Hanoi, Vietnam.
306. Werner Kunz, Jochen Wirtz, and Stefanie Paluch (2023), "Strategic Marketing in Times of the Service Revolution," presented at QUIS Symposium 28, June 20-23, Hanoi, Vietnam.
307. Nicole Hartley, Jochen Wirtz, Werner Kunz and James Tarbit (2023), "The Role of Corporate Digital Responsibility in AI-enabled Service Design," presented at QUIS Symposium 28, June 20-23, Hanoi, Vietnam.

308. Jochen Wirtz (2023), "Opening Speech: Intelligent Automation, AI & Service Robots and Their Impact on Service Firms and Their Markets," invited keynote presentation at the AIRSI 2023 – The Metaverse Conference, May 15 to 17, Madrid, Spain.
309. Jochen Wirtz, Johanne Hofmeister, Patricia Chew, David Xin Ding (2023), "The Synergistic Effects of Digital Service Technologies, Service Robots, AI, and Cost-Effective Service Excellence Strategies," presented at the AIRSI 2023 – The Metaverse Conference, May 15 to 17, Madrid, Spain.
 - Won Conference Best Paper Award.
310. Jochen Wirtz, Christian Kowalkowski, and Michael Ehret (2023), "The Future of B2B Services", presented at the Conference on Business and Industrial Marketing (CBIM) 2023, University of Graz, 12 to 15 June, online.
311. Jonas Holmqvist, Jochen Wirtz, and Amandine Issandou (2023), "Conceptualizing Agentic Luxury: Understanding Consumer Experiences in Luxury Services," presented at the Monaco Symposium on Luxury, April 4 to 6, Monaco.
312. Jochen Wirtz (2023), "Opportunities for Innovative Research in Sustainable Marketing – Corporate Digital Responsibility," invited expert panel discussion at the Research Innovations in Sustainable Marketing (RISM): A Global Virtual Symposium, 16 March 2023, Hawaii, USA.
313. Jochen Wirtz, Werner Kunz, and Stefanie Paluch (2022), "The Service Revolution and Its Implications for Strategic Services Marketing", invited presentation at the JAMS Thought Leadership Forum - Reimagining Marketing Strategy: Driving the Debate on Grand Challenges, June 15 – 17, London, UK.
314. Werner Kunz, Jochen Wirtz, Nicole Hartley and James Tarbit (2022), "Corporate Digital Responsibility in Service Organizations and Their Ecosystems," presented at the Frontiers in Service 2022 Conference, 24 to 27 June, Boston, US.
315. Valentina Pitardi, Werner Kunz, Stefanie Paluch and Jochen Wirtz (2022), "When Lack of Agency Makes Robots the Preferred Service Delivery Channel: Examining Consumer-Service-Robot Interactions in Embarrassing Encounters," presented at the Frontiers in Service 2022 Conference, 24 to 27 June, Boston, US.
316. Severin Bischof, Bart Larivière, Marc Linzmajer and Jochen Wirtz (2022), "Less is More?!: A Longitudinal Analysis of Good versus Bad Referral Behavior," presented at the Frontiers in Service 2022 Conference, 24 to 27 June, Boston, US.
317. Werner Kunz and Jochen Wirtz (2022), "Corporate Digital Responsibility – A New Principal for Service Organization of the future?", presented at the 12th SERVSIG Conference, 16 to 18 June, Glasgow, UK.
318. Werner Kunz, Valentina Pitardi and Jochen Wirtz (2022), "When Robots are better than humans: Examining Consumer-Service-Robot Interactions in Embarrassing Encounters", presented at the 12th SERVSIG Conference, 16 to 18 June, Glasgow, UK.
319. Jochen Wirtz, Werner Kunz, Nicole Hartley and James Tarbit (2022), "Corporate Digital Responsibility at the Dawn of the Service Revolution", Presented at the 17th International Research Seminar in Service Management, June 7 to 10, Porquerolles, France.
320. Valentina Pitardi, Jochen Wirtz, Stefanie Paluch and Werner Kunz (2022), "When Robots are Better Than Human: Metaperception Benefits in Service Robot-Customer Interactions", Presented at the 17th International Research Seminar in Service Management, June 7 to 10, Porquerolles, France.
321. Jochen Wirtz, Stefanie Paluch and Werner Kunz (2022), "The Service Revolution and Its Implications for Strategic Services Marketing," Presented at the 17th International Research Seminar in Service Management, June 7 to 10, Porquerolles, France.
322. Valentina Pitardi, Werner Kunz, Jochen Wirtz, and Stefanie Paluch (2022), "Help Me to Stay Cool! Customer-Robots Interactions in Embarrassing Service Encounters," presented at Organizational Frontline Research (OFR) 2022, 7th Annual Symposium, Pre-AMA Winter Educator Event, 17 to 18 February, Las Vegas, USA.

323. Jochen Wirtz (2022), “The Service Revolution: Implications of Intelligent Automation, Service Robots & AI on Strategic Services Marketing,” invited keynote presentation, AIRSI2022 Technologies 4.0 in Tourism, Services & Marketing, 11 to 13 July, Zaragoza, Spain
324. Jochen Wirtz (2022), “Corporate Digital Responsibility,” invited presentation at the Journal of Interactive Marketing Workshop on Information Technologies and Consumers’ Well-Being,” 1 July, Bologna, Italy.
325. Jochen Wirtz (2022), “Intelligent Automation, AI & Service Robots,” Conference on Managing Tourism Across Continents (MTCO) – Tourism for a Better World, invited keynote presentation, 24-27 March, Antalya, Turkey.
326. Jochen Wirtz (2022), “Intelligent Automation of Service,” invited keynote at International Conference on Sustainable Marketing – Delivering Value, Marketing Association India, 22 to 24 April, Kolkata, India.
327. Jochen Wirtz (2022), “Intelligent Automation, AI & Service Robots,” invited keynote at International Conference on Fostering a Resilient Business Ecosystems and Economic Growth: Towards the Next Normal, 27 to 29 April, Mumbai, India.
328. Valentina Pitardi, Jochen Wirtz, Stefanie Paluch and Werner Kunz (2021), “Robots Will Not Judge Me. Investigating Consumer-Service Robot Interactions in Embarrassing Service Encounters,” presented at the Artificial Intelligence and Robotics in Service Interactions (AIRSI) 2021: Technologies 4.0 in Tourism, Service & Marketing, 12 to 14 July, delivered via Zoom.
 - Won “Best Paper Award”
329. Pitardi V., Wirtz J., Paluch S., & Kunz W. (2021), “When Robots are Better than Humans: Investigating Consumer-Service Robots Interactions in Embarrassing Service Encounters,” presented at the Frontiers in Service Conference, July 9th – 10th, Boston, USA.
330. Pitardi V., Wirtz J., Paluch S., & Kunz W. (2021), “Exploring Consumer-Service Robots Interactions in Embarrassing Service Encounters,” presented at the European Marketing Academy (EMAC) Annual Conference, May 25th– 28th, Madrid, Spain.
331. Pitardi V., Wirtz J., Paluch S., & Kunz W. (2021), “Will Robots Judge Me? Examining Consumer-Service Robots Interactions in Embarrassing Service Encounters,” presented at the Academy of Marketing Science (AMS) Annual Conference, June 1st – 4th, virtual conference.
332. Werner Kunz, Jochen Wirtz, Nicole Hartley, and James Tarbit (2021), “Corporate Digital Responsibility at the Dawn of the Digital Service Revolution,” presented at the Naples Forum on Service 2021, Naples, 6 to 9 September.
333. Jochen Wirtz and Werner Kunz (2021), “Intelligent Automation in the Service Sector,” Invited Keynote presented at the Interactive Marketing Research Conference (IMRC) 2021, Fordham University, New York, USA, 25 to 27 June.
334. Jochen Wirtz (2021), “Intelligent Automation and Service Robots,” Invited Keynote presented at the 38th World Conference on Applied Science Engineering and Technology (WCASET), 27 to 28 October, Manila, Philippines.
335. Jochen Wirtz (2021), “How IA, Service Robots and AI will Revolutionize the Service Sector,” Invited Keynote presented at the International Conference on Innovative Research Practices in Social Sciences (IRPSS) 2021, 10 to 12 December, Kolkata, India.
336. Jochen Wirtz (2021), “Servitization, Digitization, IoT and Capturing Value in B2B Markets”, invited keynote presented at the Center for Business & Industrial Marketing (CBIM) Conference: Challenges and Opportunities for Increasingly Turbulent Times in Business Markets”, 22 to 24 June, delivered via Zoom.
337. Jochen Wirtz (2021), “Intelligent Automation: Welcome to the World of Hyperautomation”, invited keynote presented at the AIM-AMA Sheth Foundation Doctoral Consortium, Jagdish Sheth School of Management, 25 to 30 June, delivered via Zoom.
338. Jochen Wirtz (2021), “Service Robots, AI & Intelligent Automation: The Service Revolution Has Begun,”

- invited keynote presented at the International Conference on Recent Advances in the fields of Economics, Commerce, and Finance (ICRAECF) , 7 to 8 September, India.
339. Jochen Wirtz (2021), “Intelligent Automation, AI and Service Robots: Implications of the Service Revolution Firms and Their Customers,” presented at GSERTIA2021, Virtual Summit on Robot Intelligence Technology and Applications, 6 to 8 September, Bangalore, India.
 340. Jochen Wirtz (2020), “Intelligent Automation: The Service Revolution has Begun”, presented at the Convergence 2020 Conference: Winning Through Service Excellence: Theory and Practice”, Bangalore, India, 18 to 19 December, invited Key Note cum Panel Discussion, delivered via Zoom.
 341. Jochen Wirtz (2020), “Reimagining Services Marketing and Intelligent Automation”, presented at the 5th International Research Conference “Reimagining Business – Emerging Competitive Advantages”, New Delhi, 19 December; invited Key Note cum Panel Discussion, delivered via Zoom.
 342. Jochen Wirtz, Jonas Holmqvist and Martin P. Fritze (2020), “Luxury Services”, presented at the 11th SERVSIG Conference, Brisbane, Australia, 9 to 12 July, delivered via Zoom.
 343. Michael Ehret and Jochen Wirtz (2020), “Service Capital – Towards a Framework of Strategies for the Service Economy”, presented at the 11th SERVSIG Conference, Brisbane, Australia, 9 to 12 July, delivered via Zoom.
 344. Jochen Wirtz, Martin P. Fritze and Jonas Holmqvist (2020), “What Makes Services Luxurious? Insights From a Qualitative Study”, presented at the 2020 Association for Consumer Research Annual Conference, Paris, France, 1 to 4 October, delivered via Zoom.
 345. Jochen Wirtz (2020), “Platform Business Models in the Sharing Economy,” Invited Keynote at the International Research Symposium in Services Management (IRSSM), India Chapter, Delhi, 15-16. August, delivered via Zoom.
 346. Jochen Wirtz (2020), “Intelligent Automation - The Service Revolution Has Begun”, Invited Keynote at the International Conference on Marketing: From Information to Decision,” Cluj-Napoca, Romania, 19-20 November, delivered via Zoom.
 347. Valentina Pitardi and Jochen Wirtz (2020), “Investigating Customer-Service Robots Interactions in Embarrassing Service Encounters”, presented at the 2020 Global Marketing Conference at Seoul, 5 – 8 November, delivered via Zoom.
 348. Paul Jones, Ron Kaufman and Jochen Wirtz (2019), "Staging a Service Revolution: Turnaround, Innovation & Differentiation", Keynote Presentation at the 2019 Frontiers in Service Conference, Singapore, July 18-21.
 349. Jochen Wirtz, Makarand Mody, Stephanie Liu, Helen Chun, Kevin So (2019), "Business Models in the Sharing Economy", Presented at the 2019 Frontiers in Service Conference, Singapore, July 18-21.
 350. Michael Ehret and Jochen Wirtz (2019), "Competitive Advantage in the Service Economy", Presented at the 2019 Frontiers in Service Conference, Singapore, July 18-21.
 351. Stefanie Paluch, Jochen Wirtz, Werner Kunz, Paul Patterson, Thorsten Gruber, Vinh Lu, Anje Martin (2019), "Does C3PO Really Understand Me? – Extending the Service Robots Acceptance Model", Presented at the 2019 Frontiers in Service Conference, Singapore, July 18-21.
 352. Severin F. Bischof, Marc Linzmajer, and Jochen Wirtz (2019), "Referral Rewards Programs: A Longitudinal Comparison of Customer Generations", Presented at the 2019 Frontiers in Service Conference, Singapore, July 18-21.
 353. Martin Paul Fritze, Jonas Holmqvist and Jochen Wirtz (2019), "Luxury Services", Presented at the 2019 Frontiers in Service Conference, Singapore, July 18-21.
 354. Jochen Wirtz, Helen Chun, Stephanie Liu, Makarand Mody and Kevin Kam Fung So, “Platform Business Models in the Sharing Economy: Integration, Synthesis and Research Agenda”, presented at the QUIS Symposium 16, Karlstad, Sweden, June 10-13, 2019.

355. Martin Paul Fritze, Jonas Holmqvist and Jochen Wirtz, "Luxury Services", presented at the QUIS Symposium 16, Karlstad, Sweden, June 10-13, 2019.
356. Arvind Rangaswamy, Claudio Felten, Nicole Moch, Gerrit van Bruggen, Jaap Wieranga and Jochen Wirtz, "Platform-Based Business Models", presented at Conference on Big Data, Technology-Driven CRM & Artificial Intelligence, Lisbon, Portugal, March 21-23, 2019.
357. Jochen Wirtz, Stephanie Liu, Helen Chun, Kevin Kam Fung So, and Makarand Mody, "Peer-to-Peer Platform Business Models: Literature Review, Integration and Research Directions", MSOM (Manufacturing and Service Operations Management) Conference, Singapore, June 30 – July 2, 2019.
358. Stefanie Paluch, Thorsten Gruber, Vinh Lu, Jochen Wirtz, Werner Kunz, Paul Patterson and Antje Martins, "Robotic Shopping Assistants and Other Emerging Technologies for Automation in Frontline Encounters: Rise of the Service Robots - Exploring Consumer Acceptance and Ethical and Social Implications", Academy of Marketing Science Annual Conference, Vancouver, Canada, May 29 – 31 2019.
359. Michael Ehret and Jochen Wirtz (2018), "Service Capital – A Typology of Assets for Competitive Advantage in Service Economies", Presented at the 2018 Frontiers in Service Conference, Austin, Texas, U.S.A., September 6-9.
360. Werner Kunz, Jochen Wirtz, Paul Patterson, Thorsten Gruber, Vinh Lu, Stephanie Paluch and Antje Martins (2018), "Brave New World: Robots in the Service Front Line", Presented at the 2018 Frontiers in Service Conference, Austin, Texas, U.S.A., September 6-9.
361. Bart Lariviere and Jochen Wirtz (2018), "Happy Customers and High Productivity are not Mutually Exclusive: The Impact of Industry Characteristics and a Firm's Strategic Choices on Firm Success", Presented at the 2018 Frontiers in Service Conference, Austin, Texas, U.S.A., September 6-9.
362. Stefanie Paluch, Werner Kunz, Jochen Wirtz, Paul Patterson, Thorsten Gruber, Vinh Lu, Antje Martins (2018), "Development of a New Research Framework for Front Line Service Robots", Paper presented at the Special Session Digitalization in Business-to-Business Companies at Institute for the Study of Business Markets (ISBM) Biennial Academic Conference in Cambridge, MIT Sloan School of Management, Boston, MA, USA.
363. Stefanie Paluch, Werner Kunz, Jochen Wirtz, Paul Patterson, Thorsten Gruber, Vinh Lu, Antje Martins (2018), "Development of a New Research Framework for Front Line Service Robots", Paper presented at the Special Session Digitalization in Business-to-Business Companies at Institute for the Study of Business Markets (ISBM) Biennial Academic Conference in Cambridge, MIT Sloan School of Management, Boston, MA, USA, August, 9 2018.
364. Werner Kunz, Jochen Wirtz, Paul Patterson, Thorsten Gruber, Vinh Lu, Stephanie Paluch, and Antje Martins (2018), "Brave New World: Robots in the Front Line", presented at the 10th SERVSIG Conference, Paris, France, 14 to 16 June.
 - Won "Best 2018 SERVSIG Conference Finalist" Award
365. Michael Ehret and Jochen Wirtz (2018), "Service providers as entrepreneurs of co-creation asset", presented at the 10th SERVSIG Conference, Paris, France, 14 to 16 June.
 - Won "Best 2018 SERVSIG Conference Finalist" Award"
366. Jochen Wirtz, Paul Patterson, Werner Kunz, Thorsten Gruber, Vinh Lu, Stefanie Paluch, and Antje Martins (2018), "Consumer Responses to Service Robots ", presented at the European Association of Consumer Research Conference, Gent, Belgium, 21 to 23 June, p. 275 – 276.
367. Jochen Wirtz, "Money or Friendship? Increasing Size and Share of Wallet with B2B Clients", Presented at the 2017 Frontiers in Service Conference, New York, U.S.A., June 22-25, 2017
 - Invited Panel Presentation
368. Bart Lariviers, Jochen Wirtz and Marcus Demmelmair, "Heterogeneity of Customer Expectations as a Determinant of the Service Productivity – Customer Satisfaction Trade-Off", Presented at the 2017

Frontiers in Service Conference, New York, U.S.A., June 22-25, 2017

369. Jochen Wirtz and Johanna Froesen, "What You Measure is What You Get – Customer Feedback Systems and Firm Performance", Presented at the 2017 Frontiers in Service Conference, New York, U.S.A., June 22-25, 2017
370. Christine Auer, Fabian Most, and Jochen Wirtz, "Macro-Moderators in the Entrepreneurial Process and their Impact on Marketing Activities of Early Stage New Ventures – A Qualitative Study on Three Continents", Poster Session at the 2017 Frontiers in Service Conference, New York, U.S.A., June 22-25, 2017
371. Jochen Wirtz and Johanna Froesen, "Design of Effective Customer Feedback Systems", presented at the 2017 QUIS Symposium 17, Porto, Portugal, June 12-15, 2017.
372. Jochen Wirtz, "Cost-Effective Service Excellence", presented at the 6th International Conference on Strategic Innovative Marketing, Pafos, Cyprus, September 7-9, 2017.
 - Invited Keynote Speech
373. Michael Ehret and Jochen Wirtz, Jochen, "Service Enterprise – Cocreative Ownership and the Transformation of Uncertainty", Paper presented at the 5th Naples Forum on Service. Sorrento/Naples, June 6-9, 2017.
374. Jochen Wirtz and Valarie Zeithaml, "Synergies and Tradeoffs in the Pursuit of Cost-Effective Service Excellence", Presented at the Thought Leaders in Service Marketing Strategy Conference, HEC, Paris, France, May 29-31, 2016. (attendance was by invitation only).
375. Jochen Wirtz and Ron Kaufman, "Engineering a Service Revolution: How to Rapidly Improve an Organization's Service Culture and Customer Experience", Presented at the 2016 Frontiers in Service Conference, Bergen, Norway, June 24-26, 2016.
376. Mirjam Holm, Ulrich R. Orth, and Jochen Wirtz, "The Persuasion Effectiveness of Service Employees: The Role of Nonverbal Dominance", Presented at the 2016 Frontiers in Service Conference, Bergen, Norway, June 24-26, 2016.
377. Chiara Orsingher and Jochen Wirtz, "The Opposing Forces of Metaperception and Reward Attractiveness on Referral Likelihood", Presented at the 2016 Frontiers in Service Conference, Bergen, Norway, June 24-26, 2016.
378. Christina Jerger and Jochen Wirtz, "Better Dressed, Better Service Recovery? Service Employee Responses to Angry Customer Complaints", Presented at the 2016 Frontiers in Service Conference, Bergen, Norway, June 24-26, 2016.
379. Jochen Wirtz, "Teaching MBAs and Executives", Presented at the 23rd Annual AMA SERVSIG Doctoral Consortium of the 2016 Frontiers in Service Conference, Bergen, Norway, June 24-26, 2016.
380. Jochen Wirtz and Valarie Zeithaml, "Synergies and Tradeoffs in the Pursuit of Cost-Effective Service Excellence", Presented at the 14th International Research Seminar in Service Management, La Londe-les-Maures, France, May 31 to June 3, 2016.
381. Jochen Wirtz, "Teaching Services Marketing", Presented at the 14th International Research Seminar in Service Management, La Londe-les-Maures, France, May 31 to June 3, 2016.
382. Michael Ehret and Jochen Wirtz, "The Services Sector and the Rise of Entrepreneurship" Paper presented at the AMA SERVSIG International Research Conference, Maastricht, The Netherlands, 17–19 June 2016.
383. Christina Jerger and Jochen Wirtz, "Does Service Culture Matter in Service Recovery? Service Employee Responses to Angry Customer Complaints," In Special Session: The Dark Side of Service Interactions: Insights on Customer Anger; Paper presented at the AMA SERVSIG International Research Conference, Maastricht, The Netherlands, 17–19 June 2016.
384. Mirjam Holm, Ulrich R. Orth, Tatiana Bouzdine-Chameeva, and Jochen Wirtz, "Are Dominant Wine

- Counsellors More Effective With Consumers?" Proceedings of the 9th International Conference of the Academy of Wine Business Research, Adelaide. 17-19 February 2016.
385. Chiara Orsingher and Jochen Wirtz, "The Bright and The Dark Side of Referral Reward Programs," Marketing & Retail nei Mercati che Cambiano, XIII SIM Proceedings, University of Cassino and Lazio Meridionale, 20 - 21 October, Cassino, Italy.
 386. Ron Kaufman and Jochen Wirtz, "Engineering a Service Revolution: How to Establish a Strong Service Culture and Improve Service Quality Fast", presented at the 2015 QUIS Symposium 14, Shanghai, China, June 18 to 21, 2015.
 - Invited Special Session
 387. Jochen Wirtz, "Service Research & Teaching," Presented at the Doctoral Consortium of the 2015 QUIS Symposium 14, Shanghai, China, June 18, 2013.
 388. Jochen Wirtz, "Cost-Effective Service Excellence: Developing a Conceptual Framework", presented at the 6th International Research Symposium in Service Management, Kuching, Malaysia, August 11 to 15, 2015.
 - Invited Keynote Speech
 389. Mirjam Holm, Ulrich Orth and Jochen Wirtz, "Service Employees' Nonverbal Dominance and Consumer Outcomes", presented at the 6th International Research Symposium in Service Management, Kuching, Malaysia, August 11 to 15, 2015.
 390. Jochen Wirtz, "Impact of Business Excellence (BE) Initiative on Organizational Performance", Presented at the Business Excellence Awards Winners Sharing Conference 2015, Singapore, March 10, 2015.
 - Invited Keynote Speech
 391. Michael Ehret and Jochen Wirtz, "Service Enterprise - The Contribution of Business Services to the Uncertainty-Sharing and the Stimulation of Enterprising Activity", Presented at the 2015 Frontiers in Service Conference, San Jose, USA, July 9-12, 2015.
 392. Dominik Georgi, Jochen Wirtz and Christopher Tang, "Referral Reward Program Effectiveness: Inductor Segments and Inductee Value," Presented at the 2014 Frontiers in Service Conference, Miami, USA, 26 – 29 June 2014.
 393. Jochen Wirtz, "Can We Have It All – Service Excellence, Productivity & Profitability?" Paper presented at the Quality of Multimedia Experience (QoMEX), Singapore, September 18-20 2014.
 - Invited Keynote Speech
 394. Jochen Wirtz and Valerie Zeithaml, "Cost-effective Service Excellence" Paper presented at the AMA SERVSIG International Research Conference, Thessaloniki, Greece, 13 – 15 June 2014.
 395. Marcus Demmelmaier and Jochen Wirtz, "Service Productivity and Customer Satisfaction: A Necessary Trade-off?" Paper presented at the AMA SERVSIG International Research Conference, Thessaloniki, Greece, 13 – 15 June 2014.
 396. Dominik Georgi, Jochen Wirtz and Christopher Tang, "Consumer Motives for Participating in Referral Reward Programs," Paper presented at the AMA SERVSIG International Research Conference, Thessaloniki, Greece, 13 – 15 June 2014.
 397. Jochen Wirtz, Cristiana Lages and B. Ramaseshan, "Effectiveness of Referral Reward Programs: When Do Customers Use them?" Paper presented at the AMA SERVSIG International Research Conference, Thessaloniki, Greece, 13 – 15 June 2014.
 398. Jochen Wirtz, Sven Tuzovic and Michael Ehret, "Global Business Services: Transforming Businesses, Industries and Economies" Paper presented at the AMA SERVSIG International Research Conference, Thessaloniki, Greece, 13 – 15 June 2014.

399. Jochen Wirtz, "Strategy to Execution in the Service Economy: Can we have it all – Service Excellence, Productivity & Profitability?" Paper presented at the 14th Chartered Institute of Marketing Sri Lanka Region Annual Conference: Marketing Strategy to Execution – The Journey. Colombo, Sri Lanka, September 30 to October 2 2014.
- Invited Keynote Speech
400. Jochen Wirtz, "Capturing Value in the Service Economy." Paper presented at the Inauguration of the 14th Chartered Institute of Marketing Sri Lanka Region Annual Conference: Marketing Strategy to Execution – The Journey. Colombo, Sri Lanka, September 30 to October 2 2014.
- Invited Keynote Speech
401. Sven Tuzovic, Jochen Wirtz and Volker Kuppelwieser, "Is the Role of Marketing Diminishing? Results from three Geographical Regions: Asia, Europe and USA," Presented at the 42nd European Marketing Academy Annual Conference (EMAC), Istanbul, Turkey, June 4-7 2013.
- This paper won the Best Paper Award at at the EMAC, KSMS, and GAMMA Joint Symposium: "Bridging Asia and Europe in Interconnected Marketing".
402. Chiara Orsingher, Jochen Wirtz and Hichang Cho, "Online and Offline Referral Reward Programs," Presented at the 42nd European Marketing Academy (EMAC) Annual Conference, Istanbul, Turkey, June 4-7 2013.
403. Jochen Wirtz, "Customer Delight: A Managerial Perspective," Presented at the 2013 Frontiers in Service Conference, Taipei, Taiwan, 4 – 7 July 2013.
- Invited Plenary Panel Presentation
404. Jochen Wirtz and Valarie Zeithaml, "Cost-effective Service Excellence," Presented at the 2013 Frontiers in Service Conference, Taipei, Taiwan, 4 – 7 July 2013.
405. Marcus F. Demmelmair, Jochen Wirtz and Anton Meyer, "Investigating Service Productivity in a Cross-Industry Setting: Linking Customer and Operational Metrics to Firm Performance," Presented at the 2013 Frontiers in Service Conference, Taipei, Taiwan, 4 – 7 July 2013.
406. B. Ramaseshan, Jochen Wirtz and Dominik Georgi, "Inductee Participation in Referral Reward Programs," Presented at the 2013 Frontiers in Service Conference, Taipei, Taiwan, 4 – 7 July 2013.
407. Sven Tuzovic, Jochen Wirtz and Volker Kuppelwieser, "Understanding the Role of Marketing in Today's Enterprises: A Cross-cultural, Multi-industry Comparison," Presented at the 2013 Frontiers in Service Conference, Taipei, Taiwan, 4 – 7 July 2013.
408. Jochen Wirtz, "Starting Your Career & Surviving in it," Presented at the Doctoral Consortium of the 2013 Frontiers in Service Conference, Taipei, Taiwan, 3 July 2013.
409. Dominik Georgi, Jochen Wirtz and Christopher Tang "Referral Reward Program (RRM) Effectiveness: Inductor Segments and Inductee Value," Presented at Quis13, The 13th International Research Symposium on Service Excellence in Management, Karlstad, Sweden, 10-13 June 2013.
410. Ulrich Orth and Jochen Wirtz, "Processing Fluency and Pleasure in Retail Environments: Are Visually Complex Interiors Less Likely to Attract Customers?" at the Association for Consumer Research's European Conference, Barcelona, Spain, 4 – 7 July 2013.
411. Ella Glikson, Anat Rafaeli and Jochen (2013), "Does Customer Anger Pay Off? The Role of Anger Intensity and Culture," Presented at the 73rd Annual Meeting of the Academy of Management, Orlando, USA, 9-13 August.
412. Glikson, E., Rafaeli, A., Wirtz, J., & Kopelman, S., (2013). Does Customer Anger Payoff? The Role of Anger Intensity and the Moderation Effect of Culture on the Consequences of Displayed Anger, The Social Nature of Emotions, Amsterdam, Netherlands.

413. Jochen Wirtz, "Flying High in a Competitive Industry: Cost-effective Service Excellence at Singapore Airlines," Paper presented at 38th Münchener Marketing-Symposium: (Re)turn on Marketing, Munich, Germany, 13 July 2012.
- Invited Plenary Session
414. Jochen Wirtz, Josee Bloemer, Jay Kandampully, Zeynep Gurhan Canli, Ram Ramaseshan, Joris Van De Klundert, Csilla Horvath, and Anouk den Ambtman, "Managing Brands and the Customer Experience in Online Brand Communities," Paper presented at the Thought Leadership Conference on Service Marketing: Connections, Communities and Collaboration, Nijmegen, The Netherlands, 27 – 29 June 2012.
- Invited Plenary Session; Tack Leader
415. Chiara Orsinger, Jochen Wirtz, Patricia Chew and Siok Tambyah, "Metaperception and the Effectiveness of Referral Reward Programs," Paper presented at the AMA SERVSIG International Research Conference, Helsinki, Finland, 7 to 9 June 2012.
416. Sandy Ng, Jochen Wirtz, Lan Xia and Sheryl Kimes, "The Role of Affect in Revenue Management Perceptions," Paper presented at the AMA SERVSIG International Research Conference, Helsinki, Finland, 7 to 9 June 2012.
417. Michael Ehret and Jochen Wirtz, "Business Services and Economic Growth," Paper presented at the AMA SERVSIG International Research Conference, Helsinki, Finland, 7 to 9 June 2012.
418. Dominik Georgi, Jochen Wirtz, Christopher Tang and Ping Xiao, "Latent Classes Regarding Referral Reward Program Participation," Paper presented at the AMA SERVSIG International Research Conference, Helsinki, Finland, 7 to 9 June 2012.
419. John Bateson, Eugene Burke, Carly Vaughan, and Jochen Wirtz, "Improve the Recruitment Process by First Selecting Out," Paper presented at the AMA SERVSIG International Research Conference, Helsinki, Finland, 7 to 9 June 2012.
420. Jochen Wirtz (2015), "Improving the MBA Student Education Experience", in: *Marketing Dynamism & Sustainability: Things Change, Things Stay the Same... Proceedings of the 2012 Academy of Marketing Science (AMS) Annual Conference*. Leroy Robinson, Jr., ed., Springer International Publishing, p. 832. DOI: 10.1007/978-3-319-10912-1
421. Jochen Wirtz, Yuchen Hung, Catherine Yeung, and Jeongwen Chiang, "From Switching Intent to Actual Switching Behavior: A Construal Level Theory Perspective," Paper presented at the 15th Biennial World Marketing Congress, Reims, France. 19 to 23 July 2011.
422. Dominik Georgi, Jochen Wirtz, Ping Xiao and Chris Tang, "Effectiveness of Customer Referral Reward Programs: The Mediating Role of Metaperceptions," Paper presented at the 15th Biennial World Marketing Congress, Reims, France. 19 to 23 July 2011.
423. John Bateson, Eugene Burke, Carly Vaughan, and Jochen Wirtz, "New Developments in Customer Service Measures for Personnel Selection: Validation Findings," Paper presented at the 20th Annual Frontiers in Service Conference, Columbus, Ohio, USA. 30 June to 3 July 2011.
424. Christiane Solf, Ulrich R. Orth, and Jochen Wirtz, "The Role of Complexity in Servicescape Design: An Individual Perspective," Paper presented at the 20th Annual Frontiers in Service Conference, Columbus, Ohio, USA. 30 June to 3 July 2011.
425. Christina Jerger, Jochen Wirtz, and Michael Frese, "The Role of Firm's Strength of Service Culture and Customer Status on Employees' Displayed Emotions and Service Recovery Responses – A Field Experiment," Paper presented at the 20th Annual Frontiers in Service Conference, Columbus, Ohio, USA. 30 June to 3 July 2011.
426. Kristina Wittkowski, Sabine Moeller and Jochen Wirtz, "Determinants of Corporate Non-Ownership: Reasons for Leasing," Paper presented at the 2011 Winter Marketing Educators' Conference, Austin, Texas, USA, 18 to 20 February 2011.

427. Loizos Heracleous and Jochen Wirtz, "Singapore Airlines: Achieving Sustainable Advantage Through Mastering Paradox," Paper presented at the 3rd Workshop on Asian Management and Entrepreneurship, Brussels, 23 to 24 May 2011.
428. Jochen Wirtz, "Service Innovation: Perspectives from Asia," Paper presented at the 19th Annual AMA Conference – Frontiers in Services, Karlstad, Sweden, 10 to 13 June 2010.
- Invited Plenary Session
429. Yu-chen Hung, Jochen Wirtz, Catherine Yeung, and Jeongwen Chiang, "From Switching Intent to Actual Switching: A Construal Level Theory Perspective," the Association for Consumer Research Conference, Jacksonville, FL, USA, 7 to 10 October 2010.
430. Sheryl E. Kimes, Jochen Wirtz and Lan Xia, "Impact of Perceived Control on Perceived Fairness of Revenue Management," Decision Science Institute 41st Annual Meeting, San Diego, CA USA. 20 to 23 November 2010.
431. Jochen Wirtz, "Service Innovation: Perspectives from Singapore Airlines," Service Strategies in the Next Decade - Meet the Service Frontiers, Stockholm, Sweden, 14 June 2010.
- Invited Plenary Session
432. Jochen Wirtz, "Operationalizing Opportunistic Customer Behavior," Paper presented at the SERVSIG International Research Conference, Porto, Portugal, 17 to 19 June 2010.
433. Michael Ehret and Jochen Wirtz, "The Role of Business Services in the Rise of the Service Economy: Empirical Evidence, Theoretical Explanation and Implications for Service Research," Paper presented at the SERVSIG International Research Conference, Porto, Portugal, 17 to 19 June 2010.
434. Jochen Wirtz, Catherine Yeung, Yuchen Hung and Jeongwen Chiang, "From Switching Intent to Actual Switching Behavior: A Construal Level Theory Perspective," Paper presented at the 18th Annual AMA Conference – Frontiers in Services, Honolulu, USA. 29 October to 1 November 2009.
435. Michael Ehret and Jochen Wirtz, "Creative Restructuring – The Contribution of Business Services in Restructuring Firms and Economies" Paper presented at QUIS 11 - The Services Conference, Wolfsburg, Germany, 11-14 June 2009.
436. Jochen Wirtz and Jeongwen Chiang, "Switching Behavior in a Contractual Service Market," Paper presented at the 17th Annual AMA Conference – Frontiers in Services, Maryland, USA. 2-5 October 2008.
437. Patricia Chew, Jochen Wirtz and Siok Kuan Tambyah, "The Impact of Metaperception on Incentivized Referrals," Paper presented at the INFORMS Marketing Science Conference, Vancouver, Canada, 12-14 June 2008.
438. Jochen Wirtz, "Future Research Opportunities Related to Jaycustomer Behavior," Paper presented at the SERVSIG International Research Conference, Liverpool, United Kingdom, 5-7 June 2008.
439. Jochen Wirtz and Janet R. McColl-Kennedy, "Opportunistic Consumer Claiming During Service Recovery," Paper presented at the SERVSIG International Research Conference, Liverpool, United Kingdom, 5-7 June 2008.
440. Jochen Wirtz, Patricia Chew and Siok Kuan Tambyah, "The Role of Metaperception in Determining the Effectiveness of Referral Reward Programs," Paper presented at the SERVSIG International Research Conference, Liverpool, United Kingdom, 5-7 June 2008.
441. Jochen Wirtz, "Flying High in a Competitive Industry: Service Innovation at Singapore," Paper presented at the Sixteenth Annual AMA Conference – Frontiers in Services, October 2007, Phoenix, USA.
- Invited Plenary Session
442. Christopher Lovelock and Jochen Wirtz, "Macro Trends in the Global Economy: The Role of B2B Services," Paper presented at the Sixteenth Annual AMA Conference – Frontiers in Services, October

- 2007, Phoenix, USA.
443. Jochen Wirtz Patricia Chew and Siok Kuan Tambyah, "The Role of Metaperception in Determining the Effectiveness of Referral Reward Programs," Paper presented at the Sixteenth Annual AMA Conference – Frontiers in Services, October 2007, Phoenix, USA.
 444. Lwin M O, and J Wirtz, "An Examination of Trust and Privacy Concern Using A Dual-Motivational Approach", American Marketing Association Marketing and Public Policy Conference, Washington D.C., May 31 – June 2 2007.
 445. Patricia Chew, Siok Kuan Tambyah and Jochen Wirtz, "Do Incentivised Referral Programs Really Work? Paper presented at the INFORMS Marketing Science Conference, June 2007, Singapore
 446. Patricia Chew and Jochen Wirtz, "Incentivized Referral Programs: How Do Consumers Really Respond?" 10th International Research Symposium on Service Excellence in Management (QUIS 10), Orlando, Florida, Jun 14-17 2007
 447. May Lwin, Jochen Wirtz and Jerome Williams, "A Regulatory Focus Approach to Examine Biometric Privacy Concerns," Paper presented at the INFORMS Marketing Science Conference, June 2007, Singapore
 448. Patricia Chew, Jochen Wirtz and Siok Kuan Tambyah, "The Power of Incentivized Referral Programs: Myths or Fact?" International Conference on Business and Information, Tokyo, Japan, 11-13 July 2007
 449. Krishna, A, M O Lwin, J Wirtz, M Morrin, "Oh! The Smell of Spring: Consumer Memory for Product-Intrinsic Scent Versus Color," Society for Consumer Psychology Conference, Las Vegas, February 2007
 450. Jochen Wirtz and Janet R. McColl-Kennedy, "(Aggressive) Consumer Claiming Behavior in Service Recovery Situations." Paper presented at the 13th International Conference on Recent Advances in Retailing and Consumer Services Science, June 2006, Budapest, Hungary.
 451. Rafaeli, Anat, Ravid, Shy, Grandey, Alicia, & Wirtz, Jochen, "Culture, display rules and organization: The effects of globalization." Paper presented at Symposium for the Annual Meeting of the Academy of Management Conference, August 2006, Atlanta, GA.
 452. Christopher H. Lovelock and Jochen Wirtz, "Developing Mobile Phone Services for BOP Consumers: Insights for Consumer Behavior, Distribution Strategy, and Development Economics," Paper presented at Academy of Marketing Science Annual Conference 2006. Revolution in Marketing: Market Driving Changes, May 2006, San Antonio, Texas, U.S.A.
 453. Jochen Wirtz, Loizos Heracleous and Thomas Menkhoff, "Value Creation Through Strategic Knowledge Management: The Case of Singapore Airlines," Paper presented at The Third International Research Conference Chinese Entrepreneurship and Asian Business Networks on Value Creation through Knowledge Governance, March 2006, Singapore.
 454. Patricia Chew, Siok Kuan Tambyah and Jochen Wirtz, "Consumer Responses to Recommend-a-friend Programs," Paper presented at ANZMAC Conference, December 2005, Perth, Western Australia.
 455. Jochen Wirtz and Janet McColl-Kennedy, "Consumer Claiming Behavior in a Service Recovery Context," Paper presented at the Fourteenth Annual AMA Conference – Frontiers in Services, October 2005, Phoenix, USA.
 456. Breffni M. Noone, Sheryl E. Kimes and Jochen Wirtz, "Service Encounter Pace, Goal Attainment and Customer Satisfaction," Paper presented at the Fourteenth Annual AMA Conference – Frontiers in Services, October 2005, Phoenix, USA
 457. May Oo Lwin and Jochen Wirtz, "Consumer Online Privacy: Viewing Through Customer Relationship Lense," Paper presented at 2005 SERVSIG Research Conference, June, Singapore.
 458. Siok Kuan Tambyah and Jochen Wirtz, "The Effects of Social Capital on the Reporting of Unsolicited Customer Feedback," Paper presented at 2005 SERVSIG Research Conference, June, Singapore.

459. Breffni M. Noone, Sheryl E. Kimes, Michal Lynn and Jochen Wirtz, "Controlling Service Encounter Duration for Revenue Management: Why and When Does Duration Impact Consumer Satisfaction with Service Encounters?" in Proceedings of the Thirteenth Annual AMA Conference – Frontiers in Services, October 2004, Miami, USA.
460. Sheryl E. Kimes and Jochen Wirtz, "The Psychology of Revenue Management: Impact of Familiarity, Framing and Relative Price Advantage on the Perceived Fairness of Revenue Management," in Proceedings of the Thirteenth Annual AMA Conference – Frontiers in Services, October 2004, Miami, USA.
461. Christopher H. Lovelock and Jochen Wirtz, "Serving Third-World Consumers: A New Challenge for Service Management," Paper presented at The Twelfth Annual AMA Conference – Frontiers in Services, October 2003, Washington, DC, USA.
462. Breffni M. Noone, Sheryl E. Kimes and Jochen Wirtz, "Managing Service Encounter Duration for Revenue Management in Environments of Unpredictable Duration," Paper presented at The Twelfth Annual AMA Conference – Frontiers in Services, October 2003, Washington, DC, USA.
463. Patricia Chew, Siok Kuan Tambyah and Jochen Wirtz (2003), "The Role of Incentives on Recommendation Behavior," in European Advances in Consumer Research, Darach Turley, and Stephen Brown, eds., Provo, UT: Association of Consumer Research.
464. Sheryl E. Kimes, Jochen Wirtz and Breffni M. Noone, "Measuring Customer Expectations of Dining Duration for Restaurant Revenue Management," Paper presented at 8th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, 5-7 January 2003, Las Vegas, Nevada, United States.
465. Jochen Wirtz and Siok Kuan Tambyah, "The Perception and Use of Customer Feedback in Service Firms – Exploring the Perspectives of Top Management, Middle Management and the Front Line," Paper presented at The Eleventh Annual AMA Conference – Frontiers in Services, June 2002, Maastricht, The Netherlands.
466. Patricia Chew and Jochen Wirtz, "Incentives and Word of Mouth," Paper presented at XXV International Congress of Applied Psychology, 7-12 July 2002, Suntec Convention Hall, Singapore.
467. May O. Lwin, Jochen Wirtz, and Jerome D. Williams, "What Net Users Expect for Personal Information: A Social Contract Perspective," Paper presented at the American Marketing Association Winter Educators' Conference 2002, San Antonio, Texas, United States.
468. Anna Mattila and Jochen Wirtz (2001), "The Impact of Arousal Congruency on Consumers' Satisfaction and Instore Behaviors (Abstract)," Paper presented at The Tenth Annual AMA Conference - Frontiers in Services, October 2001, Washington, D C, United States.
469. Anna Mattila, Jochen Wirtz and Rachel L P Tan (2001), "The Impact of Affective Expectations on Restaurant Satisfaction," Paper presented at CHRIE Conference 2001 - 25-28 July 2001, Toronto, Canada.
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