

Dwayne D. Gremler

Curriculum Vita

October 31, 2008

Professor of Marketing
Department of Marketing
College of Business Administration
Bowling Green State University
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RESEARCH INTERESTS

Services Marketing and Management
Customer Loyalty and Retention
Relationship Marketing
Word-of-Mouth Communication
Pedagogical Issues in Teaching Marketing
Technological Issues in Service Delivery

TEACHING INTERESTS

Services Marketing and Management
Marketing Management
Servicescape Design
Consumer Behavior
Various Special Topics (Hospitality Marketing and Management, Sports Marketing)

EDUCATION

Ph.D. in Marketing (1995), Arizona State University, Tempe, Arizona.
- Dissertation entitled *The Effect of Satisfaction, Switching Costs, and Interpersonal Bonds on Service Loyalty* (chaired by Stephen W. Brown)

M.B.A. (*summa cum laude*) in Marketing (1990), Arizona State University, Tempe, Arizona.

B.A. (*magna cum laude*) in Mathematics (1980), Arizona State University, Tempe, Arizona.

PROFESSIONAL MEMBERSHIPS

Academy of Marketing Science
American Marketing Association
Association for Consumer Research
Marketing Educators' Association

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ACADEMIC EXPERIENCE

Positions

Professor of Marketing, Bowling Green State University (2007-present)

Associate Professor of Marketing, Bowling Green State University (2000-2007)
(*Granted tenure spring 2003*)

Visiting Professor (Fulbright Scholarship), University of Maastricht, The Netherlands (Spring 2006)

Assistant Professor of Marketing, University of Idaho (1995-2000)
(*Promoted and granted tenure spring 2000*)

Graduate Assistant, Arizona State University (1990-1995)

Instructor, Arizona College of the Bible (1987-88)

Courses Taught

Bowling Green State University (2000-2007)

Services Marketing and Management (MBA 642) - Summer 2007
- an elective class for MBA and Master of Accountancy students

Services Marketing (MKT 405) - Fall 2008, Spring 2007 (3 sections), Fall 2006 (2 sections), Fall 2005 (2 sections), Spring 2005 (3 sections), Fall 2004 (2 sections), Spring 2004 (2 sections), Fall 2003 (2 sections), Spring 2003 (2 sections), Fall 2002 (2 sections), Spring 2002 (2 sections), Fall 2001 (2 sections), Spring 2001 (2 sections), Fall 2000
- an elective class for juniors and seniors

Servicescape Design (MKT 416) - Fall 2008, Fall 2006, Fall 2005
- an elective class for juniors and seniors (first of its kind offered within any university's business college in the U.S.)

Consumer Behavior (MKT 302) - Fall 2004, Fall 2003, Spring 2003
- a required class for both marketing majors and minors

Marketing on the Internet (MKT 435) - Fall 2001, Fall 2000
- an elective class for juniors and seniors

Principles of Marketing (MKT 300) - Summer 2000
- an introductory course for both business and non-business students

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ACADEMIC EXPERIENCE *(continued)*

Courses Taught *(continued)*

University of Idaho (1995-2000)

Marketing Management (BUS 428) - Fall 1996 to Spring 2000 (8 sections)
- the capstone class for marketing majors with major focus on developing a marketing plan for an actual client (class was formerly labeled *Product Management*)

Services Marketing (BUS 327) - Spring 1996 to Spring 2000 (8 sections)
- an elective class for junior and senior business majors

Internet Marketing (BUS 404) - Spring 2000
- first e-commerce course taught in the College of Business & Economics

Principles of Marketing (BUS 321) - Fall 1995 to Spring 1999 (7 sections)
- an introductory course for both business and non-business students

Arizona State University (1991-1994)

Marketing for Service Industries (MKT 430 & MKT 598) - Spring 1993
- an elective class for graduating seniors and graduate students

Marketing Management (MKT 302) - Summer 1992 (2 sections)
- a basic marketing management course for students majoring in Marketing

Principles of Marketing (MKT 300) - Summer 1991, Summer 1994
- an introductory course for both business and non-business students

Arizona College of the Bible (1987-1988)

College Algebra - Fall 1987, Fall 1988
- an introductory course primarily for education majors

Course Development

Managing the Service Experience (MKT 415)
- designed an elective class that builds upon MKT 405 that focuses on creating and managing the entire customer experience

Servicescape Design (MKT 416)
- designed an elective class that focuses upon issues related to the design of the environment where service delivery occurs

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ACADEMIC EXPERIENCE (*continued*)

Executive Education

Jacobs University Bremen, Germany:

Marketing Services (Executive MBA in European Utility Management Course) - Fall 2006, Fall 2005

- an introduction to services marketing concepts (as part of an executive education course)

Maastricht University, The Netherlands

Leadership in Services (Philips Corporation Executive Course) - Spring 2006

- facilitated a field trip to Vodafone (to discuss market segmentation and led a case study exercise to apply these concepts to Philips)

University of Idaho, Moscow, Idaho:

Marketing Energy Services (Public Utilities Executive Course) - Summer 1998, Summer 1999

- an introduction of marketing concepts (as part of an executive education course)

International Graduate Courses/Seminars

University of Maastricht, Maastricht, The Netherlands

Advanced Services Marketing (two courses)

- an elective course for MBA students (*44 hours*) - Spring 2006

Ecole de Management de Lyon (University of Lyon), Lyon, France:

Services Marketing

- an elective course for International and Executive MBA students - Spring 2008

Relationship Marketing in Service Businesses

- a 3-hour seminar for MBA students - Fall 2007, Spring 2006 (*two classes*), Spring 2004

Service Recovery

- a 3-hour seminar for MBA students - Spring 2006 (*two classes*), Spring 2004

Hochschule fur Wirtschaft (Business School), Lucerne, Switzerland:

Servicescape and Employee Influences on the Service Experience

- a 6-hour seminar for MBA students - Spring 2006, Spring 2004

Service Guarantees and Service Development and Design

- a 6-hour seminar for Executive MBA students - Spring 2004, Summer 2003, Summer 2002

University of Zurich, Zurich, Switzerland:

Service Guarantees and Service Development and Design

- a 3-day seminar for MBA students - Summer 2003

Institute for Financial Services, Hochschule fur Wirtschaft, Zug, Switzerland:

Service Guarantees

- a 4-hour seminar for MBA students - Summer 2002

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ACADEMIC EXPERIENCE (*continued*)

International Graduate Courses/Seminars (*continued*)

LUISS (Libera Università Internazionale degli Studi Sociali) University, Rome, Italy:

Services Marketing

- a 40-hour seminar for MBA students - Spring 2002

University of Auckland Business School, Auckland, New Zealand:

Employee-Customer Interactions

- a 4-hour seminar for MBA and PhD students - Spring 2001

International Undergraduate Courses/Seminars

University of Maastricht, Maastricht, The Netherlands

Services Marketing (two courses)

- an elective course for undergraduate students (*44 hours*) - Spring 2006

Hochschule für Wirtschaft (Business School), Lucerne, Switzerland:

Service Guarantees and Service Development and Design

- a 6-hour seminar for undergraduate students - Spring 2004

WORK EXPERIENCE

Business Experience

Software Engineer and Project Manager, Bull Worldwide Information Systems, Phoenix, AZ.

Responsible for directing a multinational team of engineers in the development of software for both domestic and foreign applications (1980 to 1990).

Other Professional Experience

Program Assessment:

KK Foundation (Sweden) Assessment of Service Research Center (CTF), Karlstad University, Sweden (2005)

Marketing Consulting Projects:

First Interstate Bank (1995), Dental Offices of Dr. Richard Bietz and Dr. Frederick Wood, Tempe, AZ (1995), Walker Research (1990-94), Dial Corporation (1990)

Graduate Research and Teaching Assistant, Department of Marketing, Arizona State University.

Research assistantships were with Stephen Brown, Mary Jo Bitner, John Schlacter, and Michael Hutt (1990 to 1995)

Basketball Coach, Arizona College of the Bible, Phoenix, AZ (1984 to 1990)

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PUBLICATIONS

Journal Articles

Hogreve, Jens and Dwayne D. Gremler (2009), "Twenty Years of Service Guarantee Research: A Synthesis," *Journal of Service Research*. (forthcoming)

Gremler, Dwayne D. and Kevin P. Gwinner (2008), "Rapport-Building Strategies Used by Retail Employees," *Journal of Retailing*, 84 (3), 308-324.

Paul, Michael, Thorsten Hennig-Thurau, Dwayne D. Gremler, Kevin P. Gwinner, and Caroline Wiertz (2008), "Toward a Theory of Repeated Purchase Drivers for Consumer Services," *Journal of the Academy of Marketing Science*, (forthcoming).

Ruiz, David Martín, Dwayne D. Gremler, Judith H. Washburn, and Gabriel Cepeda Carrión (2008), "Service Value Revisited: Specifying a Higher-Order, Formative Measure," *Journal of Business Research - Special Issue on Formative Measures*, 61 (12), 1278-91.

Hennig-Thurau, Thorsten, Markus Groth, Michael Paul, and Dwayne D. Gremler (2006), "Are All Smiles Created Equal? How Employee-Customer Emotional Contagion and Emotional Labor Impact Service Relationships," *Journal of Marketing*, 70 (July), 58-73.

Gremler, Dwayne D. (2004), "The Critical Incident Technique in Service Research," *Journal of Service Research*, 7 (August), 65-89. (*This paper received an award.*)

Hennig-Thurau, Thorsten, Kevin P. Gwinner, Gianfranco Walsh, and Dwayne D. Gremler (2004), "Electronic Word-of-Mouth via Consumer-Opinion Platforms: What Motivates Consumers to Articulate Themselves on the Internet?" *Journal of Interactive Marketing*, 18 (Winter), 38-52.

McCollough, Michael A. and Dwayne D. Gremler (2004), "A Conceptual Model and Empirical Examination of the Effect of Service Guarantees on Post-purchase Consumption Evaluations," *Managing Service Quality*, 14 (1), 58-74. (*This paper received an award.*)

Evans, Kenneth R., John L. Schlacter, Roberta J. Schultz, Dwayne D. Gremler, Michael Pass, and William G. Wolfe (2002), "Salesperson and Sales Manager Perceptions of Salesperson Job Characteristics and Job Outcomes: A Perceptual Congruence Approach," *Journal of Marketing Theory and Practice*, 10 (Fall), 30-44.

Gremler, Dwayne D. and Michael A. McCollough (2002), "Student Satisfaction Guarantees: An Empirical Examination of Attitudes, Antecedents, and Consequences," *Journal of Marketing Education*, 24 (August), 150-160.

Hennig-Thurau, Thorsten, Kevin P. Gwinner, and Dwayne D. Gremler (2002), "Understanding Relationship Marketing Outcomes: An Integration of Relational Benefits and Relationship Quality," *Journal of Service Research*, 4 (February), 230-247. (*This paper received an award.*)

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PUBLICATIONS (Continued)

Journal Articles (Continued)

Gremler, Dwayne D., Kevin P. Gwinner, and Stephen W. Brown (2001), "Generating Positive Word-of-Mouth Communication Through Customer-Employee Relationships," *International Journal of Service Industry Management*, 12 (1), 44-59.

Bailey, Jeff, Dwayne D. Gremler, and Michael A. McCollough (2001), "Service Encounter Emotional Value: The Dyadic Influence of Customer and Employee Emotions," *Services Marketing Quarterly*, 23 (1), 1-25.

Gremler, Dwayne D. and Kevin P. Gwinner (2000), "Customer-Employee Rapport in Service Relationships," *Journal of Service Research*, 3 (August), 82-104.

Gremler, Dwayne D., K. Douglas Hoffman, Susan M. Keaveney, and Lauren K. Wright (2000), "Experiential Learning Exercises in Services Marketing Courses," *Journal of Marketing Education*, 22 (April), 35-44.

Gremler, Dwayne D. and Stephen W. Brown (1999), "The Loyalty Ripple Effect: Appreciating the Full Value of Customers," *International Journal of Service Industry Management*, 10 (3), 271-291. (*This paper received an award.*)

McCollough, Michael A. and Dwayne D. Gremler (1999), "Student Satisfaction Guarantees: An Empirical Investigation of Student and Faculty Attitudes," *Marketing Education Review*, 9 (Summer), 1-12.

McCollough, Michael A. and Dwayne D. Gremler (1999), "Guaranteeing Student Satisfaction: An Exercise in Treating Students as Customers," *Journal of Marketing Education*, 21 (August), 118-130.

Gwinner, Kevin, Dwayne D. Gremler, and Mary Jo Bitner (1998), "Relational Benefits in Services Industries: The Customer's Perspective," *Journal of the Academy of Marketing Science*, 26 (Spring), 101-114.

Gremler, Dwayne D., Mary Jo Bitner, and Kenneth R. Evans (1995), "The Internal Service Encounter," *Logistics Information Management*, 8 (4), 28-34. (Adapted from 1994 *IJSIM* article.)

Evans, Kenneth R., Dwayne D. Gremler, John L. Schlacter, and William G. Wolfe (1995), "The Impact of Salesperson Socialization on Organizational Commitment, Satisfaction, and Performance in a Professional Service Organization," *Journal of Professional Services Marketing*, 11 (2), 139-156.

Gremler, Dwayne D., Mary Jo Bitner, and Kenneth R. Evans (1994), "The Internal Service Encounter," *International Journal of Service Industry Management*, 5 (2), 34-55. (*This paper received an award.*)

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PUBLICATIONS (*Continued*)

Other Refereed Publications (*continued*)

Ruiz, David Martín, Dwayne D. Gremler, Judith H. Washburn, and Gabriel Cepeda Carrión (2008), "Reframing Customer Value in a Service-based Paradigm: An Evaluation of a Formative Measure in a Multi-Industry, Cross-Cultural Context," in *Handbook of Partial Least Squares: Concepts, Methods and Applications*, Vincenzo Esposito Vinzi, Wynne W. Chin, Joerg Henseler, and Huiwen Wang, eds., Heidelberg, Germany: Springer-Verlag, (forthcoming).

Hennig-Thurau, Thorsten, Kevin P. Gwinner, Dwayne D. Gremler, and Michael Paul (2005), "Managing Service Relationships in a Global Economy: Exploring the Impact of National Culture on the Relevance of Customer Relational Benefits for Gaining Loyal Customers," in *Advances in International Marketing: Research on International Service Marketing: A State of the Art*, 15, 11-31.

Gremler, Dwayne D., Kevin P. Gwinner, and Stephen W. Brown (2000), "Cultivating Positive Word-of-Mouth Communication Through Customer-Employee Bonds," in *Service Quality in the New Economy: Interdisciplinary and International Dimensions*, B. Edvardsson, S. W. Brown, R. Johnston, and E. E. Scheuing, eds. Jamaica, New York: International Service Quality Association, 183-192.

Gremler, Dwayne D. and Stephen W. Brown (1998), "Worth Beyond Revenue: The Full Value of a Loyal Customer" in *Pursuing Service Excellence: Practices and Insights*. E. E. Scheuing, S. W. Brown, B. Edvardsson, et al., eds. Jamaica, New York: International Service Quality Association, 119-128.

Gremler, Dwayne D. and Stephen W. Brown (1996), "Service Loyalty: Its Nature, Importance, and Implications," in *Advancing Service Quality: A Global Perspective*, B. Edvardsson, S. W. Brown, R. Johnston, et al., eds. Jamaica, New York: International Service Quality Association, 171-180.

Goodwin, Cathy and Dwayne D. Gremler (1996), "Friendship Over the Counter: How Social Aspects of Service Encounters Influence Consumer Service Loyalty," in *Advances in Services Marketing and Management*, Vol. 5, T. A. Swartz, D. E. Bowen, and S. W. Brown, eds. Greenwich, Connecticut: JAI Press Inc., 247-282.

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PUBLICATIONS *(Continued)*

National Conference Proceedings

Bailey, Jeff, Michael A. McCollough, and Dwayne D. Gremler (2001), "The Dyadic Influence of Emotions in the Service Encounter: Toward a Model of Service Encounter Emotional Value," *American Society of Business and Behavioral Sciences 8th Annual Meeting*, Vol. 8, S. Hall, D. Jackson, and J. Terrill, eds. San Bernadino, CA: American Society of Business and Behavioral Sciences, 638-49.

Gremler, Dwayne D. (1994), "Word-of-Mouth About Service Providers: An Illustration of Theory Development in Marketing," *AMA Winter Educators' Conference Proceedings: Marketing Theory and Applications*, Vol. 5, C. W. Park and D. Smith, eds., Chicago, IL: American Marketing Association, 62-70.

Houston, Mark B. and Dwayne D. Gremler (1993), "Biases in the Researcher/Informant Interaction in the Collection of Marketing Research Data: A Cognitive Framework," in *AMA Summer Educators' Conference Proceedings: Enhancing Knowledge Development in Marketing*, Vol. 4, D. W. Cravens and P. R. Dickson, eds., Chicago, IL: American Marketing Association, 311-319.

Gremler, Dwayne D. and Mary Jo Bitner (1992), "Classifying Service Encounter Satisfaction Across Industries," in *AMA Winter Educators' Conference Proceedings: Marketing Theory and Applications*, Vol. 3, C. T. Allen and T. J. Madden, eds., Chicago, IL: American Marketing Association, 111-118.

Abstracts Published in National/International Conference Proceedings

Dwayne D. Gremler, Elisabeth C. Brüggen, and Bram Foubert (2008), "Return on Servicescape Investments: Does Remodeling Make A Difference?" in *AMA Winter Marketing Educators' Conference: Marketing Theory and Applications*, Tom Brown and Zeynep Gurhan-Canli, eds. Vol. 19, Chicago, IL: American Marketing Association, 252-253.

Brüggen, Elisabeth C. and Dwayne D. Gremler (2007), "Return on Servicescape Investments," in *36th European Marketing Academy (EMAC) Conference*, Reykjavik University, Reykjavik, Iceland.

Hogreve, Jens and Dwayne D. Gremler (2007), "A Research Synthesis on Service Guarantees: What Do We Know and Where Do We Need to Go?" in *10th Quality in Services Symposium: Managing Magical Service*, Robert C. Ford, Duncan R. Dickson, Bo Edvardsson, Stephen. W. Brown, and Robert Johnston, eds. Orlando, Florida: 169-170.

Paul, Michael, Thorsten Hennig-Thurau, Dwayne D. Gremler, Kevin P. Gwinner, and Caroline Wiertz (2006), "Toward a Means-End Theory of Service Relationships: Linking Relationship-Driving Benefits with Service Attributes and Motivational Values," in *AMA Summer Educators' Conference Proceedings: Enhancing Knowledge Development in Marketing*, Dhruv Grewal, Michael Levy, and R. Krishnan, eds. Vol. 17, Chicago, IL: American Marketing Association, 39-40.

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PUBLICATIONS *(Continued)*

Abstracts Published in National/International Conference Proceedings *(Continued)*

- Hennig-Thurau, Thorsten, Markus Groth, Michael Paul, and Dwayne D. Gremler (2005), "Not All Smiles Are Created Equal: How Employee-Customer Emotional Contagion Impacts Service Relationships," in *Developments in Marketing Science: Proceedings of the Annual Conference of the Academy of Marketing Science*, Harlan E. Spotts, ed. Tampa, FL: Academy of Marketing Science.
- Gremler, Dwayne D. and Tom DeWitt (2005), "Service Guarantees: Do Firms Practice What Academics Preach?" in *2005 SERVSIG Service Research Conference*, Jochen Wirtz, ed., Singapore: Stallion Press, 2-3.
- Gwinner, Kevin P. and Dwayne D. Gremler (2004), "Examining the Knowledge Structure and Performance Link Among Front-Line Service Providers," in *AMA Winter Marketing Educators' Conference: Marketing Theory and Applications*, William L. Cron and George S. Low, eds. Vol. 15, Chicago, IL: American Marketing Association, 317-318.
- Hennig-Thurau, Thorsten, Kevin P. Gwinner, and Dwayne D. Gremler (2003), "Managing Service Relationships in a Global Economy: Refining and Extending the Concept of Customer Relational Benefits," in *AMA Summer Educators' Conference Proceedings: Enhancing Knowledge Development in Marketing*, R. Bruce Money and Randall L Rose, eds. Vol. 14, Chicago, IL: American Marketing Association, 152-153.
- Gremler, Dwayne D., David Martín Ruiz, and Judith Washburn (2003) "Understanding Service Value Across Cultures," *SERVSIG Service Research Conference*, Reims, France.
- Gremler, Dwayne D. (2003), "An Examination of the Use of the Critical Incident Technique in Services Marketing Research," in *AMA Winter Educators' Conference Proceedings: Marketing Theory and Applications*, Geraldine R. Henderson and Marian Chapman Moore, eds. Vol. 14, Chicago, IL: American Marketing Association, 199-200. (*This paper received an award.*)
- Gremler, Dwayne D., Shannon B. Rinaldo, and Scott W. Kelley (2002), "Rapport-Building Strategies Used By Service Employees: A Critical Incident Study," in *AMA Summer Educators' Conference: Enhancing Knowledge Development in Marketing*, William J. Kehoe and John H. Lindgren, Jr., eds. Vol. 13. Chicago, IL: American Marketing Association, 73-74. (*This paper received an award.*)
- McCullough, Michael A. and Dwayne D. Gremler (2002), "Service Guarantees: A Conceptual Model and Empirical Examination," in *AMA Summer Educators' Conference: Enhancing Knowledge Development in Marketing*, Vol 13, William J. Kehoe and John H. Lindgren, Jr., eds. Chicago, IL: American Marketing Association, 83.

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PUBLICATIONS (*Continued*)

Abstracts Published in National/International Conference Proceedings (*Continued*)

- Evans, Kenneth R., John L. Schlacter, Roberta J. Schultz, Dwayne D. Gremler, and William G. Wolfe (2001), "An Assessment of the Effects of Salesperson-Sales Manager Perceptual Congruence on Salesperson Job-Related Characteristics and Job Outcomes," in *AMA Summer Educators' Conference: Enhancing Knowledge Development in Marketing*, Vol. 12, Greg W. Marshall and Stephen J. Grove, eds. Chicago, IL: American Marketing Association, 232-233.
- McCullough, Michael A. and Dwayne D. Gremler (2001), "An Empirical Examination of the Antecedents and Consequences of Student Satisfaction Guarantees," in *AMA Winter Educators' Conference: Marketing Theory and Applications*, Vol. 12. R. Krishnan and M. Viswanathan, eds. Chicago, IL: American Marketing Association, 349.
- Hennig-Thurau, Thorsten, Kevin P. Gwinner, and Dwayne D. Gremler (2000), "The Rationales of Service Relationships: Integrating Company-Oriented and Customer-Oriented Relational Benefits," in *AMA Winter Educators' Conference: Marketing Theory and Applications*, Vol. 11, John P. Workman, Jr. and William D. Perreault, Jr., eds. Chicago, IL: American Marketing Association, 201-202.
- McCullough, Michael A. and Dwayne D. Gremler (1999), "Student and Faculty Attitudes Toward Student Satisfaction Guarantees: An Empirical Investigation," in *AMA Summer Educators' Conference: Enhancing Knowledge Development in Marketing*, Vol. 10, S. P. Brown and D. Sudharshan, eds. Chicago: American Marketing Association, 84. (*This paper received an award.*)
- McCullough, Michael A., Dwayne D. Gremler, and Bob Hieronymus (1998), "Treating Students as Customers: Promotion of the University and Course Offerings Through Student Satisfaction Guarantees," in *Ninth Symposium for the Marketing of Higher Education*, Vol. 9, R. E. Johnson, ed. Chicago, IL: American Marketing Association, 142-144.
- Gremler, Dwayne D. and Kevin P. Gwinner (1998), "Connecting with Customers: An Examination of Rapport in Service Industries," in *1998 AMA Summer Educators' Conference: New Frontiers in Marketing Theory and Practice*, Vol. 9, R. C. Goldstein and S. B. MacKenzie, eds. American Marketing Association, 161-162. (*This paper received an award.*)
- Gremler, Dwayne D. and Stephen W. Brown (1998), "Service Loyalty: Antecedents, Components, and Outcomes," in *1998 AMA Winter Educators' Conference: Marketing Theory and Applications*, Vol. 9, D. Grewal and C. Pechmann, eds. Chicago, IL: American Marketing Association, 165-166. (*This paper received an award.*)
- McCullough, Michael A. and Dwayne D. Gremler (1998), "Guaranteeing Student Satisfaction: An Attempt to Walk the Talk," in *1998 AMA Winter Educators' Conference: Marketing Theory and Applications*, Vol. 9, D. Grewal and C. Pechmann, eds. Chicago, IL: American Marketing Association, 257.

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PUBLICATIONS *(Continued)*

Abstracts Published in National/International Conference Proceedings *(Continued)*

Gremler, Dwayne D., Kevin P. Gwinner, and Mary Jo Bitner (1997), "An Empirical Examination of Relational Benefits in Services Industries: What Do Customers Receive From the Relationship?" in *1997 AMA Winter Educators' Conference: Marketing Theory and Applications*, Vol.8, D. T. LeClair and M. Hartline, eds. Chicago, IL: American Marketing Association, 241-242 (*This paper received an award.*)

Gremler, Dwayne D. and Stephen W. Brown (1997), "Towards a Conceptual Model of Service Loyalty," in *1997 AMA Winter Educators' Conference: Marketing Theory and Applications*, Vol. 8, D. T. LeClair and M. Hartline, eds. Chicago, IL: American Marketing Association, 218-219.

Gremler, Dwayne D. and Stephen W. Brown (1996), "How Much Do Loyal Customers Really Talk?" in the *Book of Abstracts of the Third International Conference on Recent Advances in Retailing and Services Science*, H. Timmermans and I. Vermeulen-van der Rijt, eds: European Institute of Retailing and Services Studies, 66.

Gremler, Dwayne D. and Stephen W. Brown (1994), "Word-of-Mouth Communication and Customer Loyalty to Service Providers" in *AMA Summer Educators' Conference Proceedings: Enhancing Knowledge Development in Marketing*, Vol. 5, R. Achrol and A. Mitchell, eds. Chicago, IL: American Marketing Association, 331-332.

Book Chapters

Hennig-Thurau, Thorsten, Kevin P. Gwinner, and Dwayne D. Gremler (2000), "Why Customers Build Relationships With Companies—And Why Not," in *Relationship Marketing: Gaining Competitive Advantage Through Customer Satisfaction and Retention*, T. Hennig-Thurau and U. Hansen, eds. Berlin, Germany: Springer, 369-391.

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PUBLICATIONS (Continued)

Textbooks

Valarie A. Zeithaml, Mary Jo Bitner, and Dwayne D. Gremler (2009), *Services Marketing: Integrating Customer Focus Across the Firm*, 5th Edition. New York: Irwin/McGraw-Hill.

Valarie A. Zeithaml, Mary Jo Bitner, and Dwayne D. Gremler (2006), *Services Marketing: Integrating Customer Focus Across the Firm*, 4th Edition. New York: Irwin/McGraw-Hill.

Instructor's Manuals

Gremler, Dwayne D., Mary Jo Bitner, and Valarie A. Zeithaml (2009, 2006, 2003, and 2000), *Services Marketing: An Active Learning Resource Guide*. New York: Irwin/McGraw-Hill.

Pedagogical Publications

Gremler, Dwayne D. (2006), "Putting It All Together: An Activity for Aspiring Marketing Consultants," in *Handbook for New Instructors: Getting Started with Great Ideas*, Charles W. Lamb Jr., Joseph F. Hair Jr., and Carl McDaniel, eds. Mason, OH: Thomson South-Western Publishing Co., 145-146. (Reprint of 1998 publication.)

Gremler, Dwayne D. (1998), "Putting It All Together: An Activity for Aspiring Marketing Consultants," in *Great Ideas for Teaching Marketing*, Fourth Edition, Joseph F. Hair Jr., Charles W. Lamb, Jr., and C. McDaniel, eds. Cincinnati, OH: Southwestern Publishing Co., 227-230.

Gremler, Dwayne D. and Michael A. McCollough (1997), "Service Guarantees in the Classroom: Should We Practice What We Preach?" *Marketing Educator*, 16 (Fall), 1, 4.

Hubbert, Amy R. and Dwayne D. Gremler (1996), "A Peek at Packaging: Students' Observations of Their Own Use of Packaging," in *Great Ideas for Teaching Marketing*, Third Edition, Joseph F. Hair, Jr., et al., eds. Cincinnati, OH: Southwestern Publishing Co., 501-504.

Other Publications

Gremler, Dwayne D. (2000), "Book Review: Discovering the Soul of Service," *Journal of the Academy of Marketing Science*, 28 (Spring), 311-312.

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OTHER RESEARCH PRESENTATIONS AT ACADEMIC CONFERENCES *(not listed previously)*

Bleijerveld, Jeroen, Dwayne D. Gremler, and Jos Lemmink (2008), "Structural Dynamics of Customer Value: Differences between Experienced and Inexperienced Consumers," in *2008 SERV SIG Service Research Conference*, Liverpool, England (June 2008).

Dwayne D. Gremler, Brügggen, Elisabeth, and Bram Foubert (2008), "Extreme Makeover: Does Remodeling the Servicescape Make a Difference?" Special Session presentation at the *Academy of Marketing Science Conference*, Vancouver, Canada (May 2008).

Bleijerveld, Jeroen, Dwayne D. Gremler, and Jos Lemmink (2007), "The Dynamic Nature of Customers' Criteria for Assessing Customer Value: A Longitudinal Investigation," in *Advances in Consumer Research*, Volume 35, eds. Angela Y. Lee and Dilip Soman, Memphis, TN: Association for Consumer Research, (October 2007), (*forthcoming*).

Brügggen, Elisabeth, Dwayne D. Gremler, and Bram Foubert (2007), "Return on Servicescape Investments: Does Remodeling Make a Difference?" presented at the *Frontiers in Services Conference*, San Francisco, CA (October 2007).

Gremler, Dwayne D. (2007), "The Nordic School of Service Marketing: Observations from an Outsider," presented at the *10th Quality in Services Symposium*, Orlando, Florida (June 2007).

Gremler, Dwayne D., Tom DeWitt, and Kevin P. Gwinner (2005), "Guaranteeing Service: Learning from Service Guarantees Found on the Internet," presented at the *Frontiers in Services Conference*, Tempe, AZ (October 2005).

Gremler, Dwayne D., Thorsten Hennig-Thurau, and Kevin P. Gwinner (2005), "Customer Relationship Benefits: A Cross Cultural Perspective" Special Session, presented at the *Academy of Marketing Science Conference*, Tampa, FL (May 2005).

Paul, Michael, Thorsten Hennig-Thurau, Dwayne D. Gremler, and Kevin P. Gwinner (2004), "The 'Why' of Service Relationships: Applying Means-End Theory to Understand Consumers' Desire for Relationship Building," presented at the *Frontiers in Services Conference*, Miami, FL (October 2004).

DeWitt, Tom, David Kuhlmeier, and Dwayne D. Gremler, "The Efficacy of a Second Chance: When Service Providers Fail to Respond to Customer Complaints," presented at the *Frontiers in Services Conference*, Miami, FL (October 2004).

Ruiz, David Martín, Dwayne D. Gremler, and Judith H. Washburn (2004), "Service Value: An Empirical Assessment of a Formative Measure," presented at the *European Institute for Advanced Studies in Management Workshop on Relationship Marketing*, Brussels, Belgium (January 2004).

Gremler, Dwayne D., David Martin Ruiz, and Judith H. Washburn (2003), "Understanding Service Value: An Empirical Assessment of Key Components," presented at the *Frontiers in Services Conference*, Washington, D.C. (October 2003).

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OTHER RESEARCH PRESENTATIONS AT ACADEMIC CONFERENCES *(Continued)*

Gwinner, Kevin P., Dwayne D. Gremler, Thorsten Hennig-Thurau, and Gianfranco Walsh (2003), "Consumption-Related Consumer-to-Consumer Communication via the Internet: Implications for e-tailing," presented at the *Frontiers in Services Conference*, Washington, D.C. (October 2003).

Gremler, Dwayne D., Scott W. Kelley, and Shannon B. Rinaldo (2002), "The Impact of Rapport-Building Critical Incidents on Service Customers: An Exploratory Study," presented at the *2002 Frontiers in Services Conference*, Maastricht University, The Netherlands (June 2002).

Hennig-Thurau, Thorsten, Gianfranco Walsh, Kevin P. Gwinner, and Dwayne D. Gremler (2002), "Why Customers Articulate Themselves on the Internet: An Extension of the Word-of-Mouth Concept," presented at the *2002 Frontiers in Services Conference*, Maastricht University, The Netherlands (June 2002).

Gwinner, Kevin P. and Dwayne D. Gremler (2001), "The Influence of Categorical Knowledge on Customer-Interaction Performance" presented at the *2001 Frontiers in Services Conference*, University of Maryland, College Park, MD (October 2001).

Gremler, Dwayne D. and Kevin P. Gwinner (1999), "Interpersonal Relationships Between Employees and Customers: A Means of Encouraging Word-of-Mouth Communication?" presented at the *1999 Frontiers in Services Conference*, Vanderbilt University, Nashville, TN (October 1999).

Gremler, Dwayne D. and Kevin P. Gwinner (1998), "Customer-Employee Rapport in Service Industries: Scale Development, Validation, and Future Directions," presented at the *1998 Frontiers in Services Conference*, Vanderbilt University, Nashville, TN (September 1998).

Gremler, Dwayne D. and Stephen W. Brown (1996), "An Empirical Examination of a Model of Service Loyalty," presented at the *1996 Frontiers in Services Conference*, Vanderbilt University, Nashville, TN (October 1996).

Bitner, Mary Jo, Kevin Gwinner, and Dwayne D. Gremler (1996), "Relationship Marketing Benefits in Service Industries: A View from the Customer's Perspective," presented to the *Services Marketing Special Interest Group, 1996 American Marketing Association Summer Educators' Conference*, San Diego, CA (August 1996).

Gremler, Dwayne D. (1996), "An Examination of Service Loyalty: What Is It and What Influences Its Development?" presented at the *Northwest Management Scholars' Conference*, University of Washington-Bothell, Bothell, WA (May 1996).

Gwinner, Kevin, Dwayne D. Gremler, and Mary Jo Bitner (1995), "Relationship Marketing Benefits in Services Industries: A View From the Consumer's Perspective," presented at the *1995 Frontiers in Services Conference*, Vanderbilt University, Nashville, TN (October 1995).

Goodwin, Cathy and Dwayne D. Gremler (1995), "Social Aspects of Service Encounters: A Preliminary Taxonomy," presented at the *1995 AMA Summer Educators' Conference*, Washington, D.C. (August 1995).

Dwayne D. Gremler

OTHER RESEARCH PRESENTATIONS AT ACADEMIC CONFERENCES *(Continued)*

Gremler, Dwayne D. and Mary Jo Bitner (1993), "The Internal Service Encounter," presented at the 1993 University of Houston Doctoral Symposium in Marketing, Houston, TX (April 1993).

CURRENT RESEARCH

Under Review

Brüggen, Elisabeth, Bram Foubert, and Dwayne D. Gremler, "Extreme Makeover: Financial and Perceptual Effects of a Remodeled Servicescape Over Time," under review at the *Journal of Marketing*.

Titus, Phil and Dwayne D. Gremler, "The Personal Teaching Style Audit: A Self-diagnostic Tool for Improving Instructional Performance and Congruence," revise and resubmit requested from the *Journal of Marketing Education*.

Work in Progress

Bleijerveld, Jeroen F. J., Dwayne D. Gremler, Jos G. A. M. Lemmink, "Structural Dynamics of Customer Value: Desired Value Differences between Experienced and Inexperienced Consumers," investigates the dynamic nature of customer value by showing differences between experienced and inexperienced service consumers in the means-end structures of their beliefs regarding a service provider; data has been collected and analyzed; manuscript will be submitted to *Journal of Service Research* in winter 2008.

Zhang, Kay and Dwayne D. Gremler, "Services Marketing Classics: Identification and Assessment of Key Articles Influencing the Discipline," identifies the top fifteen articles published on the topic of services marketing; data collection is underway; manuscript will target the *Journal of Service Research*.

Gwinner, Kevin P. and Dwayne D. Gremler, "The Influence of Categorical Knowledge on Customer-Interaction Performance," investigates how front-line service employees organize their customer knowledge and how that knowledge influences their customer-interaction performance; data collection is complete, data analysis is in progress; manuscript will target the *Journal of Service Research*.

RESEARCH AWARDS

For Journal Publications

Finalist for **Excellence in Service Research Award** from the *Journal of Service Research* for being one of the best four articles of Volume 7; for article entitled “The Critical Incident Technique in Service Research” (2005)

Highly Commended Award from *Managing Service Quality* as one of the top four papers in 2004; for article entitled “A Conceptual Model and Empirical Examination of the Effect of Service Guarantees on Post-purchase Consumption Evaluations” (2005)

Excellence in Service Research Award from the *Journal of Service Research* for the best article of Volume 4; for article entitled “Understanding Relationship Marketing Outcomes: An Integration of Relational Benefits and Relationship Quality” (2002)

Highly Commended Award from the *International Journal of Service Industry Management* as one of the top three articles of 1999; for article entitled “The Loyalty Ripple Effect: Appreciating the Full Value of Customers” (2000)

Outstanding Paper of the Year from the *International Journal of Service Industry Management* as the best article of 1994; for article entitled “The Internal Service Encounter” (1995)

For Conference Papers

Best Paper Award for the *Service Connections Track* of the *2003 AMA Winter Educators’ Conference*; for paper entitled “An Examination of the Use of the Critical Incident Technique in Services Marketing Research” (2003)

Best Paper Award for the *Services Marketing Track* of the *2002 AMA Summer Educators’ Conference*; for paper entitled “Rapport-Building Strategies Used By Service Employees: A Critical Incident Study” (2002)

Best Paper Award for the *Marketing Academy, Marketing Education, and Teaching Innovations Track* of the *1999 AMA Summer Educators’ Conference*; for paper entitled “Student and Faculty Attitudes Toward Student Satisfaction Guarantees: An Empirical Investigation” (1999)

Best Paper Award for the *Services Marketing Track* of the *1998 AMA Summer Educators’ Conference*; for paper entitled “Connecting with Customers: An Examination of Rapport in Service Industries” (1998)

Best Paper Award for the *Services and Retailing Management Track* of the *1998 AMA Winter Educators’ Conference*; for paper entitled “Service Loyalty: Antecedents, Components, and Outcomes” (1998)

Dwayne D. Gremler

RESEARCH AWARDS *(Continued)*

For Conference Papers *(continued)*

Best Paper Award for the *Marketing Relationships, Customer Orientation and Alliances Track* of the *1997 AMA Winter Educators' Conference*; for paper entitled "An Empirical Examination of Relational Benefits in Service Industries: What Do Customers Receive From the Relationship?" (1997)

Awards for Research Record

CBA Outstanding Scholar Award from the College of Business Administration, Bowling Green State University (2004-2006)

Robert A. Patton Scholarly Achievement Award from the College of Business Administration, Bowling Green State University (2002-2003)

Outstanding Research Award from the Department of Marketing, College of Business Administration, Bowling Green State University (2002)

TEACHING AWARDS

For Instruction

J. William Fulbright Scholarship (for lecturing and research on Services Marketing at Maastricht University, The Netherlands) from the Bureau of Educational and Cultural Affairs of the U.S. Department of State (awarded in 2005 for Spring 2006)

Outstanding Teaching Award from the Department of Marketing, College of Business Administration, Bowling Green State University (2005)

First Interstate Bank Student Excellence in Teaching Award in the College of Business and Economics, University of Idaho (*nominated and selected by students*) (1999)

Doctoral Student Teaching Effectiveness Award, Department of Marketing, Arizona State University College of Business (1994)

Teaching Assistant Excellence Award, Graduate and Professional Student Association, Arizona State University Graduate College (1993)

For Publications

Best of the Great Ideas in Teaching Marketing Award, Thompson South-Western (for one of the top contributions in the eight *Great Ideas in Teaching Marketing* publications) (2005)

Dwayne D. Gremler

SERVICE AWARD

Reviewer of the Year, *International Journal of Service Industry Management* (awarded in 2007 for 2006)

OTHER AWARDS

Center for Services Leadership Fellow, Arizona State University, Tempe, Arizona (2003-present)

Senior Research Fellow, Maastricht Academic Center for Research in Services, University of Maastricht, The Netherlands (1998-present)

National Finalist for the American Marketing Association's George Hay Brown M.B.A. Marketing Scholar Award (1990)

Gene Gallup Graduate Fellow Award from the Center for Services Marketing and Management, Arizona State University (sponsored by Blue Cross/Blue Shield of Arizona) (1990-1991)

Honor Societies: Beta Gamma Sigma, National Graduate Honor Society in Business and Management; Phi Kappa Phi, Graduate Honor Society

RESEARCH GRANTS

2008 Summer Research Grant, College of Business Administration and Department of Marketing, Bowling Green State University, for project entitled "Twenty Years of Service Guarantee Research: A Research Synthesis and Future Directions."

2007 Marketing Science Institute Research Grant (with Elisabeth Brügger), Marketing Science Institute, Boston, MA, for project entitled "Return on Servicescape Investments."

2007 Summer Research Grant, College of Business Administration and Department of Marketing, Bowling Green State University, for project entitled "Return on Servicescape Investment: Linking Remodeling Expenses to Key Marketing Outcomes."

2006 Summer Research Grant, College of Business Administration and Department of Marketing, Bowling Green State University, for project entitled "Toward a Means-End Theory of Service Relationships: Linking Relational Benefits with Service Attributes and Motivational Values."

2005 Summer Research Grant, College of Business Administration and Department of Marketing, Bowling Green State University, for project entitled "The Influence of Employee-Customer Emotional Contagion on Service Relationships."

2004 Summer Research Grant, Supply Chain Management Institute and Department of Marketing, Bowling Green State University, for project entitled "Managing Service Relationships in a Global Economy: Exploring the Impact of National Culture on Customer Relational Benefits."

Dwayne D. Gremler

RESEARCH GRANTS (*Continued*)

2002 Summer Research Grant, College of Business Administration and Department of Marketing, Bowling Green State University, for project entitled "Rapport-Building Strategies Used by Customer-Contact Employees in Service Firms."

2001 Summer Research Grant, College of Business Administration and Department of Marketing, Bowling Green State University, for project entitled "Encouraging Positive Word-of-Mouth Communication About Services Through Interpersonal Bonds."

2001 Faculty Research Committee Travel Grant, Bowling Green State University, to present a paper at the 2001 AMA Winter Educators' Conference.

2000 Summer Research Grant, College of Business Administration, Bowling Green State University.

2000 Small Travel Grant, University of Idaho, to present a paper at the 2000 AMA Winter Educators' Conference.

1999 Summer Research Grant, College of Business and Economics, University of Idaho, for project entitled "Experiential Learning Exercises in Services Marketing Courses."

1998-99 Seed Grant, University of Idaho, for project entitled "Assessing the Role of Self-Service Technology in Service Encounters: A Cross-Cultural Critical Incident Study."

1998 Summer Research Grant, College of Business and Economics, University of Idaho, for project entitled "Connecting with Customers: An Examination of Rapport in Service Industries."

1998 Small Travel Grant, University of Idaho, to present two papers and chair a session at the 1998 AMA Winter Educators' Conference.

1997 Summer Research Grant, College of Business and Economics, University of Idaho, for project entitled "Towards a Conceptual Model of Service Loyalty."

1996-97 Seed Grant, University of Idaho, for project entitled "How Much Do Loyal Customers Really Talk?: A Study of Customer Loyalty and Word-of-Mouth Communication."

1996 Small Travel Grant, University of Idaho, to assist in travel to Sweden and Austria to present two papers at international conferences.

1996 Summer Research Grant, College of Business and Economics, University of Idaho, for project entitled "Relationship Marketing Benefits in Services Industries: A View From the Consumer's Perspective."

1995 Dissertation Research Grant, Center for Services Marketing and Management, College of Business, Arizona State University, for project entitled "The Effect of Satisfaction, Switching Costs, and Interpersonal Bonds on Service Loyalty."

Dwayne D. Gremler

RESEARCH GRANTS (*Continued*)

1993 Doctoral Research Fellowship, Center for Services Marketing and Management, College of Business, Arizona State University, for project entitled "What Do They Say? An Examination of the Content of Word-of Mouth Recommendations for Service Providers."

INSTRUCTIONAL GRANTS

2007 Instructional Improvement Grant, Bowling Green State University, to assist in travel to participate in a Case Teaching course at Harvard University.

2001 Business and International Education Project Grant, College of Business Administration, Bowling Green State University, to assist in internationalization of the Services Marketing (MKT 405) course.

2001 Faculty Development (Speed) Grant, Bowling Green State University, to assist in travel to the American Marketing Association's Annual Faculty Consortium (on Electronic Commerce).

SERVICE

Service to the Discipline

Editorial Advisory Board:

International Journal of Service Industry Management (2002-present)
Managing Service Quality (2001-present)

Editorial Review Board:

Journal of Business Research (2007-present)
Journal of Marketing Education (2001-present)
Journal of Service Research (2007-present)

Ad hoc Reviewer:

Journal of Marketing (2007, 2006, 2005, 2004, 2003)
California Management Review (2006)
Journal of Retailing (2006, 2005, 1996)
Journal of Service Research (2006, 2005, 2003, 2002)
John A. Howard (AMA) Dissertation Competition Award (2005)
Journal of Retailing and Consumer Services (2005, 2004, 2003)
Social Sciences and Humanities Research Council of Canada (grant application) (2004)
Academy of Management Executive (2002)
International Journal of Service Industry Management (2001, 1998, 1996, 1995)
Journal of Services Marketing - Special Issue on Relationship Marketing (2001)
Journal of the Academy of Marketing Science (2000, 1999)
Journal of Marketing Education (2000)
Journal of Applied Business Research (1999, 1997)

International Research Conference Program Co-Chair:

9th *International Research Seminar in Service Management*, La Londe les Maures, France (May 2006)
Services Special Interest Group (SERVSIG) *Frontiers in Services Conference* at the University of Maryland, College Park, MD (October 2003)
Services Special Interest Group (SERVSIG) *Services Research Conference* at the Reims Management School, France (June 2003)
Services Special Interest Group (SERVSIG) *Frontiers in Services Conference* at the University of Maastricht, The Netherlands (June 2002)

Dwayne D. Gremler

SERVICE (*Continued*)

Service to the Discipline (*continued*)

American Marketing Association Service:

Chair:

American Marketing Association Services Marketing Special Interest Group (2002-2003)

Chair-Elect:

American Marketing Association Services Marketing Special Interest Group (2001-2002)

Mentoring Coordinator:

American Marketing Association Services Marketing Special Interest Group (1999-2001)

Program Co-chair:

Services Special Interest Group (SERVSIG) *Doctoral Consortium*, University of Maryland, College Park, MD (October 2001)

Services Special Interest Group (SERVSIG) *Doctoral Consortium*, Vanderbilt University, Nashville, TN (September 2000)

Track Chair:

Special Interest Group (SIG) Special Sessions Track of the AMA 2005 Summer Educators' Conference in San Francisco, CA

Services Marketing (SERVSIG) Track of the AMA 2001 Summer Educators' Conference in Washington, D. C.

Services Theory and Management Track of the AMA SERVSIG 2001 Services Research Conference "New Horizons in Services Marketing" in Sydney, Australia

Other Professional:

Services Marketing Section Editor - Marketing Education Review's Website on Electronic Teaching Resources (2001-present)

(<http://www.marketingeducationreview.com/mer/electeachres/electeachres.html>)

Dwayne D. Gremler

SERVICE (*Continued*)

Service to the University

Faculty Senate (2008-2010)
University Graduate Council (2001-2007)
Academic Policies and Standards Committee (subcommittee of *University Graduate Council*) (2005-2006)
Curriculum and Degree Programs Committee (subcommittee of *University Graduate Council*) (2001-2005; 2006-2007)
Web Design/Communications Advisory Group (2006-2007)
BGSU Football Recruiting Academic Advisor (2001-2004)

Service to the College

CBA Faculty Representative at Student Exchange Program in Audencia (Nantes, France) (2003)
CBA Dean Search Committee (2002-2003)
CBA Accomplished Grad Committee (2001-2003)
CBA Computer Activities Committee (2001-2002)
CBA AACSB Reaccreditation Subcommittee, Faculty Composition and Development (2001-2002)

Service to the Department

Chair Nomination Committee (2007)
Faculty Search Committee (2003-2006)
Teaching/ Research Awards Committee (2001-present)
Publications Review Committee (2000-present)
Research Colloquium Coordinator (2001-2004)
Marketing Management Institute Task Force (2001-2004)
Graduate Curriculum Committee (2000-2002)
Enrollment Management/ Curriculum Revision Committee (2000-2002)
Ad Hoc Graduate Grade Appeal Committee (2001)
Marketing Faculty Advisor for NSAC (National Student Advertising Competition) Team (University of Idaho, 1996-2000), including projects for The New York Times (2000), Toyota Echo (1999), Hallmark Inc. (1998), Pizza Hut (1997), and American Red Cross (1996)
AMA Faculty Advisor (University of Idaho 1996-2000) - started AMA at UI in 1996 (with M. McCollough)
Small Business Institute Directors' Association *Case of the Year* - Western Region (and National Runner-Up) for *Carpet Keeper Max* Undergraduate Case (1998-99)

Dwayne D. Gremler

SERVICE *(Continued)*

Service to Graduate Students

- Committee Member* for Jeroen F. J. Bleijerveld's Ph.D. thesis, Maastricht University, The Netherlands. (2005-present)
- Supervisor* for Philipp Heucke's Master's thesis, entitled, "Good Customers - Bad Customers: Appraising and Managing Customer Value in a Utility Company," Jacobs University Bremen, Germany (2007)
- Supervisor* for Robert Munning's Master's thesis, entitled "Contracting in the Energy Retail Business," Jacobs University Bremen, Germany (2006)
- Opponent* for Jing Lei's defense of PhD thesis defense, entitled "Double-Edged Sword: Studies on the Benefits and Risks of Brand Leveraging Strategies," University of Maastricht, The Netherlands (2006)
- Second Reader* for MBA theses for Maike Kolln and for Bart Scheffer, University of Maastricht, The Netherlands (2006)
- External Examiner* for Liliana Bove's PhD thesis, entitled "Customer Relationships with Service Personnel and Their Impact on Service Loyalty, Monash University, Australia (2002)
- Ad hoc Committee Member* for Joseph A. Zammit's PhD thesis on Service Loyalty, Surrey University, United Kingdom (1997-2000)
- Committee Member* for Douglas Kunsman's Master of Public Administration comprehensive exam, University of Idaho (1998)
- Supervisor* for Ethelle Bartosovsky's Graduate Practicum in Business Education, University of Idaho-Coeur d'Alene campus (1996)

Service to the Community

The Jeep Museum Project - Academic Advisory Committee (2001-2003)

Client-Sponsored Student Projects (Product Management/Capstone Class Projects):

The projects included: RentUtopia.com (Spring 2000), University of Idaho Golf Course (Spring 2000), Rilar Corporation (Fall 1999), Bearable Dentistry (Spring 1999), Carpet Keeper Max (Spring 1999), Martin's Auto Service Center (Spring 1999), Otto's Produce Market (Fall 1998), Whispering Pines Enterprises (Fall 1998), Paradise Ridge Bed & Breakfast (Spring 1998), The Perch Carryout Store (Spring 1998), University of Idaho College of Forestry/McCall Field Campus (Spring 1998), Palouse Industries/Early Learning Services Day Care (Fall 1997), Moscow Church of the Nazarene/University Ministries (Fall 1997), University of Idaho College of Forestry/Taylor Ranch (Fall 1997), Marriott/Bogey's Restaurant (Spring 1997), University of Idaho Golf Course (Spring 1997), BCR Salers Beef (Spring 1997), and the University of Idaho Residential Housing (Fall 1996).

SERVICE (*Continued*)

Invited Research Presentations

“What I Wish They Had Told Me at My SERVSIG Consortium: Stories from the Road and Eleven Guidelines for Service Research,” presented to the SERVSIG Doctoral Consortium, University of Maryland (October 2008)

“Publishing in English Journals: Eleven Reasons Why Articles Do NOT Get Published” presented to Graduate Students at Radboud University Nijmegen, The Netherlands (June 2008)

“Customer-Employee Rapport in Service Settings,” presented to Graduate Students at Radboud University Nijmegen, The Netherlands (June 2008)

“The Critical Incident Technique in Service Marketing and Management Research,” presented to Faculty at Liverpool John Moores University, England (June 2008)

“Publishing in English Journals: Eleven Reasons Why Articles Do NOT Get Published” presented to Graduate Students at Bauhaus-University of Weimar, Germany (December 2007)

“What Is Rapport and How Is It Cultivated?: Customer-Employee Rapport in Service Industries” presented to the Faculty and Students at the *Paderborn University*, Germany (November 2007)

“Extreme Makeover: Assessing the Effects of a Remodeled Servicescape,” presented to Graduate Students at the *BI - Norwegian School of Management*, Norway (November 2007)

“Publishing in English Journals: Eleven Guidelines on How NOT to Get Published” presented to Graduate Students at the *BI - Norwegian School of Management*, Norway (November 2007)

“What Is Rapport and How Is It Cultivated?: Customer-Employee Rapport in Service Industries” presented at the 21st Service Workshop at the *University of Westminster*, England (November 2007)

“Insights Into the Review Process” presented to Graduate Students at the *University of Maastricht*, The Netherlands (July 2006)

“Are All Smiles Created Equal? How Emotional Contagion and Emotional Labor Affect Service Relationships” presented to the Faculty and Graduate Students at Ludwig-Maximilians-Universität München (*Ludwig-Maximilians University of Munich*), Germany (July 2006)

“Are All Smiles Created Equal? How Emotional Contagion and Emotional Labor Affect Service Relationships” presented to the Faculty and Graduate Students at the *University of Maastricht*, The Netherlands (May 2006)

“Are All Smiles Created Equal? How Emotional Contagion and Emotional Labor Affect Service Relationships” presented to the Faculty at the *Cass Business School at City University*, London, UK (May 2006)

Dwayne D. Gremler

SERVICE (*Continued*)

Invited Research Presentations (*continued*)

- “Are All Smiles Created Equal? How Emotional Contagion and Emotional Labor Affect Service Relationships” presented to the Faculty and Graduate Students at the *University of Karlstad*, Sweden (April 2006)
- “The Critical Incident Technique in Marketing Research” presented to the Faculty and Ph.D. students at *Ecole de Management de Lyon*, France (March 2006)
- “Cultivating a Research Program: Synergy, Travel, and Perseverance” presented to Ph.D. Students at the *Universidad de Sevilla*, Spain (May 2005)
- “Cultivating Service Deserts: An Examination of Customer-Employee Rapport in Service Industries” presented to Faculty and Students at the *Bauhaus-University of Weimar*, Germany (March 2004)
- “Examining Customer-Employee Rapport in Service Industries: Conceptualization, Measurement, and Implications” presented to the Faculty and Students at the *University of Hannover*, Germany (July 2002)
- “The Critical Incident Technique in Services Research: Research Synthesis and Illustration” presented to the Faculty and Graduate Students at the *University of Maastricht*, The Netherlands (June 2002)
- “Examining Customer-Employee Rapport in Service Industries: Conceptualization, Measurement, and Implications” presented to the Faculty at the *Hochschule fur Wirtschaft (Business School) of Lucerne*, Switzerland (June 2002)
- “Examining Customer-Employee Rapport in Service Industries: Conceptualization, Measurement, and Implications” presented to the Faculty and Students at the *University of Zurich*, Switzerland (June 2002)
- “Examining Customer-Employee Rapport in Service Industries: Conceptualization, Measurement, and Implications,” presented to the Faculty at the *University of Bologna*, Italy (March 2002)
- “Customers’ Perceptions of Rapport in Service Industries: Conceptualization, Measurement, and Implications,” presented to the Faculty at the *University of Southern Queensland*, Australia (May 2001)
- “Satisfaction and Loyalty: What Resonates in Services Contexts?” presented to the Faculty at the *University of Auckland*, New Zealand (May 2001)
- “Rapport in Service Industries” to the Faculty at the *University of Maastricht*, The Netherlands (June 1998)

Dwayne D. Gremler

SERVICE (*Continued*)

Invited Research Presentations (*continued*)

“The Critical Incident Technique” to a Qualitative Marketing Research Class at the *University of Maastricht*, The Netherlands (June 1998)

“Service Loyalty: Antecedents, Components, and Outcomes” to the Faculty at the *University of Tilburg*, The Netherlands (May 1998)

Dwayne D. Gremler

SERVICE (*Continued*)

Invited Teaching Presentations

- “Teaching Services Marketing: An Opportunity to Practice What We Preach” presented at the *AMA SERVSIG Services Marketing Consortium*, San Francisco, CA (October 2007)
- “Services Marketing Pedagogy: A Focus on Undergraduate Learning” presented at the *AMA SERVSIG Services Marketing Consortium*, Arizona State University, Tempe, AZ (October 2005)
- “Designing the Services Course: An Overview of Texts and Syllabi,” presented at the *AMA Winter Educators’ Conference*, Scottsdale, AZ (February 2004)
- “Becoming an Effective and Efficient Marketing Professor in the Classroom” presented (with Philip A. Titus) at the *3rd Annual American Marketing Association Doctoral Student (DOCSIG) Pre-Conference Symposium*, Chicago, IL (August 2003)
- “Services Marketing in the Classroom: Practicing What You Preach!” presented at the *AMA SERVSIG Services Marketing Consortium*, University of Maastricht, The Netherlands (June 2002)
- “Teaching Services Marketing: Practicing What You Preach!” presented at the *AMA SERVSIG Services Marketing Consortium*, University of Maryland, College Park, MD (October 2001)
- “Should College Students Be Treated as Consumers?” presented as part of the University of Idaho Economics Club Forum Debate entitled “Are College Students Consumers?” *University of Idaho*, Moscow, ID (October 1999)
- “My Favorite Services Course Assignment” presented to the *Services Marketing Special Interest Group* at the Summer AMA Educators’ Conference, Boston, MA (August 1998)
- “My Favorite Services Course Assignments,” presented to the *Services Marketing Special Interest Group*, *1998 American Marketing Association Summer Educators’ Conference*, Boston, MA (August 1998)
- “Practicing What We Preach: Guaranteeing Service in the Classroom,” presented (w/ Michael A. McCollough) at a special session entitled “Applying the Lessons of Service Quality, TQM, and Service Guarantees in the Classroom” (organized with Michael A. McCollough) at the *1997 American Marketing Association Summer Educators’ Conference*, Chicago, IL (August 1997)
- “Teaching International Marketing” to the *Annual Summer Economics Workshop* for Idaho Teachers, Moscow, ID (June 1997)

Dwayne D. Gremler

SERVICE (*Continued*)

Invited Presentations to Business Practitioners

- “Service Marketing: An Introduction to the 7P’s,” presented to the Rotary Club of Perrysburg, Ohio (October 2008)
- “Cultivating Customer-Employee Rapport in Commercial Settings,” presented to BGSU Alumni and Friends, Bowling Green State University (June 2008)
- “Service Recovery: Fixing Customers and Fixing Problems,” presented at the KvalitetsMässan (biannual conference on “Quality in the Public Sector and Society”) in Gotëborg, Sweden (November 2007)
- “Extreme Makeover: Assessing the Effects of a Remodeled Servicescape,” presented at the *Centrum för Tjänsteforskning Service Academy* hosted by Volvo in Gotëborg, Sweden (November 2007)
- “Best Practices in Services Marketing and Management: Three Highly Effective Firms Who Excel in Service Quality” presented to the Supply Chain Management Institute, *Bowling Green State University*, Ohio (September 2005)
- “Best Practices in Services Marketing and Management: Three Highly Effective Firms Who Excel in Service Quality” presented to the Marketing Advisory Council, *Bowling Green State University*, Ohio (September 2005)
- “More Best Practices in Services Marketing and Management: Six Habits of Highly Effective Service Firms” presented to the Faculty, Alumni, and Business Community of the *Hochschule für Wirtschaft (Business School) of Lucerne*, Switzerland (March 2004)
- “Best Practices in Services Marketing and Management: Seven Habits of Highly Effective Service Firms” presented to the Faculty, Alumni, and Business Community of the *Hochschule für Wirtschaft (Business School) of Lucerne*, Switzerland (June 2003)
- “Building Strong Client Relationships” presented to the *Lucas County Bar Association*, Toledo, Ohio (October 2000)
- “Service Loyalty” to the University of Idaho *College of Business and Economics Advisory Board*, Moscow, Idaho (April 1996)
- “Services Marketing” to the *Fast Track II* class of the Idaho Small Business Development Center for Lewis-Clark State College, Moscow, Idaho (March 1996)

PROFESSIONAL DEVELOPMENT

Visiting Scholar

Visiting Professor, Radboud University Nijmegen, The Netherlands (June 2008)

Fulbright Scholar, University of Maastricht, The Netherlands (January-July 2006)

Invited Visiting Scholar and Senior Research Fellow to the University of Maastricht Academic Center for Research in Services, Maastricht, The Netherlands (May-June, 1998)

Conferences Attended

“Frontiers in Services” Conferences, (2007, 2005, 2003, 2002, 2001, 2000, 1999, 1998, 1997, 1996, 1995, 1994)

American Marketing Association Educators’ Conferences (Winter 2008, Summer 2006, Summer 2005, Summer 2004, Winter 2004, Summer 2003, Winter 2003, Summer 2002, Winter 2001, Summer 2001, Winter 2000, Summer 2000, Winter 1999, Summer 1999, Winter 1998, Summer 1998, Summer 1997, Winter, 1995, Winter 1994, Summer 1994, Winter 1992)

Academy of Marketing Science Conference (Summer 2005)

“Competing Through Service” Conferences, Center for Services Leadership, Arizona State University (November 2007, November 2004, November 1999)

American Marketing Association Services Marketing Special Interest Group (SERVSIG) Service Research Conference, Liverpool, England (June 2008)

American Marketing Association Services Marketing Special Interest Group (SERVSIG) Service Research Conference, Reims, France (June 2003)

American Marketing Association Annual Faculty Consortiums (on Electronic Commerce - July, 2001; on Services Marketing - June, 1993)

American Marketing Association Services Marketing Special Interest Group (SERVSIG) Service Research Conferences (Reims, France - June 2003; Sydney, Australia - May 2001)

e-Business Opportunities, Challenges and Winning Strategies, Immersion Course, University of Montana (August 1-4, 1999)

Quality in Services Conference (QUIS 6), Norwalk, CT (June 1998)

Quality in Services Conference (QUIS 5), Karlstad, Sweden (June 1996)

Recent Advances in Retailing and Services Science, Buchen, Austria (June 1996)

Northwest Management Scholars’ Conference, University of Washington-Bothell, Bothell, WA (May 1996)

Western Marketing Educators’ Conferences, (April 1995, April 1994)

Dwayne D. Gremler

PROFESSIONAL DEVELOPMENT *(continued)*

Faculty Development Classes

- The Art and Craft of Discussion Leadership*, Harvard University, (10/26-27/2007)
- Problem-Based Learning Workshop*, Maastricht University, (4/4-6/2006)
- Digital Storytelling Workshop*, Bowling Green State University (6/7-9/2005)
- Tenure and Promotion Workshop*, Bowling Green State University (3/28/2002)
- BaFá BaFá Cross-Cultural Simulation*, College of Business Administration, Bowling Green State University (2/16/2002)
- Internationalization Workshop*, College of Business Administration, Bowling Green State University (5/4/2001)
- Intellectual Property Workshop*, Bowling Green State University (4/20/2001)
- Sexual Harassment Training*, Bowling Green State University (9/19/2000)
- Supplemental Instruction (SI) Learning* presentation by Martin Murray (Queensland University) at the University of Idaho (5/13/1999)
- Fulbright Scholarship* Presentation by (and an individual meeting with) organizational representative Dr. Richard Pettit at the University of Idaho (4/26/1999)
- Writing Across the Curriculum* at the University of Idaho (1/8/1998, 1/9/1998, 1/28/1998)

Computer Technology Classes Taken

- DreamWeaver* class, Bowling Green State University, (7/13/2003 and 7/20/2003)
- Using Blackboard to Develop Online Courses* Seminar, Bowling Green State University (8/29/2002)
- Adobe Acrobat for Web Development*, Bowling Green State University (10/8/2001)
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