



DR JOCHEN WIRTZ

Professor of Marketing, NUS Business School, National University of Singapore

Jochen Wirtz is Vice Dean, Graduate Studies, and Professor of Marketing at the National University of Singapore (NUS). Further, he is an international fellow of the Service Research Center at Karlstad University, Sweden, an Academic Scholar at the Cornell Institute for Healthy Futures (CIHF) at Cornell University, US, and a Global Faculty of the Center for Services Leadership (CSL) at Arizona State University, US. Previously, Dr Wirtz was the founding director of the dual degree UCLA – NUS Executive MBA Program, ranked globally #6 in the Financial Times 2016 EMBA rankings (from 2002 to 2017), an Associate Fellow at the Saïd Business School, University of Oxford (from 2008 to 2013), and a founding member of the NUS Teaching Academy, the NUS think-tank on education matters (from 2009 to 2015).

Dr Wirtz holds a Ph.D. in services marketing from the London Business School. His research focuses on service marketing and management, and he has published over 200 academic articles, book chapters and industry reports (incl. five features in *Harvard Business Review*). His over 10 books include *Services Marketing – People, Technology, Strategy* (World Scientific, 8th edition, 2016), *Winning in Service Markets* (World Scientific, 2017), and *Essentials of Services Marketing* (Pearson Education, 3rd edition, 2017). With translations and adaptations for over 26 countries and regions, and combined sales of some 800,000 copies, they have become globally leading services marketing text books. His other books include *Flying High in a Competitive Industry: Secrets of the World's Leading Airline* (co-authored with Heracleous and Pangarkar, McGraw Hill, 2009).

In recognition of his excellence in teaching and research, Professor Wirtz has received over 40 awards, including the Academy of Marketing Science (AMS) 2012 Outstanding Marketing Teacher Award (the highest recognition of teaching excellence of AMS globally) and the prestigious, top university-level Outstanding Educator Award at NUS. He also was the winner of the inaugural Outstanding Service Researcher Award 2010 and the Best Practical Implications Award 2009, both awarded by Emerald Group Publications. He serves on the editorial review boards of over ten academic journals, including the *Journal of Service Management*, *Journal of Service Research*, *Journal of Service Science*, *Journal of Service Theory & Practice*, *Service Industries Journal*, and *Cornell Hospitality Quarterly*.

Dr Wirtz has been an active management consultant, working with international consulting firms, including Accenture, Arthur D. Little and KPMG, and major service firms in the areas of service strategy, business development and customer feedback systems. He has been involved in a number of start-ups including in Accellion (www.Accellion.com), AngelLoop (www.AngelLoop.com), TranscribeMe (www.TranscribeMe.com), and Up! Your Service (www.UPYourService.com).

Originally from Germany, Professor Wirtz spent seven years in London before moving to Asia. Today, he shuttles between Asia, the US and Europe.

See [LinkedIn](#), [Google Scholar](#) and [ResearchGate](#) for further information. For free downloads of his work see www.JochenWirtz.com.

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Google Scholar: <https://scholar.google.com.sg/citations?hl=en&user=-9L9P0AAAAJ>

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, Graduate Studies; since 2017
- Founding Director, UCLA – NUS Executive MBA Program; achieved a global #6 global Financial Times (FT) ranking in 2016, and #3 Economist Intelligence Unit (EIU) ranking in 2013, 2002 – 2014; since 2006
- Director, Singapore Airlines Engineering Company Senior Executive Program, since 2012
- 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, Faculty Tenure & Promotion Committee (FTPC) 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

Teaching & Education-related Awards and Honours:

- 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
- University-level Annual Teaching Excellence Award, National University of Singapore, 2013
- Winner of the NUS Business School Outstanding Educator Award, 2012
- Winner of the 2012 Academy of Marketing Science (AMS) Outstanding Marketing Educator Award. This is the highest recognition of teaching excellence of AMS globally.
- 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

- 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
- 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.

Research-related Awards and Honours:

- '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.
- 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).
- 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*.
- 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*.
- 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

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

- 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.

	<ul style="list-style-type: none"> • Track Chair – Service Marketing 2006 Academy of Marketing Science Annual Conference. • 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 2016	Member of the Service Management Advisory Panel of the Civil Service College (CSC) Singapore <ul style="list-style-type: none"> • Serve as subject matter expert to provide thought leadership and advice on areas pertaining to service strategy, curriculum and research.
Since 2016	Member of the Singapore Quality Award Management Committee <ul style="list-style-type: none"> • 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
Since 2012	Member of the Singapore Service Excellence Medallion Management Committee <ul style="list-style-type: none"> • Provides guidance on the administration of the Medallion awards, and participate in the assessments and endorse the award recipients
Since 2011	International Fellow of Service Research Centre at Karlstad University, Sweden
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 <ul style="list-style-type: none"> * Teach in customized executive programs for Saïd Business School clients in Oxford
1989 - 1991	Visiting supervisor of MBA projects at City Business School, London <ul style="list-style-type: none"> * 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 <ul style="list-style-type: none"> * Responsible for a research project on crowding, perceived control and consumer choice in retail service outlets
1986 - 1987	Teaching assistant at Thames Polytechnic, London <ul style="list-style-type: none"> * Taught case studies in International Marketing to 1st to 4th year BA (Hons) students

Consulting and Work Experience:

1986 – current	<p>Consultant to various organizations</p> <ul style="list-style-type: none"> * 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, Carnival Cruises, Citibank, Defence Science & Technology Agency (DSTA) in Singapore, DHL, KPMG, KPN, Luis Vuitton, Microsoft, MobileOne, National Library Board Singapore, Nokia, Philips Customer
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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 to 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 to 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.
- * Accellion (www.accellion.com)
 - * AngelLoop (<https://AngelLoop.com>)
 - * TranscribeMe (www.TranscribeMe.com)
 - * UP! Your Service (www.UPYourService.com)

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

LIST OF PUBLICATIONS

JOURNAL PUBLICATIONS

Publications in Internationally Refereed Journals

1. Jochen Wirtz and Valarie Zeithaml (2017), "Cost-Effective Service Excellence", *Journal of the Academy of Marketing Science*. Published Online first. DOI: 10.1007/s11747-017-0560-7
2. Christina Jerger and Jochen Wirtz (2018, forthcoming), "Service Employee Responses to Angry Customer Complaints: The Roles of Customer Status and Service Climate", *Journal of Service Research*.
3. Mahesh Subramony, Karen Holcombe Ehrhart, Markus Groth, Brooks C. Holtom, Danielle D. van Jaarsveld, Dana Yagil, Tiffany Darabi, David Walker, David E. Bowen, Raymond P. Fisk, Christian Grönroos, and Jochen Wirtz (2017, forthcoming), "Accelerating Employee-Related Scholarship in Service Management: Research Streams, Propositions, and Commentaries". *Journal of Service Management*, Vol. 28, No. 5.
4. Michael Ehret and Jochen Wirtz (2017, forthcoming), "Unlocking Value from Machines: Business Models and the Industrial Internet of Things", *Journal of Marketing Management*.
5. Jochen Wirtz and Christina Jerger (2017), "Managing Service Employees: Literature Review, Expert Opinions, and Research Directions", *Service Industries Journal*, Vol. 36, Nos. 15-16, pp. 757-788.
6. B. Ramaseshan, Jochen Wirtz and Dominik Georgi (2017), "The Enhanced Loyalty Drivers of Customers Acquired Through Referral Reward Programs", *Journal of Service Management*, Vol. 28, No. 4, pp. 687-706. DOI 10.1108/JOSM-07-2016-0190
7. Ulrich R. Orth, Jochen Wirtz, and Amelia McKinney (2016), "Shopping Experiences in Visually Complex Service Environments: A Self-Regulation Account", *Journal of Service Management*, Vol. 27, No. 2, pp. 194-217
8. May Lwin, Jochen Wirtz and Andrea J. S. Stanaland (2016), "The Privacy Dyad: Antecedents of Promotion- and Prevention-Focused Online Privacy Behaviors and the Mediating Role of Trust and Privacy Concern", *Internet Research*, Vol. 26, No. 4, pp. 919-941
9. Rodoula Tsiotsou and Jochen Wirtz (2016), "Service Research in the New Economic and Social Landscape", *Journal of Service Theory and Practice*, Vol. 26, No. 2, pp. 134-136.
10. Oly Nelson Ndubisi, Michael Ehret, and Jochen Wirtz (2016), "Relational Governance Mechanisms and Uncertainties in Nonownership Services", *Psychology and Marketing*, Vol. 33, No. 4, pp. 250-266.
11. Jochen Wirtz and Ron Kaufman (2016), "Revolutionizing Customer Service", *Harvard Business Review*, Vol. 94, No. 4, pp. 26-27; featured in Idea Watch section.
12. Jochen Wirtz, Sven Tuzovic and Michael Ehret (2015), "Global Business Services: Increasing Specialization and Integration of the World Economy as Drivers of Economic Growth," *Journal of Service Management*. Vol. 26, No.4, pp. 565-587
13. Sheryl E. Kimes and Jochen Wirtz (2015), "Revenue Management: Advanced Strategies and Tools to Enhance Firm Profitability," *Foundations and Trends in Marketing*, Vol. 8, No. 1, pp. 1-68.
14. Jochen Wirtz, Ping Xiao, Jeongwen Chiang and Naresh Malhotra (2014), "Contrasting Switching Intent and Switching Behavior in Contractual Service Settings", *Journal of Retailing*, Vol. 90, No. 4, 463-480.
15. John E.G. Bateson, Jochen Wirtz, Eugene F. Burke and Carly J. Vaughan (2014), "Sifting to Efficiently Select the Right Service Employees", *Organizational Dynamics*, Vol. 43, 312-320.

16. Ulrich Orth and Jochen Wirtz (2014), "Consumer Processing of Interior Service Environments: The Interplay Among Visual Complexity, Processing Fluency and Attractiveness," *Journal of Service Research*, Vol. 17, No. 3, 296-309.
17. Jochen Wirtz, Sven Tuzovic and Volker G. Kuppelwieser (2014), "The Role of Marketing in Today's Enterprises," *Journal of Service Management*, Vol. 25, No. 2, 171 - 194
18. John E.G. Bateson, Jochen Wirtz, Eugene F. Burke and Carly J. Vaughan (2014), "Psychometric Sifting to Efficiently Select the Right Service Employees," *Managing Service Quality*, Vol. 24, No. 5, 418-433.
 - Lead article of this issue.
 - Emerald Literati Club Highly Commended Award for Excellence 2015 for being one of the top articles published in *Managing Service Quality*
19. Loizos Heracleous and Jochen Wirtz (2014), "Singapore Airlines: Achieving Sustainable Advantage Through Mastering Paradox," *Journal of Applied Behavioral Science*, Vol. 50, No. 2, 150-170.
20. John E.G. Bateson, Jochen Wirtz, Eugene F. Burke and Carly J. Vaughan (2013), "When Hiring, First Test, and Then Interview," *Harvard Business Review*, Vol. 91, No. 11, 34.
 - Reprinted in German: John E.G. Bateson, Jochen Wirtz, Eugene F. Burke and Carly J. Vaughan (2013), "Erst Testen, Dann Einladen," *Harvard Business France*, December, No. 12, 16-17.
 - Reprinted in French: John E.G. Bateson, Jochen Wirtz, Eugene F. Burke and Carly J. Vaughan (2014), "Testez les candidats avant de les rencontrer," *Harvard Business Manager*, June-July issue.
21. Michael Ehret, Vishal Kashyap and Jochen Wirtz (2013), "Business Models: Impact on Business Markets and Opportunities for Marketing Research," *Industrial Marketing Management*, Vol. 42, No. 5, 649-655.
22. Jochen Wirtz, Chiara Orsingher, Patricia Chew and Siok Tambyah (2013), "The Role of Metaperception on the Effectiveness of Referral Reward Programs," *Journal of Service Research*, Vol. 16, No. 1, 82-98
23. Jochen Wirtz, Anouk den Ambtman, Josee Bloemer, Csilla Horváth, B. Ramaseshan, Joris Van De Klundert, Zeynep Gurhan Canli and Jay Kandampully (2013), "Managing Brands and Customer Engagement in Online Brand Communities," *Journal of Service Management*, Vol. 24, No. 3, 223-244.
 - Lead article of this issue.
24. Kristina Wittkowski, Sabine Möller and Jochen Wirtz (2013), "Firms' Intentions to Use Non-Ownership Services," *Journal of Service Research*, Vol. 16, No. 2, 171-185.
25. Breffni M. Noone, Jochen Wirtz and Sheryl E. Kimes (2012), "The Effect of Perceived Control on Consumer Responses to Service Encounter Pace: A Revenue Management Perspective," *Cornell Hospitality Quarterly*, Vol. 53, No. 4, 295-307.
26. Ping Xiao, Christopher Tang and Jochen Wirtz (2011), "Optimizing Referral Reward Programs Under Impression Management Considerations," *European Journal of Operational Research*, Vol. 215, No. 3, 730-739.
27. Jochen Wirtz (2011), "How to Deal with Customer Shakedown," *Harvard Business Review*, Vol. 89, No. 4, 24.
 - Reprinted in Spanish: Jochen Wirtz (2011), "Cómo Lidar Con Las Estafas de Los Clientes," *Harvard Business Review*, Vol. 89, No. 3, 10
 - Reprinted in German: Jochen Wirtz (2011), "Kunden auf Beutezug," *Harvard Business Manager*, October, 16.

28. Jochen Wirtz and Janet R. McColl-Kennedy (2010), "Opportunistic Customer Claiming During Service Recovery," *Journal of the Academy of Marketing Science*, Vol. 38, No 5, 654-675. <http://dx.doi.org/10.1007/s11747-009-0177-6>
29. Loizos Heracleous and Jochen Wirtz (2010), "Singapore Airlines' Balancing Act - Asia's Premier Carrier Successfully Executes a Dual Strategy: It Offers World-Class Service and is a Cost Leader," *Harvard Business Review*, Vol. 88, No. 7/8, 145-149.
 - Reprinted in German: Loizos Heracleous and Jochen Wirtz (2010), "Doppelstrategie: Zwei Wege, Ein Ziel," *Harvard Business Manager*, November, 66-77.
30. Alicia Grandey, Anat Rafaeli, Shy Ravid, Jochen Wirtz and Dirk D. Steiner, (2010), "Emotion Display Rules at Work in the Global Service Economy: The Special Case of the Customer," *Journal of Service Management*, Vol. 21, No. 3, 388-412.
 - Emerald Literati Club Highly Commended Award for Excellence 2011 for one of the top articles published in *Journal of Service Management*
31. Ray Fisk, Stephen Grove, Lloyd C. Harris, Dominique Keeffe, Kate Reynolds, Rebekah Russell-Bennett and Jochen Wirtz (2010), "Customers Behaving Badly: A State of the Art Review, Research Agenda and Implications for Practitioners," *Journal of Services Marketing*, Vol. 26, No. 6, 417-429.
 - Lead article of this issue.
32. Michael Ehret and Jochen Wirtz (2010), "Division of Labor between Firms: Business Services, Non-ownership-value and the Rise of the Service Economy," *Service Science*, Vol. 2, No. 3, 136-145.
 - Lead article of this issue.
 - Honorable mention in 2013 Best Paper Award by INFORMS
33. Jochen Wirtz, Siok Kuan Tambyah and Anna S. Mattila (2010), "Organizational Learning from Customer Feedback Received by Service Employees: A Social Capital Perspective," *Journal of Service Management*, Vol. 21, No. 3, 363-387.
 - Emerald Literati Club Highly Commended Award for Excellence 2011 for one of the top articles published in *Journal of Service Management*
34. Jochen Wirtz and May O. Lwin (2009), "Regulatory Focus Theory, Trust and Privacy Concern," *Journal of Service Research*, Vol. 12, No. 2, 190-207.
35. Jochen Wirtz, Robert Johnston and Christopher Khoe Sin Seow (2009), "Editorial: Research and Practice in Marketing, Human Resources and Operations Management in Services: Perspectives from Asia," *Journal of Service Management*, Vol. 20, No. 5, 480-482.
36. Jochen Wirtz and Michael Ehret (2009), "Creative Restructuring: How Business Services Drive Economic Evolution," *European Business Review*, Vol. 21, No. 4, 380-394.
 - The article is part of the Special Issue Series of *European Business Review* entitled "Views from Global Thought Leaders – IV." It includes articles from a select group of global thought leaders.
37. Loizos Heracleous and Jochen Wirtz (2009), "Strategy and Organization at Singapore Airlines: Achieving Sustainable Advantage Through Dual Strategy," *Journal of Air Transport Management*, Vol. 15, 274-279.
38. Breffni M. Noone, Sheryl E. Kimes, Anna S. Mattila and Jochen Wirtz (2009), "Perceived Service Encounter Pace and Customer Satisfaction: An Empirical Study of Restaurant Experiences," *Journal of Service Management*, Vol. 20, No. 4, 380-403.
 - Lead article of this issue.

39. Jochen Wirtz, Loizos Heracleous and Nitin Pangarkar (2008), "Managing Human Resources for Service Excellence and Cost Effectiveness at Singapore Airlines," *Managing Service Quality*, Vol. 18, No. 1, 4-19.
- Lead article of this issue.
 - 2009 Best Practical Implications Award by Emerald Group Publications; the paper was selected from all academic journals published by Emerald in 2009.
40. Anna S. Mattila and Jochen Wirtz (2008), "The Role of Store Environmental Stimulation and Social Factors on Impulse Purchasing," *Journal of Services Marketing*, Vol. 23, No. 1, 562-567.
41. May O. Lwin, Jochen Wirtz and Jerome D. Williams (2007), "Consumer Online Privacy Concerns and Responses: A Power-Responsibility Equilibrium Perspective," *Journal of the Academy of Marketing Science*, 35 (4), 572 – 585.
42. Jochen Wirtz, Anna S. Mattila and Rachel L. P. Tan (2007), "The Role of Desired Arousal in Influencing Consumers' Satisfaction Evaluations and In-Store Behaviours," *International Journal of Service Industry Management*, Vol. 18, No. 2, 6-24.
- Lead article of this issue.
 - Emerald Literati Club Highly Commended Award for Excellence for one of the top articles published in International Journal of Service Industry Management in 2007
43. Jochen Wirtz, Anna S. Mattila and May O. Lwin (2007), "How Effective Are Loyalty Reward Programs in Driving Share of Wallet?" *Journal of Service Research*, Vol. 9, No. 4, 327-334. DOI: 10.1177/1094670506295853.
44. Jochen Wirtz and Sheryl E. Kimes (2007), "The Moderating Effects of Familiarity on the Perceived Fairness of Revenue Management Pricing," *Journal of Service Research*, Vol. 9, No. 3, 229-240.
45. Jochen Wirtz, May Lwin, and Jerome D. Williams (2007), "Causes and Consequences of Consumer Online Privacy Concern," *International Journal of Service Industry Management*, Vol 18, No. 4, 326-348
- Lead article of this issue.
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- Reprinted update: Jochen Wirtz and Cindy M. Y. Chung (2005), "Singapore: Marketing, Macro Trends and Their Implications for Marketing Management for 2005 and the Years Beyond," in *Handbook of Markets and Economies: East Asia, Southeast Asia, Australia, New Zealand*, edited by A. Pecotich and C. J. Shultz II, 2nd edition, Armonk, New York: M.E. Sharpe, 536-581.

PUBLICATIONS IN CONFERENCE PROCEEDINGS & CONFERENCE PRESENTATIONS

189. 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
190. Bart Lariviers, Jochen Wirtz and Marcus Demmelmaier, "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
191. 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

192. 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
193. Jochen Wirtz and Johanna Froesen, "Design of Effective Customer Feedback Systems", presented at the 2017 QUIS Symposium 17, Porto, Portugal, June 12 to 15, 2017.
194. 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.
195. 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).
196. 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.
197. 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.
198. 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.
199. 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.
200. 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.
201. 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.
202. 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.
203. 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.
204. 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.
205. 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.
206. 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.

207. 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
208. Jochen Wirtz, “Service Research & Teaching,” Presented at the Doctoral Consortium of the 2015 QUIS Symposium 14, Shanghai, China, June 18, 2013.
209. 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
210. 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.
211. 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
212. 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.
213. 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.
214. 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
215. Jochen Wirtz and Valerie Zeithaml, “Cost-effective Service Excellence” Paper presented at the AMA SERVSIG International Research Conference, Thessaloniki, Greece, 13 – 15 June 2014.
216. 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.
217. 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.
218. 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.
219. 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.
220. 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
- 221. 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
- 222. 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”.
- 223. 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.
- 224. 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
- 225. Jochen Wirtz and Valarie Zeithaml, “Cost-effective Service Excellence,” Presented at the 2013 Frontiers in Service Conference, Taipei, Taiwan, 4 – 7 July 2013.
- 226. 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.
- 227. 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.
- 228. 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.
- 229. 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.
- 230. 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.
- 231. 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.
- 232. 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.
- 233. 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

234. 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
235. 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.
236. 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.
237. 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.
238. 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.
239. 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.
240. 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
241. 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.
242. 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.
243. 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.
244. 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.
245. 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.
246. 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.
247. 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.

248. 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
249. 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.
250. 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.
251. 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
252. Jochen Wirtz, "Operationalizing Opportunistic Customer Behavior," Paper presented at the SERVSIG International Research Conference, Porto, Portugal, 17 to 19 June 2010.
253. 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.
254. 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.
255. 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.
256. 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.
257. 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.
258. Jochen Wirtz, "Future Research Opportunities Related to Jaycustomer Behavior," Paper presented at the SERVSIG International Research Conference, Liverpool, United Kingdom, 5-7 June 2008.
259. 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.
260. 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.
261. 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
262. 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.

263. 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.
264. 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.
265. 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
266. 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
267. 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
268. 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
269. 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
270. 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.
271. 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.
272. 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.
273. 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.
274. 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.
275. 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.
276. 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
277. May Oo Lwin and Jochen Wirtz, "Consumer Online Privacy: Viewing Through Customer Relationship Lense," Paper presented at 2005 SERVSIG Research Conference, June, Singapore.
278. 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.

279. 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.
280. 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.
281. 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.
282. 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.
283. 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.
284. 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.
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286. 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.
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