

OFR 2020 6th Annual Symposium

Sponsored by the Marketing Science Institute, Case Western Reserve University, Arizona State University, Florida State University, University of Houston, University of Missouri, University of Nebraska, Oklahoma State University



Thursday, February 13

7:00 – 8:00: Breakfast

8:00 – 8:15: Welcome

OFR genesis and goals: Tom Brown

8:15 – 9:15: Practitioner Keynote: Jürgen Brock, Corporate Executive Assignee, Fujitsu

Keynote Session Lead: Jagdip Singh

9:15 – 10:15: Frontlines in the Age of Machines

Ruth Stock-Homburg

Customer Responses to Service Robots During Service Encounters

R Gary Bridge, Jürgen Kai-Uwe Brock, Jagdip Singh, Satish Nambisan

Organizational Frontline Challenges of Maintaining One-Voice in the Age of Machines

Practitioner Discussant: Betty Moon, Industry Executive Advisor, SAP

10:15 – 10:45: Coffee Break

10:45 – 12:00: OFR Young Scholar Research (YSR) Competition -- 2020 winners

Session Chair: Todd Arnold

Session Discussant: Earl Taylor, Marketing Science Institute

YSR-Competition Sponsors

Michael Ahearne, University of Houston-Stephen Stagner Sales Excellence Institute

Amy Ostrom, Arizona State University-Center for Service Leadership

Ravi Sohi, University of Nebraska-Lincoln-Center for Sales Excellence

"Transitioning Customers from Frontline Employees to a Digital Channel in Business Markets: A Field Study."

Irene Nahm – University of Houston
Mike Ahearne - University of Houston
Seshadri Tirunillai - University of Houston
Phillip Wiseman - University of Houston

"Organizational Agent Voice in B2B Customer Interactions"

Bitty Balducci – University of Missouri
Detelina Marinova - University of Missouri
Jagdip Singh - Case Western Reserve University

"Hidden in Plain Sight: Consumer Response to Pseudo-Secrets in Marketing"

Dafna Goor – Harvard University
Anat Keinan - Boston University
Nir Halevy - Stanford University
Michael I. Norton - Harvard University

12:00: Networking Lunch

12:30 – 1:30: OFR-YSR Led Roundtable and Breakout Sessions

Session Chairs: Linda Alkire, Yashar Atefi, Amy Fehl, Kaushik Jayaram, Corinne Kelley, Justin Lawrence, Mohsen Pourmasoudi, Blake Runnalls, Sunil Singh (coordinator)

Session Co-Chairs: Todd Arnold and Jagdip Singh

This inaugural YSR roundtable discussion will form a basis to develop and nurture a vibrant, OFR-focused research community, consisting of 'late-stage' doctoral candidates, and 'early-stage' assistant professors, with input, mentoring, participation and encouragement from "seasoned" OFR scholars and practitioners. All OFRers are welcome to join and participate to support this initiative.

Session Discussants:

Michael Ahearne, University of Houston
R Gary Bridge, Snow Creek Advisors
Jürgen Kai-Uwe Brock, Fujitsu
Mark Houston, Texas Christian University
Maribeth Kuzmeski, Red Zone Marketing
Amy Ostrom, Arizona State University
Nancy Sirianni, University of Alabama
Ravi Sohi, University of Nebraska-Lincoln
Earl Taylor, Marketing Science Institute

12:30 – 1:30: Roundtable Research Breakout Sessions - Research paper discussions and brainstorming

1:30 – 3:00: Digital Frontlines

Kris Zhou, B.J. Allen, Richard Gretz, Mark Houston

Platform Exploitation: When Service Agents Defect With Customers from Online Service Platforms

Riley Krotz, Stephanie M. Noble, Dhruv Grewal, Carl-Philip Ahlbom, Stephan Ludwig
Designing Brand Descriptions for the Digital Organizational Frontlines

Andrew Crecelius, Justin M. Lawrence, Robert Palmatier

Effects of Sales Channel Specialization in Business-to-Business Markets

Practitioner Discussant: Doug Herman, Director, Global Business Intelligence, Ingram Micro

3:00 – 3:30: Coffee Break

3:30 – 5:00: B2B Selling

Huanhuan Shi, Hari Sridhar, Rajdeep Grewal

The Value of Inside Sales Reps in Business to Business Collaborative Selling

Colleen McClure, Justin Lawrence, Todd Arnold, Lisa Scheer

Counting the Costs (and Opportunities) of Highly Involved B2B Buyers

Ed Nijssen, Michel van der Borgh, Dirk Totzek

Value Based Selling as Fair Treatment Practice: Dealing with Privacy Concerns in Product-Service System Selling

Practitioner Discussant: Sherry Sanger, Chief Marketing Officer, Penske

6:30-9:30: Dinner and Craft Beer Tasting

Karl Strauss, 1157 Columbia St. (5 blocks from the InterContinental hotel)

Friday, February 14

7:15 – 8:00: Breakfast

8:00 – 9:00: Academic Keynote: Barbara Kahn, Wharton School

Keynote Session Lead: Michael Brady

9:00 – 10:00: Consumers and Organizational Frontlines

Nicole J. Heß, Corinne M. Kelley, Maura L. Scott, Martin Mende, Jan H. Schumann
Getting Personal in Public !? How Consumers Respond to Public Personalized Advertising at the Organizational Frontline

Shinhye Kim, Alberto Sa Vinhas, U.N. Umesh, David Sprott
Can Negative Past Experiences Be Turned Into Positive Purchasing Behavior for Reinstated Customers? Regret Effect on Upgrading at Reinstatement

Practitioner Discussant: Maribeth Kuzmeski, President, Red Zone Marketing

10:00 – 10:30: Coffee Break

10:30 – 11:50: Frontline Service Employees: Current Evidence & Future Directions

Session Chair: Mahesh Subramony, Guest Editor, JSR Special Issue

Mahesh Subramony, Markus Groth, Yu Wu, Judy Hu: FSE's across Research Streams: An Integrative Bibliometric Review

Eric Michel, Kris Hall, Matt Leon, Ji Qi, Sven Kepes, Laurence Weinzimmer: Meta-Analytic Review of Employee Engagement and Customer Engagement

Kris Hall, Harrison Pugh, Matt Leon, Brittany Buis, Darren Good, Ji Qi: Differential Effects of Service Leader Behavior on Unit- and Individual-Level Outcomes

David Solnet, Ann Mirabito, Richard Robinson, Bethany Cockburn, Judy Hu, Laura McClelland, Maria Golubovskaya: An Employee-Centered Perspective of Workplace Well-Being: The Neglected FSE

11:50-12:00: Concluding Remarks