



# **Research Traditions within ANZMAC: Reflections on the past 20 years and pathways for the future**

ANZMAC 2018 Fellows Session

## **Service Research**

**Professor Janet R. McColl-Kennedy**

The University of Queensland

# Past 20 years

## Big topics

- **Service failure and recovery** (Sparks and McColl-Kennedy 2001; McColl-Kennedy and Sparks 2003; Wirtz and McColl-Kennedy 2010)
- **Customer emotions – anger, customer rage** (McColl-Kennedy, Smith, Patterson, Brady 2009; Tombs and McColl-Kennedy 2013; Surachartkumtonkun, Patterson and McColl-Kennedy 2013; Surachartkumtonkun, McColl-Kennedy and Patterson 2015; Patterson, Brady and McColl-Kennedy 2016; McColl-Kennedy, Danaher, Gallan, Orsingher, Lervik-Olsen and Verma 2017)
- **Service innovation** (Weerawardena and McColl-Kennedy 2002; Salunke, Weerawardena and McColl-Kennedy 2012, Salunke, Weerawardena and McColl-Kennedy 2016, Salunke, Weerawardena and McColl-Kennedy 2018)
- **Healthcare customer value co-creation** (McColl-Kennedy et al. 2012; Sweeney, Danaher and McColl-Kennedy 2015; McColl-Kennedy, Hogan, Witell and Snyder 2017)
- **Value cocreation** (Frow, McColl-Kennedy, Hilton, Davidson, Payne and Brozovic 2014; Frow, McColl-Kennedy and Payne 2016)
- **Customer experience** (McColl-Kennedy, Cheung and Ferrier 2015; Bolton, McColl-Kennedy, Cheung, Gallan, Orsingher, Witell and Zaki 2018; McColl-Kennedy, Zaki, Lemon, Urmetzer and Neely 2019)

# “You’re punching well above your weight” Parsu

Parasuraman

- **Published in the top service journal - *Journal of Service Research***

<https://journals.sagepub.com/impact-factor/jsr>

- 6.8 Impact factor
- Number 6 out of 140 Business journals
- 4 out of 9 current “OnlineFirst” articles are Australian authors
  - **McColl-Kennedy, Zaki, Lemon, Urmetzer and Neely** “Gaining Customer Experience Insights That Matter”
  - **Orth, Lockshin, Spielmann and Holm** “Design Antecedents of Telepresence in Virtual Service Environments”
  - **Ng, Sweeney and Plewa** “Managing Customer Resource Endowments and Deficiencies for Value Cocreation: Complex Relational Services”
  - **Tsarenko, Strizhakova and Otnes** “Reclaiming the Future Understanding Customer Forgiveness of Service Transgressions”
- **Invited on to international Advisory Boards/Faculty** e.g. Cambridge Service Alliance, University of Cambridge; CTF Service Research Center, Karlstad, Sweden; Cornell Healthy Living; Center for Service at Arizona State University ASU.

# Key conferences and Special Issues

- **2006 Frontiers in Service Conference** held at UQ

Chairs: Professors Roland Rust and Janet McColl-Kennedy (UQ)

- The first **Forum on Markets and Marketing (FMM) 2008**

Chairs: Professor Roger Layton (UNSW), Stephen Vargo and Bob Lusch held at University of New South Wales, Sydney

(followed by University of Cambridge (2010), University of Auckland (2012), Karlstad University, Sweden, (2014), University of Warwick (2016), University of Arizona, Tucson (2018))

- **Theorizing Beyond the Horizon: Service Research in 2050** held at UQ  
November 2017

Chairs: Professors Byron Keating (ANU), Janet McColl-Kennedy(UQ) and David Solnet (UQ) plus Special Issue of *Journal of Service Management* (November issue 2018) –

8 papers

# Where to from here? Next 20 years

- **Customer Experience** – interconnecting physical, digital and social worlds
- **Customer Experience measurement**
- **Using text analytics** in decision making e.g. customer experience
- **Artificial intelligence (AI)**, robots on the frontline, virtual reality (VR), augmented reality (AR), wearable technologies, machine to machine
- **Customer emotions**
- **Transformative service research (TSR)** including bottom of the pyramid
- **Healthcare** – multiparty decision making, modelling healthcare customer choices
- **Data security**
- **Service ecosystems**
- **More cross discipline research**

(Source: See McColl-Kennedy (2018), “From Whence to Where in Service Science: A Perspective on the Field”, In: Maglio P., Kieliszewski C., Spohrer J., Lyons K., Patrício L., Sawatani Y. (eds) Handbook of Service Science, Volume II. Service Science: Research and Innovations in the Service Economy. Springer, Cham. [https://doi.org/10.1007/978-3-319-98512-1\\_32](https://doi.org/10.1007/978-3-319-98512-1_32))

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