

Interdisciplinary Research Theme

Service Innovation Alliance (SIA)

cocreating transformative solutions with impact

Themes	Examples of Key Capabilities
1. Customer Experience 2. Service Workers 3. Service Innovation	Cocreating new service experiences Managing service systems Applying emerging technologies (e.g. AI, VR, robotics, virtual agents)

Academic Leads	International Faculty	Postdocs and Research Fellows
Professor Janet McColl-Kennedy Dr Christoph Breidbach	Professor Tor W. Andreassen (Norwegian School of Economics) Professor Ruth Bolton (Arizona State University) Professor Michael Brady (Florida State University) Professor Rod Brodie (The University of Auckland) Professor Anders Gustafsson (BI Norwegian Business School)	Dr Edgar Brea Dr Isabel Buitrago-Franco Dr Elnaz Irannezhad Dr Mahboobeh (Mia) Moghaddam Dr Cristyn Meath Dr Tam Nguyen Dr Tapani Rinta-Kahila
Academics		PhD Candidates
Professor Mark Dodgson Professor Marta Indulska Professor Brent Ritchie Professor Lisa Ruhanen Associate Professor Pierre Benckendorff Associate Professor Tim Kastle Associate Professor David Solnet Associate Professor Gabby Walters Associate Professor Jay Weerawardena Dr Henri Burgers Dr Nicole Hartley Dr Caihui (Veronica) Lin Dr Jo Previte Dr Rakesh Ranjan Dr Lilliemay (Lily) Cheung Dr Anthony Davidson Dr Teegan Green Dr Claudia Gonzalez Dr Alison Joubert Dr Alexandra (Ali) Kriz Dr Ida Asadi Someh Dr Frederik von Briel	Professor Damian Hine (Kemmy Business School) Professor Paul Maglio (University of California) Professor Andi Smart (University of Exeter) Associate Professor John Steen (University of British Columbia) Professor Lars Witell (Linkoping University, Sweden) Dr Mohamed Zaki (University of Cambridge)	Sadegh Babakhanifard Daniela Berg Zhiming Deng Maria Golubovskaya Yawei Jiang Anna Keilbach Shasha Liu Shahrzad Roohy Gohar Zahra Tabaei Aghdaei James (Jimmy) Tarbit Silviana (Silvia) Tana Yumeng (Spencer) Tong

Honorary Professors	International Affiliations
Professor Martie-Louise Verreyne (RMIT)	Cambridge Service Alliance, University of Cambridge • Cornell Institute for Healthy Futures, Cornell University • CTF Service Research Center, Karlstad University • Internationally Scientific Advisory Board (ISAB) Norwegian School of Economics • Center for Service, Arizona State University • Florida Tourism Crisis Management Institute

Industry Partners

Industry Advisory Board

Dr Paul Bowers, Managing Director Renee Davidson, General Manager, Marketing and Digital Graham Dickens, GM Service Strategy & Architecture Jamie Ford, Executive Director, Queensland Lisa Jenkinson, Director, Innovation, Digital & Data (Qld) Mark Olsen, CEO Nicole Stirling, CEO Terrence Teh, Director and Head of Strategy and Digital Jason Titman, Director Alex Twigg, CEO Melissa Witheriff, Head of Digital Innovation Oriana Wyrozowska, Senior Investment Manager, Tourism	Blue Helix RACQ Judo Bank Practera KPMG Australia Tropical Tourism North Queensland Stirling Marketing Pitcher Partners integr8 Shift Happens Group Credit Union Australia Brisbane Marketing	
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Over \$15 million from the ARC, Government, university and industry partners; and \$1.78 million in teaching and learning grants	Outcomes (Academics only)	18,525+ citations	1319+ publications	238 total h-index	116 completed supervisions	82 current supervisions	130+ industry grants
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