

**Paul W. Fombelle**  
**Associate Professor of Marketing**  
**Thomas E. Moore Faculty Fellow**

Marketing Group  
D'Amore-McKim School of Business  
Northeastern University

Office Phone: 617-373-5253  
Cell Phone: 518-331-8071  
E-mail: P.fombelle@northeastern.edu

Website: PaulFombelle.com

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**Education**

**Ph.D.**

Business Administration, Emphasis: Marketing  
W. P. Carey School of Business, Arizona State University, Tempe, AZ  
Completed: May 2010

**B.S.**

Business Administration, Emphasis: Marketing, *Magna cum Laude*,  
Ithaca College, Ithaca, NY  
Graduated: May 2003

**Academic Positions**

June 2016 - Present

Associate Professor of Marketing, D'Amore-McKim School of Business,  
Northeastern University

2010 – Present

Faculty Fellow, Center for Services Leadership, W.P. Carey College of  
Business, Arizona State University

Sept 2010- June 2016

Assistant Professor of Marketing, D'Amore-McKim School of Business,  
Northeastern University

**Research Focus:** Service Innovation; Customer Feedback Management; Field Experiments;  
Transformative Consumer Research (Health Care); Social Identity

**Articles in Referenced Journals**

Voorhees, C. M., Fombelle, P. W., & Bone, S. A. (2020), "Don't Forget about the frontline employee during the COVID-19 pandemic: Preliminary insights and a research Agenda on Market Shocks," *Journal of Service Research*, 396-400.

Fang, D., Fombelle, P. W., & Bolton, R. N. (2020), "Member Retention and Donations in Nonprofit Service Organizations: The Balance Between Peer and Organizational Identification," *Journal of Service Research*.

Fombelle, P.W., Voorhees, C., Jenkins, M.R., Sidaoui, K., Benoit, S., Gruber, T., Gustafsson, A., and Abosag, I. (2020), "Customer Deviance: A Framework, Prevention Strategies, and Opportunities for Future Research," *Journal of Business Research*, 116, 387-400.

Voorhees, C., Fombelle, P.W., Gregoire, Y., Gustafsson, A., Bone, S.A., and Sousa, R. (2017), "Service Encounters, Experiences and the Customer Journey: Defining the Field and a Call to Expand beyond the Core Service Encounter," *Journal of Business Research*, 79, 269-280.

Bone, S.A., Lemon, K.N., Voorhees, C., Liljenquist, K.A., Fombelle, P.W., DeTienne, K.B., and Money, R.B. (2017), "Mere Measurement Plus": How Solicitation of Open-Ended Positive Feedback Influences Customer Purchase Behavior," *Journal of Marketing Research* 54(1), 156-170.

- Fombelle, P.W., Bone, S.A., and Lemon, K.N. (2016), "Responding to the 98%: Face-Enhancing Strategies for Dealing with Rejected Customer Ideas," *Journal of the Academy of Marketing Science*, 44(6), 685-706.
- Snyder, H., Witell, L., Gustafsson, A., Fombelle, P.W., and Kristensson, P. (2016), "Identifying Categories of Service Innovation: A Review and Synthesis of the Literature," *Journal of Business Research*, 69(7), 2401-2408.
- Witell, L., Snyder, H., Gustafsson, A., Fombelle, P.W., and Kristensson, P. (2016), "Defining Service Innovation: A Review and Synthesis," *Journal of Business Research*, 69(8), 2863-2872.
- Hill, K., Fombelle, P.W., and Sirianni, N. (2016), "Shopping Under the Influence of Curiosity: How Retailers Use Mystery to Drive Purchase Motivation," *Journal of Business Research*, 69(3), 1028-1043. (Best Paper Award in Consumer Behavior and Psychology Track at 2013 American Marketing Association Summer Educator's Conference)
- Bone, S.A., Fombelle, P.W., Ray, K.R., and Lemon, K.N. (2015), "How Customer Participation in B2B Peer-to-Peer Problem-Solving Communities Influences the Need for Traditional Customer Service," *Journal of Service Research*, 18(1), 23-38. *Featured in: CSL Blog* <http://wp.me/p3C2XT-em>. (Best Practitioner Paper at Frontiers in Service Conference 2011).
- Fombelle, P.W., Cialdini, R., Sirianni, N., and Goldstein, N. (2015), "The VIP Phenomenon: The Role of Social Comparison in Status-Oriented Experiences," *Journal of Business Research*, 68(9), 1987-1996.
- Loveland, J., Thompson, S., and Fombelle, P.W. (2014), "Thematic Discrepancy Analysis: Gaining Insights to Target Lurkers," *Journal of Interactive Marketing*, 28(1), 55-67.
- Vorhees, C., Fombelle, P.W., Allen, A., and Bone, S.A. (2014), "Managing Post-Purchase Moments of Truth: Leveraging Customer Feedback to Increase Loyalty," in *MSI Reports*, Report No. 14-115, Marketing Science Institute, Cambridge, MA. Summarized in Insights from MSI, the MSI practitioner newsletter sent to over 20,000 managers and executives, 2015 Issue #1.
- Fombelle, P.W., Jarvis, C.B., Ward, J., and Ostrom, L. (2012), "Leveraging Customers' Multiple Identities: Identity Synergy as a Driver of Organizational Identification," *Journal of the Academy of Marketing Science*, 40(4), 587-604.

### **Cross-Disciplinary Publications**

- Hartevelde, C., Kleinman, E., Rizzo, P., Schouten, D., Nguyen, T., Liberty, S., Kimbrough, W., Fombelle P.W., and Seif El-Nasr, M. (2019), "Teamwork and Adaptation in Games (TAG): A Survey to gauge Teamwork," in Proceedings of the 14th International Conference on the Foundations of Digital Games, 18. ACM.

### **Books Chapters**

- Baker, T. L., Fombelle, P.W., Voorhees, C., Hall, K. K. L., & Runnalls, B. (2019), "The Impact of Customer Engagement Behaviors and Majority/Minority Information on the Use of Online Reviews. In *Handbook of Research on Customer Engagement*. Edward Elgar Publishing.
- Beckers, S. F., Bone, S. A., Fombelle, P.W., van Doorn, J., Verhoef, P. C., and Ray, K. R. (2018), "Happy Users, Grumpy Bosses: Current Community Engagement Literature and the Impact of Support Engagement in a B2B Setting on User and Upper Management Satisfaction," in *Customer Engagement Marketing*, Palgrave Macmillan, Cham, 141-169

### **Research Under Review**

- Beck, J., Vorhees, Fombelle, P.W., and Lemon, K., "Putting Words in Their Mouths: The Benefits of Reducing Customer Effort on Post-Transaction Social Media Word of Mouth," in data collection stage. Invited Revision at *Journal of Consumer Research*.
- Mason, Jenkins, Fombelle, P.W., and Steffel, M., "When Apology is Not the Best Policy: Apologies for

Service Failure Negatively Impact Consumer Judgment and Behaviors,” Submitted to Journal of Marketing Research.

Fombelle, P.W., Voorhees, C., Bone, S.A., and Allen, A., “Managing Post Purchase Interactions: Leveraging Customer Feedback to Strengthen Relationships and Increase Customer Spending,” submitted for 1<sup>st</sup> round at *Journal of Consumer Research*.

### **Research in Progress**

Smith, K., O’Hern, M., Jenkins, M., and Fombelle, P.W., “Product Co-Creation: A Relational Synthesis & Systematic Review,” finalizing manuscript for *Journal of Marketing Research*.

Fombelle, P.W., Thompson, S., Brady, M., Ray, K., Bone, S.A., “Cliffs of Dissatisfaction: The Effect of Introducing Technology-Based Innovations on Service Employees & Customers,” finalizing manuscript for *Journal of Marketing*.

Fombelle, P.W., Gustafsson, A., Witell, L., Lofgren, M., and Voorhees, C., “Strings Attached: The Financial Outcome of Gratitude and Obligation in Firm Gift Giving,” preparing manuscript for *Marketing Science*.

Tignor, S.M., Fombelle, P.W., and Sirianni, N., “Fun Made Me Do It! Transforming Consumer Well-Being Through Serious Play,” preparing Manuscript for *Journal of Service Research*.

Kim, M., Ramdin, V., Fombelle, P., and Hanrahan, N. “Designing At-home Healthcare Service System to Support the Autonomy of People Who Live Alone,” in conceptual development stage.

Fombelle, P.W. and Voorhees, C., - Working with global grocer Tesco to understand Value vs Quality positioning, in what stage?

LaBrecque, A., Voorhees, C., Khodakarami, F., and Fombelle, P.W., - We are exploring the effectiveness of online native ads-a type of display advertising, in what stage?

### **Funded Research/Grants- Total Funds to Date: \$706,500**

Jenkins, M. and Fombelle, P.W., “I’m Sorry for not Being Sorry: An Argument for Withholding an Apology After Service Failures,” In partnership with Takeout Central. Funded by Marketing Science Institute Grant - **\$5,000** – 2018

El-Nasr, M., Harteveld, C., Rizzo, P., and Fombelle, P.W., “Advancing Methodology for Social Science Research using Alternate Reality Games: Proof-of-Concept Through Measuring Individual Differences and Adaptability,” DARPA Grant - **\$500,000** – 2017

El-Nasr, M., Harteveld, C., Rizzo, P., and Fombelle, P.W., “Advancing Methodology for Social Science Research using Alternate Reality Games: Proof-of-Concept Through Measuring Individual Differences and Adaptability,” Tier 1 Northeastern University Grant - **\$50,000** – 2017

Kim, M., Ramdin, V., Fombelle, P.W., and Hanrahan, N., “Designing At-home Healthcare Service System to Support the Autonomy of People Who Live Alone,” Tier 1 Northeastern University Grant - **\$50,000** – 2017

Fombelle, P.W. (Co-Principal), Brady, M. (Co-Principal), and Bone, S.A. (Co-Principal), "Oracle-Service Innovation Implementation and the Voice of the Employee", Oracle & The Center for Services Leadership. Funded by Oracle - **\$45,000** – 2014

Fombelle, P.W., Voorhees, C., Bone, S.A., and Allen, A., “Managing Post-Purchase Moments of Truth: Leveraging Customer Feedback to Increase Loyalty,” In partnership with Darden Restaurants. Funded by MSI Grant - **\$6,500** – 2012

Fombelle, P.W. (Co-Principal), Lemon, K.N. (Co-Principal), and Bone, S.A. (Co-Principal), "Oracle Online Community Engagement," Oracle & The Center for Services Leadership. Funded by Oracle - **\$50,000** – 2011

### **Referenced Conference Proceedings**

Jenkins, M., Fombelle, P., Steffel, M. (2020). I’m Sorry for Not Being Sorry: An Argument for

Withholding an Apology Following Service Failures. Paper presented at the Society for Consumer Psychology, Huntington Beach, California. March 2020.

Jenkins, M., Fombelle, P., Steffel, M. (2020). I'm Sorry for Not Being Sorry: An Argument for Withholding an Apology Following Service Failures. Paper presented at the American Marketing Association Winter Academic Meeting, San Diego, California. February 2020.

**\* Best Paper in Track: Service Sciences and Retailing**

Beck, J.M., Voorhees, C.M., Fombelle, P.W., Lemon, K.N., and Teal, R., "Managing the Conversation: Shaping Valence and Online Engagement by Decreasing Customer Effort," *Frontiers in Service Conference*, National University of Singapore, Singapore, July 2019.

Matthew S. O'Hern, Keith Marion Smith, Mason R. Jenkins, & Paul W. Fombelle, "Innovation Co-Creation: A Relational Synthesis & Systematic Review," *R&D Management Conference*, Paris, France, July 2019.

Fombelle, P.W., Hartevelde, C., Nguyen, T., Rizzo, P., Bunian, S., Javvaji, N., Madkour, A.A., Nai, S., Kleinman, E., Schouten, D., and Seif El-Nasr, M., "Developing an AI Model to Capture How Teams Adapt in an Unpredictable Marketing Environment," *Frontiers in Service*, Austin, TX, September 2018.

Jenkins, M., Fombelle, P.W., and Steffel, M., "I'm Sorry for Not Being Sorry: An Argument for Withholding an Apology Following Service Failures," *Frontiers in Service*, Austin, TX, September 2018.

Kim, M., Ramdin, V., Fombelle, P.W., and Hanrahan, N., "Designing At-Home Healthcare Service System to Support the Autonomy of People Who Live Alone," *Frontiers in Service*, Austin, TX, September 2018.

Smith, K., O'Hern, M., Jenkins, M., & Fombelle P.W., "Product Co-Creation: A Relational Synthesis & Systematic Review," paper presented at the *BI-Journal of the Academy of Marketing Science Thought Leaders Conference on Generalizations in Marketing: Systematic Reviews and Meta-Analyses*, Oslo, Norway, June 2018.

Jenkins, M. and Fombelle, P.W., "I'm Sorry for Not Being Sorry: An Argument for Withholding an Apology Following Service Failures. *2018 Winter AMA Educators' Conference*, New Orleans, LA. February 2018.

Beck, J., Voorhees, C.M., and Fombelle, P.W., "Putting Words in Their Mouths: The Benefits of Reducing Customer Effort on Post-Transaction Social Media Word of Mouth," *Quis Symposium 15*, New York, NY, June 2017.

Beck, J., Voorhees, C.M., and Fombelle, P.W., "Putting Words in Their Mouths: The Benefits of Reducing Customer Effort on Post-Transaction Social Media Word of Mouth," *Frontiers in Service*, New York, NY, June 2017.

Beck, J., Voorhees, C.M., and Fombelle, P.W., "Putting Words in Their Mouths: The Benefits of Reducing Customer Effort on Post-Transaction Social Media Word of Mouth," *2017 Winter AMA Educators' Conference*, Orlando, FL, February 2017.

Tignor, S.M., Fombelle, P.W., and Sirianni, N., "Proud When I do, Guilty When I Don't: Leveraging the Self-Conscious Emotions to Improve Consumer Well-Being," *Frontiers in Service*, Bergen, Norway, June 2016.

Voorhees, C.M., Baker, T., Fombelle, P.W., and Runnalls, B.A., "Majority and Minority Influence Associated with Online Reviews," *2016 Winter AMA Educators' Conference*, Las Vegas, NV, February 2016.

Fombelle, P.W., Bone, S.A., Thompson, S., Brady, M., and Ray, K., "Cliffs of Dissatisfaction: The Effect of Introducing Technology- Based Innovations on Service Employees & Customers," *Summer American Marketing Association Summer Educators' Conference*, Chicago, IL, August 2015.

- Tignor, S.M., Fombelle, P.W., and Sirianni, N., "Fun Made Me Do It: Transforming Consumer Well-Being Through Serious Play," *Frontiers in Service*, San Jose, CA, June 2015.
- Tignor, S.M., Fombelle, P.W., and Sirianni, N., "Fun Made Me Do It: Transforming Consumer Well-Being Through Serious Play," *Association for Consumer Research*, Baltimore, MD, October 2014.
- Ray, K., Fombelle, P.W., Bone, S.A., Thompson, S., and Brady, M., "Cliffs of Dissatisfaction: The Effect of Introducing Technology-Based Innovations on Service Employees & Customers," *Frontiers in Service*, Miami Florida, June 2014.
- \*2014 Best Practitioner Paper.
- Ray, K., Fombelle, P.W., Bone, S.A., Thompson, S., and Brady, M., "The Effect of Introducing Technology Based Innovations on Employees & Customers," *Servsig*, Thessaloniki, Greece, June 2014.
- Hill, K. and Fombelle, P.W., "The Uninformed Consumer: Using Curiosity to Elicit Word of Mouth, and Purchase Intentions," *American Marketing Association Summer Educators' Conference*, Boston, MA, August 2013.
- \*Best Paper Award in Consumer Behavior and Psychology Track.
- Tignor, S.M., Fombelle, P.W., and Sirianni, N., "Co-creating Fun: Improving Consumer Well-being through Teamwork and Enjoyment," *American Marketing Association Summer Educators' Conference*, Boston, MA, August 2013.
- Beckers, S., Bone, S.A., Fombelle, P.W., and Ray, K., "Help Yourself, but Share with Others: How Operating a B2B Customer Support Community Can Build Firm Level Loyalty," *International Research Symposium on Service Excellence Management*, QUIS 13, Karlstad, Sweden, June 2013.
- Hill, K. and Fombelle, P.W., "The Uninformed Consumer: Using Curiosity to Elicit Word of Mouth, and Purchase Intentions," *International Research Symposium on Service Excellence Management*, QUIS 13, Karlstad, Sweden, June 2013.
- Snyder, H., Gustafsson, A., Fombelle, P.W., Witell, L., and Kristensson, P., "What is Service Innovation," *Naples Service Forum*, Ischia, Italy, June 2013.
- Fombelle, P.W., Voorhees, C., Bone, S.A., and Allen, A., "Managing Post-Purchase Moments of Truth: Leveraging Customer Feedback to Increase Loyalty," *American Marketing Association Winter Educators' Conference*, Las Vegas, Nevada, February 2013.
- Baker, T.L., Fombelle, P.W., and Voorhees, C.M. "Understanding Consumers' Processing of Online Review Information," *AMA SERVSIG 2012 International Service Research Conference*, Hanken School of Economics, Hlesinki, Finland, June 2012.
- Beckers, S., Bone, S.A., Fombelle, P.W., and Ray, K., "How Does a B2B Customer Support Community Influence Customer Loyalty and Future Customer Engagement?" *Frontiers in Service*, Bethesda, Maryland, June 2012.
- \*2012 Best Practitioner Paper Finalist
- Gustafsson, A., Fombelle, P.W., Witell, L., and Kristensson, P., "Unleashing Innovation and Learning Service Innovation," *Frontiers in Service*, Bethesda, Maryland, June 2012.
- Thompson, S., Loveland, J., and Fombelle, P.W., "Thematic Discrepancy Analysis: Gaining Insights to Target Lurkers," *American Marketing Association Winter Educators' Conference*, St. Petersburg, Florida, February 2012.
- Baker, T.L., Fombelle, P.W., Voorhees, C.M., Yopchik, J.E. "Understanding Consumers' Processing of Online Review Information," *International Research Symposium on Service Excellence Management*, QUIS 12, Ithaca, NY, June 2011.
- Bone, S.A., Fombelle, P.W., and Lemon, K.N., "Cross-Channel Participation of B2B Customers in Online Support Communities and its Influence on Loyalty and Repurchase," *International Research Symposium on Service Excellence Management*, QUIS 12, Ithaca, NY, June 2011.

- Bone, S.A., Fombelle, P.W., and Lemon, K.N., "Work Smarter Not Harder: How Customer Participation in B-2-B Online Support Communities Influences Their Need for Service," *Frontiers in Service*, Columbus, Ohio, June 2011.  
 \*2011 Best Practitioner Paper.
- Fombelle, P.W., Gustafsson, A., Lofgren, M., and Witell, L., "The Influence of a Small Gift and Personal Greeting on the Customer Experience," *International Research Symposium on Service Excellence Management*, QUIS 12, Ithaca, NY, June 2011.
- Fombelle, P.W., Bone, S.A., Lemon, K.N., "Suggestions are Welcome: Provider Response to Unsolicited Feedback," AMS Annual Conference, *Academy of Marketing Science*, Coral Gables, Florida, May 2011.
- Bone, S.A., Fombelle, P.W., and Lemon, K.N., "'Customer, Will You Marry Me?' Engaging Customers through Company and Peer Responses to Customer Ideas in a Social Media Environment," *American Marketing Association Winter Educators' Conference*, Austin, Texas, February 2011.
- Bone, S.A., Fombelle, P.W., and Lemon, K.N., "Thumbs Up or Thumbs Down: How Do Responses to User-Generated Ideas in a Social Media Environment Influence Customer Advocacy and Repurchase Behaviors?" *Frontiers in Service*, Karlstad, Sweden, June 2010.
- Fombelle, P.W., Gustafsson, A., and Witell, L., "Give and Thou Shall Receive: Customer Reciprocity in Retail Setting," *Frontiers in Service*, Karlstad, Sweden, June 2010.
- Fombelle, P.W., Bone, S.A., Lemon, K.N., and Ward, J., "Thanks, But No Thanks: The Impact of Provider Responses to Customer Advice on Customer Advocacy," *SERVSIG AMA*, Porto, Portugal, June 2010.
- Fombelle, P.W., Bone, S.A., Lemon, K.N., and Ward, J., "Thanks, But No Thanks: The Impact of Provider Responses to Customer Advice on Customer Advocacy," *American Marketing Association Winter Educators' Conference*, New Orleans, Louisiana, February 2010.
- Fombelle, P.W., Bone, S.A., Ward, J., Kay Lemon, and Fine, H., "Suggestions are Welcome: Provider Responses to Unsolicited Advice Feedback," *Frontiers in Service*, Honolulu, Hawaii, October 2009.
- Fombelle, P.W., Jarvis, C.B., Ward, J., Ostrom, L., and Sinha, R., "Multiple Identities: Identity Overlap and Synergy as Drivers of Organizational Identification," Emerging Perspectives in Services Research: Runner-Up of the 'Fisher IMS and AMA SERVSIG Dissertation Proposal Competition, Runner-up, *Winter AMA Conference*, Tampa, Florida, February 2009.
- Fombelle, P.W., Cialdini, R., and Goldstein, N., "The VIP Phenomenon: The Role of Social Comparison in Status-Oriented Experiences," *The Society for Consumer Psychology*, San Diego California, February 2009.
- Fombelle, P.W., "Multiple Identities: Identity Overlap and Synergy as Drivers of Organizational Identification," *Southwest Doctoral Consortium*, Houston, Texas, April 2008.
- Fombelle, P.W., Cialdini, R., and Goldstein, N., "The VIP Phenomenon: Can I Be Special Too?," *International Research Symposium on Service Excellence Management*, QUIS 10, Orlando Florida, June 2007.
- Fombelle, P.W. and Bolton, R., "Organizational Identity: Maximizing a Member's Value to the Organization," *Sales force and Relationships track at the 2007 Winter AMA Conference*, San Diego, California, February 2007.
- Fombelle, P.W. and Laidler-Kylander, N. "2006 AMA Nonprofit Marketing Conference Summary," *AMA Nonprofit Marketing Conference*, July 2006.

### **Invited Presentations**

- Fombelle, P.W., Invited Research Talk, "Managing Post-Purchase Service Experiences: Leveraging Customer Feedback to Strengthen Relationships and Increase Customer Spending," Michigan State, January 2017.
- Fombelle, P.W., Invited Research Talk, "Field Experiments: Connecting Managerial Value to Academic

- Theory,” Arizona State, February 2017.
- Fombelle, P.W., Invited Research Talk, “Field Experiments: Connecting Managerial Value to Academic Theory,” Utah State, March 2017.
- Fombelle, P.W., Invited Research Talk, “PDMA Doctoral Consortium, Product Development & Management Association,” University of New Hampshire, 2017.
- Fombelle, P.W., Voorhees, C.M., Bone, S.A., and Allen, A., “Managing Post Purchase Interactions: Leveraging Customer Feedback to Strengthen Relationships and Increase Customer Spending,” *Marketing Science Institute Trustees Meeting*, San Francisco, November 2016.
- Beckers, S., Bone, S.A., Fombelle, P.W., Verhoff, P., and Ray, K., “Happy Users, Grumpy Bosses: How B2B Customer Support Channels Impact User and Upper Management Satisfaction,” *Thought Leaders in Customer Engagement and Customer Relationship Management Conference*, MSI, HEC Paris, June 2015.
- Voorhees, C.M., Fombelle, P.W., Bone, S.A., and Allen, A., “Managing Post Purchase Interactions: Leveraging Customer Feedback to Strengthen Relationships and Increase Customer Spending,” MSI, HEC Paris, June 2015.
- Beckers, S., Bone, S.A., Fombelle, P.W., and Ray, K., “How Does a B2B Customer Support Community Influence Customer Loyalty and Future Customer Engagement?” *Positive Marketing Conference*, New York City, New York, November 2012.  
\*2012 Best Positive Marketing Paper Finalist.
- Fombelle, P.W., Bone, S.A., and Lemon, K.N., “Work Smarter Not Harder: How Customer Participation in B-2-B Online Support Communities Influences Their Need for Service,” *HEMA Research Group Talk*, Helsinki, Finland, June 2012.
- Fombelle, P.W., Bone, S.A., and Lemon, K.N., “Work Smarter Not Harder: How Customer Participation in B-2-B Online Support Communities Influences Their Need for Service,” *Center for Service Leadership Annual Meeting*, Phoenix, AZ, January 2012.
- Lemon, K.N., Fombelle, P.W., and Bone, S.A., “Listen Up! Getting the Most Out of Your Customer Feedback.”  
-*Georgia State University Marketing Roundtable*, October 2010.  
-*HEC Montreal*, October 2010.  
-*Ph.D. Project, AMA Summer Conference, Keynote Speech*, Boston, August 2010.  
-*Singapore Management University Institute of Service Excellence Conference*, July 2010.  
-*University of Arizona Eller College of Management*, Tucson, AZ, March 2010.  
-*Center for Services Leadership Board and Fellows Meeting*, Phoenix, AZ, February 2010.

### **Research Affiliations**

- Center for Services Leadership, Arizona State University, Research Faculty, 2010-current.
- Service Research Center, Karlstad University, Sweden, Research Faculty, 2008-2018.

### **Research Awards**

- 2017-2020: Web of Science “Highly Cited” Paper Award, placing Voorhees et al. (2017) JBR in the top 1% of its academic field based on a highly cited threshold for the field and publication year.
- 2018: Web of Science “Hot Paper” due to receiving enough citations in January/February 2018 to place it in the top 0.1% of papers in its academic field.
- 2018 Thomas Moore Research Fellow
- 2014 Best Practitioner Paper, Frontiers in Service Conference– CSL/Oracle Project
- 2013 & 2014 DMSB Summer Research Award
- 2012-2014 Riesman Research Professor Award
- 2013 Best Paper Award in CB and Psychology Track at 2013 Summer AMA Conference
- 2013 Customer Experience Excellence Award Winner-Temkin Group (Oracle Project)

- 2012 Best Positive Marketing Paper Finalist
- 2012 Best Practitioner Paper Finalist, Frontiers in Service Conference– CSL/Oracle Project
- 2011 Best Practitioner Paper, Frontiers in Service Conference– CSL/Oracle Project
- 2011 TSIA (Technology Services Industry Association) Star Award - for Excellence in Innovative Support- CSL/Oracle Project
- 2009 Alfred Schmidt Memorial Doctoral Fellow
- 2009 Center for Services Leadership Travel Grant
- 2009 Runner-Up - Fisher IMS and AMA SERVSIG Dissertation Proposal Competition
- 2007 Alfred Schmidt Memorial Doctoral Fellow
- 2007 Center for Service Leadership Doctoral Fellowship Scholarship
- 2007 Southwest Doctoral Consortium Fellow
- 2007 University Graduate Fellowship Block Grant Award

### **Teaching Awards**

- Best Teacher (Top 3), Northeastern University Undergraduate Program - 2014/2015
- Nominated for Northeastern University Excellence in Teaching Award – 2011/2012, 2012/2013, 2013/2014, 2014/2015
- Northeastern University Faculty Favorite – 2012/2013
- Arizona State Doctoral Student Teaching Excellence Award – 2008

### **Professional Service**

- **Editorial Review Board**, *Journal of Service Research*
- **Editorial Review Board**, *Journal of Business Research*
- **Ad Hoc Journal Reviewer**, *Journal of the Academy of Marketing Science*
- **Ad Hoc Journal Reviewer**, *Journal of the Product Innovation Management*

**Invited Panelist**, *Frontiers in Services Doctoral Consortium*, Austin, TX, September 2018

**Invited Panelist**, *Frontiers in Services Doctoral Consortium*, Columbus, Ohio, July 2011

**Invited Panelist**, *Frontiers in Services Doctoral Consortium*, Karlstad Sweden, June 2010

### **Doctoral Student Mentorship**

- Shanyu Katess- Northeastern University, Psychology Department 2020 to present
- Jon Beck- Michigan State University, 2016 to present
- Mason Jenkins- Northeastern University, Psychology Department 2015 to 2019
- Hannah Snyder - Karlstad University, Sweden- 2012 to 2016
- Sanders Beckers - University of Groningen, Netherlands – 2012 to 2016
- Stefanie Tignor - Northeastern University, Psychology Department 2012 to 2016
- Krista Hill - Northeastern University, Psychology Department 2011 to 2013

### **Undergrad Independent Study**

- Alexandra Bloom, Marketing, Sp. 13,
- Thomas Sheehan, Marketing, Sum. 13
- Matthew Gefen, Marketing, Sum. 15
- Sahil Hundal, Marketing, Sum. 15
- Emma Kaloupek, Sum. 16

### **University Service**

- Tenure and Promotion Committee 2019-present
- Teaching and learning committee 2016-2019
- Grading Policy Committee 12-2016



- NUMA Advisor – fall/2016
- American Academy of Arts and Sciences' Commission Discussant 09/2016
- Reimagining Honors Research Committee 9/2016
- Global Leadership Summit Speaker 8/2016
- DMSB Teaching Orientation Workshop 8/2016
- Tenure Orientation Workshop 8/2016
- Family Business Center – Business Lessons Learned 5/2016
- Copeland Best Paper Committee 4/2016
- New World Scholars Speaker 2/2016
- Family Business Executive Education Breakfast Program 2012/2015
- NEU DBSB Commencement Spring 2005/2015
- Sabbatical Committee- 2014/2015
- Hiring Committee - 2014
- Hiring Committee – 2013
- Accepted Student Phonathon – 2013/2014
- LLC Faculty Dinner w/ freshmen 2002/2012, 2002/2013
- Undergraduate Marketing Advisory Board- Speaker 2010/2011, 2010/13
- CBA Technology Research and Integration Team
- 2010-2015 Student Advising- Ad Hoc
- Marketing Group Simulation Adoption & Group Training 2005/2011
- NEU Commencement Spring 2005/2011
- Research & Scholarship Expo 2004/2011
- Welcome Day 2001/2011