

PRATIBHA A. DABHOLKAR
VITA

Department of Marketing and Logistics
University of Tennessee
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Ph.D. 1991 Marketing, Georgia State University.
Dissertation Title: *Decision Making in Consumer Trial of Technology-Based Self-Service Options: An Attitude-Based Choice Model*

TEACHING POSITIONS:

1997 - Present Associate Professor of Marketing, University of Tennessee
1991 - 1997 Assistant Professor of Marketing, University of Tennessee
1989 - 1991 Instructor (as Ph.D. Student), Marketing, Georgia State University

RESEARCH INTERESTS:

Technology in Service Delivery; Internet Marketing; Marketing of Classic Movies and Stage Plays; Service Quality and Customer Satisfaction Issues; Customer Retention; Attitudinal Research; Means-End Models; Information Processing and Choice; Scale Development.

TEACHING EXPERIENCE:

Undergraduate: Services Marketing, Marketing Research, Consumer Behavior, Product and Services Management

MBA: Services Marketing and Management

Ph.D.: Consumer Behavior Seminar, Quantitative Research Methods Seminar (at UT)
Also, Guest Teaching in seminars (at UT), e.g., Marketing & Logistics Models Seminar
Seminars on Services Marketing, Research Methods, and Consumer Behavior
(at Maastricht University, Netherlands and for the European Institute).

Executive: Seminars and Workshops at Deakin University, Australia, and Maastricht University, Netherlands, on Technology in Service Delivery – Trends, Research, and Applications.

INTERNATIONAL VISITING SCHOLAR:

Invited as Visiting Scholar, University of Amsterdam, Netherlands, June 2006.

Presentation on *Research Issues in Internet Marketing* to faculty and MBA students.

Invited as Visiting Scholar, Vrije University, Netherlands, May 2004.

Presentation on *Moderating Effects in Marketing Research* to faculty and Ph.D. students.

Invited Four-Week Ph.D. Seminar at Maastricht University, Maastricht, Netherlands, May 2004.

Topic: *Advanced Consumer Behavior Topics* (lectures, workshop)

Invited as leading researcher for 2003 Doctoral Consortium & Presentation on Services Marketing, sponsored by the European Institute for Advanced Studies in Management, May 2003.

Invited Ph.D. Seminar at Maastricht University, Maastricht, Netherlands, May 2003.

Topic: *Research Methodologies in Marketing* (lectures, workshop)

Invited Seminar at Maastricht University, Maastricht, Netherlands, May 2003.

Presentation on *Research Methods to Study Services* to Academics and Practitioners.

Invited Visiting Scholar, Maastricht University, Maastricht, Netherlands, May-June 2002.

Helped doctoral students on a variety of Internet-related research projects for six weeks.

Invited Seminar & Presentation at University of Lund, Sweden, September 2001,

on *Attitudinal Model for Planning Research Studies on Consumer Use of the Internet*.

Invited Seminar & Presentation at Karlstad University, Sweden, September 2001,

on *Conceptual Framework for Research on Technology-Based Self-Service*.

Invited Seminars at Maastricht University, Maastricht, Netherlands, April 2001,

Ph.D. Seminar on *Technology in Service Delivery* (lectures, project assignments)

Keynote Speech on "Services Marketing and Technology," at the *First International*

Workshop on Management and Innovation of Services

Key Presentation/Discussion at Researcher/Practitioner Seminar on *Services & Technology*

Invited Seminar at Maastricht University, Maastricht, Netherlands, April 2000,

on *Technology in Service Delivery* (Materials sent over and seminar conducted by proxy)

Invited Seminars at Deakin University, Melbourne, Australia, March 1999,

on *Technology in Service Delivery*:

Seminar/Presentation for Faculty and Students (including several universities in Melbourne)

Seminar/Presentation and Workshop for Business Executives in Melbourne

REFEREED JOURNAL PUBLICATIONS:

- Dabholkar, Pratibha A., Willemijn van Dolen, and Ko de Ruyter (2009), "A Dual-Sequence Framework for B2C Relationship Formation: Moderating Effects of Employee Communication Style in Online Group Chat," *Psychology and Marketing*, 26 (2), 145-174.
- Dellaert, Benedict G.C. and Pratibha A. Dabholkar (2009), "Increasing the Attractiveness of Mass Customization: The Role of Complementary Online Services and Range of Options," *International Journal of Electronic Commerce*, 13 (3), 43-70.
- Dabholkar, Pratibha A. and Xiaojing Sheng (2009), "The Role of Perceived Control and Gender in Consumer Reactions to Download Delays," *Journal of Business Research*, 62 (7), 756-760.
- Reinders, Machiel J., Pratibha A. Dabholkar, and Ruud T. Frambach (2008), "Consequences of Forcing Consumers to Use Technology-Based Self-Service," *Journal of Service Research*, 11 (2), 107-123 (lead article, finalist for JSR best article award).
- Dabholkar, Pratibha A. and Xiaojing Sheng (2008), "Perceptions of Download Delays: Relation to Actual Waits, Web Site Abandoning, and Stage of Delay," *The Service Industries Journal*, 28 (10), 1415-1429.
- Dabholkar, Pratibha A. and Kristie A. Abston (2008), "The Role of Customer Contact Employees as External Customers: A Conceptual Framework for Marketing Strategy and Future Research," *Journal of Business Research*, 61 (9), 959-967.
- Dabholkar, Pratibha A. and Xiaojing Sheng (2008), "Perceived Download Waiting in Using Web Sites: A Conceptual Framework with Mediating and Moderating Effects," *Journal of Marketing Theory and Practice*, 16 (3), 259-270.
- Dolen, Willemijn van, Pratibha A. Dabholkar, and Ko de Ruyter (2007), "Satisfaction with Online Commercial Group Chat: The Influence of Perceived Technology Attributes, Chat Group Characteristics, and Advisor Communication Style," *Journal of Retailing*, 83 (3), 339-358.
Article translated and published as "La satisfaction envers les discussions en ligne de clients : l'influence des attributs technologiques perçus, des caractéristiques du groupe de discussion et du style de communication du conseiller" in the French journal *Recherche et Applications en Marketing*, Volume 22, Issue 3 (2007) pages 83-112.
- Dabholkar, Pratibha A. (2006), "Factors Influencing Consumer Choice of a 'Rating Web Site': An Experimental Investigation of an Online Interactive Decision Aid," *Journal of Marketing Theory and Practice*, 14 (4) Fall, 259-273 (lead article).
- Dabholkar, Pratibha A. and Jeffrey W. Overby (2006), "An Investigation of Real Estate Agent Service to Home Sellers: Relevant Factors and Attributions," *The Service Industries Journal*, 26 (5), 1-23 (lead article).

- Dabholkar, Pratibha A. and Jeffrey W. Overby (2005), "Linking Process and Outcome to Service Quality and Customer Satisfaction Evaluations: An Investigation of Real Estate Agent Service," *International Journal of Service Industry Management*, 16 (1), 10-27 (lead article).
- Dolen, Willemijn van and Pratibha A. Dabholkar (2005), "Antecedents of Customer Evaluations for Online Commercial Chats," *E-Business Review*, Volume 5, 41-44.
- Dabholkar, Pratibha A., L. Michelle Bobbitt, and Eun-Ju Lee (2003), "Understanding Consumer Motivation and Behavior Related to Self-Scanning in Retailing: Implications for Strategy and Research on Technology-Based Self-Service," *International Journal of Service Industry Management*," 14 (1), 59-95.
- Dabholkar, Pratibha A. and Richard P. Bagozzi (2002), "An Attitudinal Model of Technology-Based Self-Service: Moderating Effects of Consumer Traits and Situational Factors," *Journal of the Academy of Marketing Science*, 30 (3), 184-201 (lead article).
- Rentz, Joseph O., C. David Shepherd, Armen Tashchian, Pratibha A. Dabholkar, and R. Thomas Ladd (2002), "A Measure of Selling Skill: Scale Development and Validation," *Journal of Personal Selling and Sales Management*, Winter, 22 (1), 13-21.
- Bobbitt, L. Michelle and Pratibha A. Dabholkar (2001), "Integrating Attitudinal Theories to Understand and Predict Use of Technology-Based Self-Service: The Internet as an Illustration," *International Journal of Service Industry Management*," 12 (5), 423-450 (lead article).
- Dabholkar, Pratibha A., C. David Shepherd, and Dayle I. Thorpe (2000), "A Comprehensive Framework for Service Quality: An Investigation of Critical Conceptual and Measurement Issues Through a Longitudinal Study," *Journal of Retailing*, 76 (2), 139-173 (lead article), Second-Place Davidson Award at 2002 summer AMA conference.
- Bagozzi, Richard P. and Pratibha A. Dabholkar (2000), "Discursive Psychology: An Alternative Conceptual Foundation for Means-End Chain Analysis," *Psychology and Marketing*, 17, 535-586 (lead article).
- Waller, Matthew A., Pratibha A. Dabholkar, and Julie J. Gentry (2000), "Postponement, Product Customization, and Market-Oriented Supply Chain Management," *Journal of Business Logistics*, 21 (2), 133-159.
- Dabholkar, Pratibha A. and Simon Walls (1999), "Service Evaluation and Switching Behavior for Experiential Services: An Empirical Test of Gender Differences within a Broader Conceptual Framework," *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior*, Volume 12, 123-137.
- Dabholkar, Pratibha A. and Sabrina Neeley (1998), "Managing Interdependency: A Taxonomy for Business-to-Business Relationships," *Journal of Business and Industrial Marketing*, 13 (6), 439-460 (lead article).

Dabholkar, Pratibha A. (1996), "Consumer Evaluations of Technology-Based Self-Service Options: An Investigation of Alternative Models of Service Quality," *International Journal of Research in Marketing*, 13 (1), 29-51.

Dabholkar, Pratibha A., Dayle I. Thorpe, and Joseph O. Rentz (1996), "A Measure of Service Quality for Retail Stores: Scale Development and Validation," *Journal of the Academy of Marketing Science*, 24 (1), 3-16. (lead article) (Finalist for best JAMS article in 1996)
Abridged version in *Stores*, (April) 1996, "Measuring the Dimensions of Retail Service Quality."

Dabholkar, Pratibha A. (1995), "The Convergence of Customer Satisfaction and Service Quality Evaluations with Increasing Customer Patronage," *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior*, Volume 8, 32-43.

Dabholkar, Pratibha A. (1994), "Incorporating Choice into an Attitudinal Framework: Analyzing Models of Mental Comparison Processes," *Journal of Consumer Research*, 21 (June), 100-118.

Dabholkar, Pratibha A., Wesley J. Johnston and Amy Cathey (1994), "The Dynamics of Long-Term Business-to-Business Exchange Relationships," *Journal of the Academy of Marketing Science*, 22 (2), 130-145. (Finalist for best JAMS article in 1994)

Bagozzi, Richard P. and Pratibha A. Dabholkar (1994), "Consumer Recycling Goals and Their Effects on Decisions to Recycle: A Means-End Chain Analysis," *Psychology and Marketing*, 1 (4) (July-August), 313-340.

Dabholkar, Pratibha A. and Dayle I. Thorpe (1994), "Does Customer Satisfaction Predict Postpurchase Intentions?" *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior*, Volume 7, 161-171.

Dabholkar, Pratibha A. and James J. Kellaris (1992), "Ethical Judgment Among Sales and Marketing Students: What Future Business Professionals Believe and Why," *Journal of Business Research*, 24 (4), 313-330.

Cobb-Walgren, Cathy and Pratibha A. Dabholkar (1992), "The Value of Physician Advertising: Does the Doctor Know Best?" *Journal of Health Care Marketing*, 12 (March), 55-64.

INVITED BOOK CHAPTERS:

Dabholkar, Pratibha A. (2011), "Lessons from History: What Today's Retailers Can Learn from the Marketing of *The Wizard of Oz* Stage Show in the 1900s," in *Services Management: The New Paradigm in Retailing*, Jay Kandampully, ed., Prentice Hall, Inc.

Dabholkar, Pratibha A. (2000), "Technology in Service Delivery: Implications for Self-Service and Service Support," in *Handbook of Services Marketing and Management*, Teresa A. Swartz and Dawn Iacobucci, eds., Sage Publications, 103-110.

- Dabholkar, Pratibha A. (1998), "Expectancy Value Models in Consumer Research," in *The Elgar Companion to Consumer Research and Economic Psychology*, Peter E. Earl and Simon Kemp, eds., Cheltenham, UK: Edward Elgar Publishing Limited, 200-208.
- Bagozzi, Richard P., Geraldine Henderson, Pratibha A. Dabholkar, and Dawn Iacobucci (1996), "Network Analysis of Hierarchical Cognitive Connections between Concrete and Abstract Goals: An Application to Consumer Recycling Attitudes and Behaviors," in *Networks in Marketing*, Dawn Iacobucci, ed., Thousand Oaks, CA: SAGE publications, 367-386.
- Dabholkar, Pratibha A. (1994), "Technology-Based Service Delivery: A Classification Scheme for Developing Marketing Strategies," in *Advances in Services Marketing and Management*, Teresa A. Swartz, David E. Bowen, and Stephen W. Brown, eds., Volume 3, Greenwich, CT: JAI Press Inc., 241-271.

REFEREED CONFERENCE PUBLICATIONS (and PRESENTATIONS):

- Dabholkar, Pratibha A. and Brian I. Spaid (2011), "Technology-Based Self-Service Failure Attribution," in *Recent Advances in Retailing and Services Science*, sponsored by the *European Institute of Retailing and Services Studies (EIRASS)*.
- Brian I. Spaid and Pratibha A. Dabholkar (2011), "Sources of Trusted Information in the Retail Environment," *International Academy of Business And Public Administration Disciplines (IABPAD) Conference*.
- Johan A. Anselmsson and Pratibha A. Dabholkar (2009), "Perceived service quality and customer loyalty for technology-based self-service: A longitudinal investigation of self-scanning in grocery retailing," *Recent Advances in Retailing and Services Science*, Eindhoven, Netherlands: European Institute of Retailing and Services Studies, 9.
- Sheng, Xiaojing and Pratibha A. Dabholkar (2009), "Consumer Participation in Using Online Recommendation Agents: An Empirical Study," *Proceedings of International Academy of Business and Public Administration Disciplines Conference*, Dallas, TX: IABPAD, 6 (2), 802-803, ISSN: 1547-4836.
- Sheng, Xiaojing and Pratibha A. Dabholkar (2008), "The Role of Consumer Participation in Using Online Recommendation Agents: Satisfaction, Trust, and Purchase Intentions," *Proceedings of the Consumer Satisfaction, Dissatisfaction, and Complaining Behavior Conference*, Las Vegas, NV: CS/D&CB, Inc. and the Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior, 209-214.
- Dabholkar, Pratibha A. and Xiaojing Sheng (2008), "Consumer Differences in Reactions to Download Delays and Satisfaction with Web Sites," *Proceedings of the Consumer Satisfaction, Dissatisfaction, and Complaining Behavior Conference*, Las Vegas, NV: CS/D&CB, Inc. and the Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior, 163-166.

- Dellaert, Benedict G.C. and Pratibha A. Dabholkar (2007), "Using Complementary Services to Support Online Mass-Customization," in *Proceeding of the 2007 World Conference on Mass Customization & Personalization*, MIT: MCPC, 1-5.
- Abston, Kristie A. and Pratibha A. Dabholkar (2007), "Exploring the Role of Employees as External Customers," in *Quality in Services: Managing Magical Service*, R. C. Ford , D. R. Dickson , B. Edvardsson, S. W. Brown, and R. Johnston, eds., QUIS 10, Orlando, FL: University of Central Florida, 1-4.
- Sheng, Xiaojing and Pratibha A. Dabholkar (2007), "Reactions to Download Waiting: Moderating Effects within an Attitudinal Framework," *Proceedings of the AMA Winter Educators' Conference*, Chicago: American Marketing Association, 221-222.
- Reinders, Machiel J., Ruud T. Frambach, and Pratibha A. Dabholkar (2007), "Forced Adoption of Self-Service Technologies: An Exploration of Antecedents and Consequences of Perceived Decisional Control," *Proceedings of the AMA Winter Educators' Conference*, Chicago: American Marketing Association, 85-86.
- Dolen, Willemijn van and Pratibha A. Dabholkar (2005), "Online Commercial Chat: A New Tool for E-Business Success," *Proceedings of the International Academy of E-Business conference*, 41-44. (Presented at the 2005 IAEB conference, March, San Francisco, California.)
- Dabholkar, Pratibha A. (2003), "A Comparison of Research Methodologies for Studying Retailing and Consumer Services," *Recent Advances in Retailing and Services Science*, Eindhoven, Netherlands: European Institute of Retailing and Services Studies, 24. (Presented at the 2003 Retailing and Services Science Conference, August, Portland, Oregon.)
- Bobbitt, L. Michelle and Pratibha A. Dabholkar (1999), "The Effect of Perceived Risk and Situational Variables on Internet Shopping," *Proceedings of the Society for Marketing Advances*, 201-202. (Presented at the 1999 SMA Conference, November, Atlanta, GA.)
- Dabholkar, Pratibha A. (1999), "Service Evaluation and Consumer Choice," *Recent Advances in Retailing and Services Science*, Eindhoven, Netherlands: European Institute of Retailing and Services Studies, 19. (Presented at the 1999 Retailing and Services Science Conference, July, Las Croabas, Puerto Rico.)
- Dabholkar, Pratibha A. (1999), "An Investigation of Customer Loyalty, Attitudes, and Service Quality Evaluations for Technology-Based Self-Service Options: An Overview," *Proceedings of the AMA SERVSIG Conference*, co-sponsored by University of New Orleans and University College Dublin, 85-87. (Presented at the 1999 AMA SERVSIG Conference, co-sponsored by University of New Orleans and University College Dublin, April, New Orleans)
- Dabholkar, Pratibha A. (1999), "The Effect of Waiting Time and Crowding on Service Evaluations and Intentions Toward Technology-Based Self-Service," *Proceedings of the AMA Winter Educators' Conference*, Chicago: American Marketing Association, 201-202. (Presented at the 1999 AMA Winter Educators' Conference, February, St. Petersburg, FL.)

- Bagozzi, Richard P. and Pratibha A. Dabholkar (1998), "Voter Appraisals of President Clinton and Their Impact on Decisions to Vote for Him," *Proceedings of the Society for Consumer Psychology*, 256-257. (Presented at the 1997 Society for Consumer Psychology Conference, February, St. Petersburg, FL.)
- Dabholkar, Pratibha A. (1996), "Investigating Motivation Underlying Recycling and Non-recycling Behavior: Strategic Implications for Public Policy on Waste Management," in *Marketing and Public Policy Conference Proceedings*, Ronald P. Hill and C. Ray Taylor, eds., Chicago, IL: American Marketing Association, Vol. 6, 108-121. (Presented at the 1996 Public Policy and Marketing Conference, May, Washington, D.C.)
- Dabholkar, Pratibha A. (1995), "A Contingency Framework for Predicting Causality between Customer Satisfaction and Service Quality," in *Advances in Consumer Research*, Frank Kardes and Mita Sujan, eds., Provo, UT: Association for Consumer Research, Vol. 22, 101-108. (Presented at the 1994 Association for Consumer Research Conference, October, Boston, MA.)
- Samuel-Fernando, Priscilla, Pratibha A. Dabholkar, Dilip Sachan (1995), "Motivation and Food Choice: The Effectiveness of the Laddering Technique," (abstract), in *Proceedings of the American Dietetic Association*, 95 (9), A64.
- Dabholkar, Pratibha A. (1993), "Customer Satisfaction and Service Quality: Two Constructs or One?" in *Enhancing Knowledge Development in Marketing*, David W. Cravens and Peter Dickson, eds., Chicago: American Marketing Association, Vol. 4, 10-18. (Presented at the 1993 AMA Summer Marketing Educators' Conference, August, Boston, MA.)
- Dabholkar, Pratibha A. (1992), "The Role of Prior Behavior and Category-Based Affect in On-Site Service Encounters," in *Diversity in Consumer Behavior*, John F. Sherry and Brian Sternthal, eds., Provo, UT: Association for Consumer Research, Vol. XIX, 563-569. (Presented at the 1991 Association for Consumer Research Conference, Chicago, IL.)
- Dabholkar, Pratibha A. (1991), "Using Technology-Based Self-Service Options to Improve Perceived Service Quality," in *Enhancing Knowledge Development in Marketing*, Mary C. Gilly et al. eds., Chicago: American Marketing Association, 534-535. (Presented at the 1991 AMA Summer Educators' Conference, San Diego, CA.)
- Dabholkar, Pratibha A. (1990), "How to Improve Perceived Service Quality by Increasing Customer Participation," in *Developments in Marketing Science*, B. J. Dunlap, ed., Cullowhee, N.C.: Academy of Marketing Science, Vol. XIII, 483-487. (Jane K. Fenyo Student Paper Award) (Presented at the 1990 AMS Conference, New Orleans, LA.)
- Dabholkar, Pratibha A. (1990), "Maintaining Buyer-Seller Relationships in Industrial Marketing through Effective Dyadic Negotiations," in *Marketing Theory and Applications*, Lichtenthal et al., eds., Chicago: American Marketing Association, 82. (Presented at the 1990 AMA Winter Educators' Conference, Phoenix, AZ.)

Dabholkar, Pratibha A., Anil Mathur, and Everett S. Wallace, Jr. (1989), "What is Important to Whom? The Effects of Career Stage on the Relationship between Job Characteristics and Job Satisfaction," in *Developments in Marketing Science*, J. M. Hawes and J. Thanopoulos, eds. Akron, OH: Academy of Marketing Science, Vol. XII, 365-70. (Best Paper in Track Award) (Presented at the 1989 Academy of Marketing Science Conference, Orlando, FL.)

Kellaris, James J. and Pratibha A. Dabholkar (1989), "The PSE Scale: A Scenario-Based Approach to Assessing the Ethical Sensitivity of Sales Students and Professionals," in *Proceedings of the Pi Sigma Epsilon National Conference in Sales Management*, David J. Good, ed., New Orleans, LA, 32-37.

Abstracted in *Journal of Personal Selling and Sales Management*, 9 (2), Summer, 60.

Dabholkar, Pratibha A. and Ron Sardesai (1988), "A Macroeconomic Look at the Health Care Industry: Can the Spiraling Costs Be Contained?" *Proceedings of the Business and Health Administration Association*, Kenneth A. Heischmidt and William C. Sturm, eds. Chicago: Midwest Business Administration Association, 172-178.

ADDITIONAL CONFERENCE PRESENTATIONS:

"Recent Research on Technology in Service Delivery" at the 2002 Society for Marketing Advances Conference, St. Petersburg, FL (November 2002).

"A Comprehensive Framework for Service Quality: An Investigation of Critical Conceptual and Measurement Issues Through a Longitudinal Study," at the 2002 American Marketing Association Conference, San Diego, CA (August 2002).

"Impact of Consumer Traits and Situational Factors on Consumer Evaluation of Technology-Based Self-Service," at the 2002 Frontiers in Services Conference, sponsored by the American Marketing Association and Maastricht University, Maastricht, Netherlands, (June 2002).

"Service Evaluation and Switching Behavior for Experiential Services," at the 1999 Frontiers in Services Conference sponsored by the American Marketing Association and the Center for Services Marketing at Vanderbilt University, Nashville, TN, (October 1999).

"Technology in Service Delivery: Avenues for Future Research," at the 1998 Frontiers in Services Conference sponsored by the American Marketing Association and the Center for Services Marketing at Vanderbilt University, Nashville, TN, (October 1998).

"The Convergence of Customer Satisfaction and Service Quality Evaluations with Increasing Customer Patronage," at the 1995 Consumer Satisfaction, Dissatisfaction and Complaining Behavior Conference, sponsored by the *Journal of Consumer Satisfaction, Dissatisfaction, and Complaining Behavior*, Salt Lake City, UT, (June 1995).

"Do Long-Term Retailers Equate Service Quality with Customer Satisfaction?" at the 1994 Frontiers in Services Conference sponsored by the American Marketing Association and the Center for Services Marketing at Vanderbilt University, Nashville, TN (October 1994).

“Antecedents and Consequences of Service Quality for Institutional Users,” at the 1993 Frontiers in Services Conference sponsored by the American Marketing Association and the Center for Services Marketing at Vanderbilt University, Nashville, TN (October 1993).

“Does Customer Satisfaction Predict Postpurchase Intentions?” at the 1993 Consumer Satisfaction, Dissatisfaction and Complaining Behavior Conference, sponsored by the *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior*, and the University of Tennessee, Knoxville, TN, (June 1993).

“A Dynamic Framework for Tracking Buyer-Seller Relationships Over Time,” at the 1992 Conference on U.S. Competitiveness in the Global Marketplace, sponsored by Arizona State University West, the American Society for Competitiveness, and American Graduate School of International Management, Phoenix, AZ (August 1992).

“To Interact or Not to Interact With Service Employees: What Determines Perceptions of Service Quality for Service Delivery Options?” at the 1992 Frontiers in Services Conference sponsored by the American Marketing Association and the Center for Services Marketing at Vanderbilt University, Nashville, TN (October 1992).

DOCTORAL CONSORTIUM PRESENTER:

“Building Research Streams,” Doctoral Consortium Presenter, at the 2002 American Marketing Association (Services Marketing) Doctoral Consortium, Maastricht, Netherlands.

“Directions for Research: Technology and Services,” Doctoral Consortium Presenter, at the 1999 American Marketing Association (Services Marketing) Doctoral Consortium, Nashville, TN.

“Developing a Research Program,” Doctoral Consortium Presenter, at the 1998 American Marketing Association (Services Marketing) Doctoral Consortium, Nashville, TN.

BOOKS:

Hess, Earl J. and Pratibha A. Dabholkar (2009), *Singin' in the Rain: The Making of an American Masterpiece*, University of Kansas Press. The book tells the fascinating story behind the making and marketing of the classic movie musical *Singin' in the Rain*.

OTHER LITERARY PUBLICATIONS:

Time After Time: A love story written as a screenplay and *Dreamer: A Novel*, both books co-authored with Dr. Earl J. Hess (my husband), and published in October 2003 by Xlibris, a strategic partner of Random House. Both literary fiction books were written as part of a creative healing process, after the tragic loss of our beloved daughter Julie to a vicious form of leukemia. Both books aim to enlighten readers on life and death issues and the magic and power of eternal love.

NON-REFEREED PUBLICATIONS:

“What the Jane Fenyo Student Paper Award Meant to Me” (November 2004), Proceedings of *Society for Marketing Advances*, as part of the recognition of past award recipients.

Book Review (1993): *Beyond Mind Games: The Marketing Power of Psychographics* by Rebecca Piirto, New York: American Demographic Books, 1991. Published in the 1993 Summer issue of the *Journal of the Academy of Marketing Science*, 259-260.

“Critical Questions in Services Marketing” (November 1994), *American Marketing Association, Knoxville Chapter Newsletter*, 2, 2.

“Junior Faculty’s Views: Introductory Column” (January 1992), *Academy of Marketing Science Newsletter*, 13 (1), 6.

“Tips on the Job Hunting / Interviewing Process” (April 1991), *Academy of Marketing Science Newsletter*, 12 (2), 6. (Written as Ph.D. student)

“The Mentoring Process: Essential for Individual Development and Survival of the Profession,” (October 1990), *Academy of Marketing Science Newsletter*, 11 (4), 7. (Written as Ph.D. student)

“Trends in Doctoral Programs in Business” (April 1990), *Academy of Marketing Science Newsletter*, 11 (2), 6. (Written as Ph.D. student)

“The Dreaded Field Exams” (January 1990), *Academy of Marketing Science Newsletter*, 11 (1), 7. (Written as Ph.D. student)

“What's in a Conference?” (October 1989), *Academy of Marketing Science Newsletter*, 10 (4), 6. (Written as Ph.D. student)

PROFESSIONAL SERVICE:

Editorial Review Boards:

- Journal of Service Research (2007-Present)
- Journal of Business Research (2007-Present)
- The Service Industries Journal (2007-Present)
- Journal of Marketing Theory and Practice (2007-Present)
- Journal of Service Management, formerly IJSIM (2006-Present)
- Journal of Consumer Satisfaction, Dissatisfaction, and Complaining Behavior (1999-Present)
- Journal of Business and Industrial Management (2000-2006)
- Journal of Marketing (1996-2000)
- Journal of the Academy of Marketing Science (1994-2003)

Invited reviewer for: Journal of Marketing Research, Journal of Consumer Research, Journal of Retailing, Journal of the Academy of Marketing Science, Information Systems Research, International Journal of E-Commerce, Journal of Retailing and Consumer Services, Journal of Public Policy and Marketing, Psychology and Marketing, Perceptual and Motor Skills, Marketing Journal of Research and Management (Germany), Marketing Information and Planning, and others.

Other Reviewing:

Examiner for International Doctoral Thesis (U of Southern Queensland), 2006-2007
 Examiner for International Doctoral Theses, 2002-2004
 External Reviewer for Promotion and Tenure for assistant professors, 1997-1999
 Examiner for International Doctoral Theses, 1998-2000
 Judge, Academy of Marketing Science Dissertation Competition, 1999-2000

Doctoral Dissertation Committees:

Jonghan Hyun (UT Retailing & Consumer Science), 2010 to present
 Karen Freburg (UT Public Relations), 2009 to present
 Machiel Reinders (Vrije University, Netherlands) 2005 to 2010
 Kristie Abston (UT Human Resources Development) 2005 to 2009, Co-Chair
 (finalist for dissertation of the year, Academy of Human Resource Development)
 Xiaojing Sheng (UT Marketing), 2007 to 2009, Chair
 Sylvia Smith (UT Retailing & Consumer Science) 2006 to 2007
 Ismet Anitsal (UT Marketing), 2002-2005
 Willemijn van Dolen (University of Maastricht, Netherlands) 2001-2002
 Johan Anselmsson (University of Lund, Sweden) 1999-2001
 Sabrina Neeley (UT Marketing), 1997-1999
 Kim Sheehan (UT Advertising), 1997-1998
 John Kent (UT Logistics), 1996-1997
 J. Robert Graves (UT Marketing), 1995-1999
 Scarlett Wesley (UT Retail & Consumer Science), 1994-1996
 Priscilla Fernando (UT Nutrition), 1994-1996
 Dayle Thorpe (UT Marketing), 1993-1995
 Kent Wolfe (UT Agricultural Economics), 1992-1993
 Ed Petkus (UT Marketing), 1991-1993

Professional Service for the Academy of Marketing Science (AMS):

Vice-President, Membership – USA, 1998-2000
 Vice-President, Academic Affairs, 1996-1998
 Chair, AMS Doctoral Dissertation Competition, 1996-1997
 Track Co-Chair, Quality, Value, and Customer Satisfaction, 1995 AMS Conference
 Panel Member, Special Session on *Teaching Services Marketing*, 1995 AMS Conference
 Chair, *Emerging Issues in Professional Services Marketing*, 1995 AMS Conference
 Track Chair, Services Marketing Track, 1994 AMS Conference
 Discussant for Competitive Session on *Promotion: Products and Services Advertising, Electronic Zipping, and Sales Promotion*, 1993 AMS Conference

Contributing Editor, Junior Faculty's Viewpoint, AMS Newsletter, 1991-1997
Contributing Editor, Doctoral Students' Viewpoint, AMS Newsletter, 1989-1991

Professional Service for the American Marketing Association (AMA):

Chair and Coordinator, Session on *Situational Effects on Service Evaluations*, 1999 AMA Winter Educators' Conference, St. Petersburg, FL.
Discussant for Competitive Session on *At the Crossroads of Services Marketing and Retailing*, 1999 AMA Winter Educators' Conference, St. Petersburg, FL.
Panel Member, Session on *Starting and Sustaining Your Career in Services Marketing*, 1996 AMA Summer Educators' Conference, San Diego, CA.
Co-Chair, Coordinator, and Discussant, Special Session on *Relationship Marketing in Service Organizations*, 1996 AMA Winter Educators' Conference, Hilton Head, SC.
Panel Member, Session on *Getting Your Career in Services Marketing off on the Right Foot*, 1996 AMA Winter Educators' Conference, Hilton Head, SC.
Co-Chair, Coordinator, and Discussant, Special Session on *Customer Retention as Marketing Strategy*, 1995 AMA Winter Educators' Conference, La Jolla, CA.
Chair and Coordinator, Special Session on *Advances in Emotion Research: Methodology and Application*, 1994 AMA Winter Educators' Conference, St. Petersburg, FL.

Professional Service for the American Marketing Association (Services Marketing Group):

Awards Committee for Services Marketing field, AMA SERVSIG, 2003
Doctoral Consortium Presenter, "Building Research Streams," 2002 AMA SERVSIG Doctoral Consortium, Maastricht, Netherlands.
Doctoral Consortium Presenter, "Directions for Research: Technology and Services," 1999 AMA SERVSIG Doctoral Consortium, Nashville, TN.
Chair and Coordinator, Session on *Technology-Based Self-Service Options: Emerging Research*, 1999 AMA SERVSIG Conference, New Orleans, LA.
Doctoral Consortium Presenter, "Developing a Research Program," 1998 AMA SERVSIG Doctoral Consortium, Nashville, TN.
Consortium Committee Member and Co-Chair, Services Marketing Consortium, 1995 Frontiers in Services Conference, Nashville, TN.
Awards Committee for Services Marketing field, AMA SERVSIG, 1994-1995
Participant, 1993 Faculty Consortium on *Services Marketing*, Scottsdale, AZ.

Professional Service for the American Marketing Association (Relationship Marketing Group):

Moderator, *Introductory Session*, 1996 CBIM Business to Business Marketing Workshop and Conference, Atlanta, GA.
Group Leader, Teaching Workshop on "How to Incorporate Relationship Marketing into a Services/ International/ Channels/ Business-to-Business Course," 1994 AMA Faculty Consortium on *Relationship Marketing*, Atlanta, GA.

Service to College of Business Administration, University of Tennessee:

Faculty Research Council, 2010-Present
Participation in Faculty Focus Group for Diversity Initiative, 2006
Faculty Advisor for College, Beta Gamma Sigma, 2003-2006
Undergraduate Scholarship Committee (College), 1995-2005

Ph.D. Recruiting and Curriculum Issues Committee 1996-1999
Bonham Award Doctoral Candidate Selection 1996-1999
Undergraduate Policy Committee (College), 1993-1996

Service to Department of Marketing and Logistics, University of Tennessee:

Undergraduate Scholarships Decisions (Marketing), 1992-Present
Ph.D. faculty—serving on dissertation committees, recruiting candidates, teaching seminars, evaluating students in Ph.D. program, designing curriculum, 1991- Present
Faculty Mentor for doctoral student (Brian Spaid) summer project on Technology-Based Self-Service Failure Attribution, 2010.
Research Presentation with Brian Spaid (doctoral student), “Sources of Trusted Information in the Retail Setting,” to M&L faculty and doctoral students, September 2010.
Undergraduate Curriculum Development (Marketing), 2002-2004, 2007-2009
Faculty Mentor for doctoral student (Xiaojing Sheng) summer project on Download Waiting and Its Consequences, 2006.
Research Presentation “Online Commercial Chat: A New Tool for E-Business Success” to Marketing & Logistics faculty and doctoral students, November 2005.
Faculty Mentor for undergraduate honor students, 1998-1999, 2004-2005, 2009-2010
Director of Ph.D. Program (Marketing), 1996-1999
Strategic Planning (Marketing), 1991-1993
Customer Satisfaction and Value Team Consultant (Marketing), 1991-1993