

RICHARD B. CHASE

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PERSONAL DATA

Married (Harriet)
2151 Valley Drive
Manhattan Beach, CA 90266
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UNIVERSITY EDUCATION

Ph.D., 1966, University of California, Los Angeles, Operations Management
M.B.A., 1963, University of California, Los Angeles
B.S., 1962, University of California, Los Angeles, Business Administration

ACADEMIC POSITIONS

1990 - Present	Justin B. Dart Professor of Operations Management, MSOB, USC
1988-1989	Visiting Professor of Production Management, Harvard Business School
1985 – 1990	Professor of Operations Management, MSOB, USC
1975-1985	Professor of Management, University of Arizona
1976-1977	Visiting Professor of Production Management, IMD, Lausanne, Switzerland
1970-1975	Associate Professor of Operations Management, University of Arizona
1969	Associate Professor of Management, Penn State University

1968-1969	Assistant Professor of Management, Penn State University
1966-1968	Assistant Professor of Business Administration, UCLA
1963-1965	Research Assistant, Work Measurement Lab, UCLA

ADMINISTRATIVE POSITIONS

2001 - 2005	Director of Ph.D. Program, Marshall School of Business
1985-1998	Founder/Director, Center for Service Excellence, USC
1977-1979	Head, Department of Management, University of Arizona

MAJOR USC COMMITTEES

Chair of Dean Review Committee of the Marshall School (1998)
 Dean's Advisory Council, Chairman (1997-present)
 Dean of the Leventhal School of Accounting Review Committee (1998-99)
 Endowed Chairs Review Committee, Leventhal School of Accounting (1998-99)
 Personnel Committee (1992-1995)
 Dean Search Committee (1987-1988; 1993-1994, 2003)
 Research and Publication Committee (1985-88)

HONORS

Lifetime Achievement Award, POMS Service Operations College, 2006
 Scholar of the Year 2004, OM Division, Academy of Management
 Fellow, POM Society
 Fellow, Decision Sciences Institute
 Fellow, Academy of Management
 Cited as a Major Contributor in the past 20 years to the Field of Services Marketing,
Journal. of Retailing survey, vol. 69, no,1, 1993
 AIM Research Scholar London Business School, 2004
 Courtesy appointments in Departments of Management and Marketing USC
 Beta Gamma Sigma
 Outstanding Young Men of America
 Who's Who in International Education;Who's Who in California
 Omega Rho Engineering Honorary Society

OTHER

Outside Evaluator—NYU Operations Management Program (1994)
Advisor to Chalmers University, Goteborg, Sweden
Advisor Arizona State University Business School
Advisor to Evolve Software and Airborne 1

COURSES TAUGHT

Graduate: Interdisciplinary doctoral seminar in services, research seminar in operations management (Harvard), management of service operations, introduction to operations management, manufacturing strategy, operating systems and organization structures.

Executive MBA (USC): Theme IV: Operations Management and Technology (Theme Leader).

Undergraduate: Operations management, production planning and control, TQM, and facilities layout, organizational behavior.

DOCTORAL CHAIRMANSHIPS (I initiated the OM Ph.D. at USC in 1986)

Blair Berkeley (Asst. Professor, University of Wisconsin, Madison)
Deborah Kellogg (Asst. Professor, University of Colorado - Denver) [Runner-up in DSI Dissertation Competition, 1992]
William Youngdahl (Asst. Professor, Thunderbird School of International Business)
Andreas Soteriou (Asst. Professor, University of Cyprus)
Douglas Stewart (Asst. Professor, Michigan State University)
Taylor Cox (Asst. Professor, University of Michigan)

EDITORIAL ACTIVITIES

Current:

Editorial Advisory Board/Dept. Editor, Production and Operations Management Journal
Editorial Advisory Board, Journal of Operations Management
Editorial Advisory Board, Journal of Service Research
Editorial Review Board, M&SOM
Editorial Board, Cornell Quarterly

Past:

Co-Editor, Production and Operations Management special issue on Service Marketing and Operations (1999)

Special Editor, Management Science issue on Service Management (1995)

Associate Editor, Management Science (1985-1992)

Associate Editor, Decision Sciences (1987-1989)

Editorial Board, Journal of Manufacturing and Operations Management (1988-1992)

Editorial Board, Academy of Management Executive (1987-1990)

Editorial Board, International Journal of Service Industry Management (1989 – present)

Editorial Review Board, Journal of the Academy of Management (1979-1985)

Editorial Review Board, International Journal of Operations and Production Management

Editorial Board, International Journal of Production Economics (1992-1994)

Ad hoc reviewer for Journal of Marketing, Administrative Science Quarterly, Academy of Management Review, Manufacturing & Service Operations Management, Operations Research, Management Science, Organizational Sciences, and the National Science Foundation

PROFESSIONAL ORGANIZATIONS

Academy of Management (Chairman-Production/Operations Management Division, 1982-1983; Board of Governors, 1985-1987)

POM Society Board of Advisors

Operations Management Association (Board of Directors, 1985-1987)

American Institute for Decision Sciences

American Production and Inventory Control Society (Board of Directors, 1979-1981)

INFORMS

Examiner, Malcolm Baldrige National Quality Award, 1989

PUBLICATIONS

Books

Service Psychology (with S. Dasu). In process

Operations Management: The Core (with R. Jacobs), McGraw-Hill/Irwin, Inc., 2006

Operations Management for Competitive Advantage (with N. Aquilano and R. Jacobs), McGraw-Hill/Irwin, Inc., 1973, 1977, 1981, 1985, 1989, 1992, 1995, 1998, 2000, 2003, 2005, 2008. (Among the three most widely adopted texts in Operations Management since 1974.) Reprinted in Spanish, Portuguese, Chinese, Simplified Chinese, Korean and Russian.

Mistakeproofing--Designing the Errors Out of the System (with D. Stewart), Productivity Press, 1995. (Reprinted in Icelandic.)

Fundamentals of Operations Management (with N. Aquilano and M. Davis), McGraw-Hill/Irwin, Inc., 1991, 1995, 2000, 2003. Also translated into Korean in 2003.

Service Management Effectiveness (with D. Bowen and T. Cummings), Jossey-Bass, 1990.

Management: A Life Cycle Approach (with D. Tansik and N. Aquilano), Richard D. Irwin, Inc., 1981.

Articles and Book Chapters

Published or Accepted for Publication:

Uncertainty Avoidance as a Moderator of the Relationship between Perceived Service Quality and Customer Satisfaction in Three Different Cultures (with Martin Reimann and Ullie Luenemann). To appear in Journal of Service Research.

Experience, Service Operations Strategy, and Services as Destinations: *Foundations and Exploratory Investigation* (with A. Roth and C. Voss), Production & Operations Management Journal, To appear in *Production and Operations Management Journal*.

The History of Service Operations Management: What's the Big Idea? (with Uday Apte), Journal of Operations Management, 25(2), 375-386.

Its Time to Get to First Principles in Service Encounter Design, Managing Service Quality. Invited paper in "Guru's View" section, April 2004, pp.8-11.

The Human Factor, Marshall Magazine special issue on managing creative industries, 2004, pp.42-45.

A Tale of Two countries' Conservatism, Service Quality, and Feedback on Customer Satisfaction (with C.Voss, A. Roth, E. Rosenzweig, and K. Blackmon), Journal of Service Research, vol. 6, no. 3, February 2004, 212-230.

Operations Consulting (with K. R. Kumar), in Advanced Management Consulting, L. Griener, editor. Thompson Publishing, 2004.

- Human Issues in Service Design* (with Cook, Bowen, Dasu, Stewart, and Tansik), Journal of Operations Management, Vol 20, no. 1, May 2002, pp. 159-174.
- Want to Perfect Your Company's Service? Use Behavioral Science* (with S. Dasu), Harvard Business Review, June 2001, pp. 78 - 85. (Cited in the 2002 list: "Breakthrough Ideas for Today's Business Agenda", HBR, March 2002) Reprinted in: Harvard Business Review on Customer Relationship Management (Paperback), and in various foreign languages. Also abstracted and summarized in numerous newsletters and specialty trade magazines.
- A Robust Approach for Improving Service Quality* (with A. Soteriou), Manufacturing & Service Operations Management, vol. 2, no. 3, Summer, 2000, 264-257.
- Antecedents of New Service Development Effectiveness* (with C. Froehle, A. Roth, and C. Voss), Journal of Service Research, vol 3., no. 1, August 2000, pp. 3-17. Finalist, Best Paper Award for 2000 – 2001.
- The Ten Commandments of E-Service*, Marshall School Magazine, Special Issue on Supply Chain Management and E-Commerce, Summer 2000, pp. 40 - 43.
- The Impact of Human Error on Delivering Service Quality* (with Doug Stewart), Production and Operations Management, vol. 8, no. 2, fall 1999, pp. 240 - 263.
- How Do Financial Services Stack Up? Findings from a Benchmarking Study of the US Financial Service Sector* (with A. Roth and C. Voss) in Creating Value in Financial Services (E. Melnick, et. al editors), Kluwer Publishers, 1999, pp. 427 - 446.
- Service Operations Management: A Field Guide* (with Ray Haynes), Handbook of Services Marketing, T. Swartz, editor, Sage Publications, 1999, pp. 455-471.
- A Critical Evaluation of the New Service Development Process: Integrated Service Innovation and Service Process Design* (with S. Johnson, L. Menor and A. Roth), in Service Product Development, J. Fitzsimmons and M. Fitzsimmons (eds.), 1999, pp. 1- 32.
- Identifying Desirable Ranges of Customer Contact to Manage Service Quality* (with A. Soteriou), Western DSI Conference Proceedings, 1995 (winner of Best Application Award). Journal of Operations Management, vol. 16, no. 3, 1998.

The Strategic Levers of Yield Management (with S. Kimes), Journal of Service Research, invited paper, vol. 1, no. 2, 1998, 495-508. Reprinted in C. Lovelock, Services Marketing, 5th ed., 2003.

Operations Management: Internationalization and Interdisciplinary Integration (with A. Zhang), International Journal of Operations and Production Management, invited paper on operations management development in the U.S., 1998.

The Mall is My Factory: Reflections of a Service Junkie, Production and Operations Management, Vol. 5, No. 4, Winter 1996, pp. 298-308.

Constructing an Empirically Derived Measure for Customer Contact (with Deborah Kellogg), Management Science, November 1995, pp. 1734-1749.

Make Your Service Failsafe (with D. Stewart), Sloan Management Review, Vol. 35, No. 3, Spring 1994, pp. 35-44.

Reprinted as *So gestalten Sie Ihren Service pannensicher*, Harvard Business Manager, 2nd Quarter, 1995, pp. 81-94.

An Exploratory Investigation of the Interdependence Between Marketing and Operations Functions in Service Firms (with J. Mahajan, A. Vakharia, and P. Paul) (lead article), International Journal of Research in Marketing, Vol. 11, 1994, pp. 1-15.

Service Quality Deployment: Quality Service by Design (with R. Behara), in Perspectives in Operations Management (conference in honor of Elwood S. Buffa, UCLA, November 1991), R. K. Sarin, ed., Kluwer Publishing, 1993, pp. 87-99.

A Production Planning and Scheduling System at an Environmental Laboratory (with S. Rajagopalan), International Journal of Production Economics (lead article), Volume 29, No. 1, 1993, pp. 125-138.

Failsafing Services (with D. Stewart), International Service Quality Handbook, E. Scheuing and W. Christopher, eds., American Management Association Books Division, 1993, pp. 347-357.

Service Based Manufacturing: The Service Factory (with R. Kumar and W. Youngdahl) Production and Operations Management, Vol. 1, No. 2, Spring 1992, pp. 175-184.

- Applying Operations Strategy to Service Firms* (with R. Hayes), in Advances in Service Management and Marketing: Research and Practice, Brown et.al editors, JAI Press, 1992, pp. 53-74.
- Service by Design* (with W. Youngdahl), Design Management Journal (keynote article), Vol. 3, No. 1, Winter 1992, pp. 9-15.
- Beefing-Up Operations in Service Firms* (with R. Hayes), Sloan Management Review, Vol. 33, No. 1, Fall 1991, pp. 33-39.
- The Service Factory: A Future Vision*, International Journal of Service Industry Management, Vol. 2, No. 3, 1991, pp. 60-70.
- Reprinted (with D. Garvin) in Quality Service Conference Proceedings, 1992.
- Dimensioning the Service Factory*, in J. Ettlle et al. (eds.), Manufacturing Strategy: The Research Agenda for the Next Decade, Kluwer Academic Publishers, 1990.
- Service Quality and the Service Delivery System: A Diagnostic Framework* (with D. Bowen), in Quality in Service, S. Brown and L. Crosby (eds.), Lexington Books, 1989.
- The Service Factory* (with D. Garvin), Harvard Business Review, July-August 1989 (lead article), pp. 61-69. (Highlighted in Tom Peters' *Liberation Management*, and other contemporary business books.)
- Reprinted in:
 Pisano, G. and R. Hayes, Manufacturing Renaissance, HBS Press, 1995.
 Simon, H.H., Industrial Dienstleistungen, Schaffer Pöschel, Germany, 1993.
Service Management, Harvard Business School Press, 1991.
 Also in Japanese, Korean, and Italian.
- Integrating Operations and Human Resource Management in the Service Sector* (with D. Bowen), in Strategy, Organization, Design, and Human Resource Management, C. Snow (ed.), JAI Press, 1989, pp. 293-329.
- The Antecedents of Organizational Slack* (with M. Sharfman, D. Tansik, and G. Wolf), Academy of Management Review, Vol. 13, No. 4, October 1988, pp. 601-614.
- The Service Factory* (with W. Erikson), Academy of Management Executive, Vol. II, No. 3, 1988, pp. 191-216 (lead article). (This is a completely different article from the one in the Harvard Business Review.)

Reprinted in: Readings in Management, D. Rubenstein and R. Griffin (eds.), Houghton-Mifflin, 1989.

Operations Management: A Field Rediscovered (with E. Prentis), invited paper for the Journal of Management, (Vol. 13, No. 3, 1987, pp. 351-66.

A Sociotechnical Analysis of the Integrated Factory (with G. Susman), Journal of Applied Behavioral Science, special issue on sociotechnical systems, Vol. 22, No. 3, 1986, pp. 257-270.

The 10 Commandments of Service Management, invited paper for special productivity issue, Interfaces, Vol. 15, No. 3, May-June 1985, pp. 68-72.

Reprinted in Institute for Spanish Executives Alumni Bulletin (in Spanish), 1986.

Designing High Contact Service Systems: Applications to Branches of a Savings and Loan (with G. Northcraft and G. Wolf), Decision Sciences, Vol. 15, No. 4, Fall 1984, pp. 542-555. (Nominated for the Stan Hardy Award for the outstanding OM paper in 1984.)

A Model for Managing Service Organization Demand at the Point of Delivery (with G. Northcraft), and Academy of Management Review, Vol. 10, No. 1, January 1985, pp. 66-85.

The Customer Contact Model for Organizational Design (with D. A. Tansik), Management Science, Vol. 29, No. 9, September 1983, pp. 1037-1050.

Reprinted in Managing Service Quality, G. Clark (ed.), IFS Press, 1990.

Motivating the Client/Employee System as a Service Production Strategy (with Mills and Margulies), Academy of Management Review, Vol. 3, No. 2, 1983, pp. 301-310.

Reprinted in Managing Services Marketing: Text and Readings, John Bateson (ed.), The Dryden Press, 1989.

The Customer Contact Approach to Services: Theoretical Bases and Practical Extensions, Operations Research, special issue on Operations Management, Vol. 29, No. 4, July 1981, pp. 698-706.

Reprinted in Managing Services: Marketing, Operations, and Human Resources, C. Lovelock (ed.), Prentice-Hall, 1988, 1992.

An Exploratory Study of Interrelationships Among Technological and Operational Variables in Paced Assembly Lines (with Kal Singhal), International Journal of Production Research, Vol. 9, No. 6, 1981, pp. 703-708.

A Classification and Evaluation of OM Research, invited paper, Journal of Operations Management, No. 1, August 1980, pp. 9-14.

Reprinted in Journal of Production and Inventory Management, Vol. 22, No. 2, 2nd Quarter, 1981, pp. 49-58.

Where Does the Customer Fit in a Service Operation? Harvard Business Review, Vol. 56, No. 6, November-December 1978, pp. 137-142. (This is one of the three most cited papers in the field of services marketing according to the Journal of Retailing article by Berry, et al., Spring 1993.)

Reprinted in: Classic Readings in Operations Management, V.Sower, et. al Dryden (1995); Managing Services Marketing, J. Bateson (ed.), Dryden, 1992. Services Marketing: Text, Cases, and Readings, C. Lovelock (ed.), Prentice-Hall, 1988. Harvard Business Review Series: Service Management, E. Sasser (ed.), 1979, pp. 13-18. Arizona Review, 2nd Quarter, 1979, pp. 16-21. Advanced Management Reports (abstracted), January 1979, pp. 6-7. Harvard Espansione (in Italian), 1983.

System Termination and the Integration of Resources, The Production System: An Efficient Integration of Resources, Hollier and Moore (eds.), Taylor Francis Ltd., London, 1977, pp. 259-266.

A Statistical Power Analysis of Applied Psychological Research (with L. Chase), Journal of Applied Psychology, Vol. 2, April 1976, pp. 234-237.

Strategic Considerations in Assembly Line Selection, California Management Review, Fall 1975, pp. 17-23.

Reprinted as: *Managerial Implications of Assembly Lines*, Arizona Review, 3rd Quarter, 1980, pp. 16-23.

A Review of Models for Mapping the Socio-Technical System, AIIE Transactions, Vol. 7, No. 2, 1975, pp. 48-55.

A Survey of Paced Assembly Lines, Industrial Engineering, Vol. 6, No. 2, February 1974, pp. 14-18.

Production System Termination: A Framework for Analysis, Journal of Production and Inventory Management, 4th Quarter, 1974, pp. 12-18.

Long-Range Planning in School Districts, Educational Technology (with D. Clark), October 1973, pp. 211-226.

Does Job Performance Affect Employee Satisfaction? (with J. Slocum and D. Kuhn), Personnel Journal, June 1970, pp. 455-460.

A Work Physiology Study of the Relative Effects of Pace and Weight in a Carton Handling Task (with B. Hamilton), AIIIE Transactions, Vol. 1, No. 2, June 1969, pp. 106-111.

The Predictability of Heart Rate in Sequential Work, Journal of Industrial Hygiene, September-October 1968, pp. 480-494. (Reviewed in Cardiology Digest, April 1969, p. 50.)

Work Physiology: A New Approach for Selection and Placement, Personnel Administration, November-December 1969, pp. 47-53.

The Sales Process: An Open Systems Approach (with T. Robertson), MSU Business Topics, Autumn 1968, pp. 45-62.

Reprinted in:

The Sales Function and Its Management, Boone and Kurtz (eds.), General Learning Press, 1972.

Marketing Concepts, Issues and Viewpoints, Kurtz (ed.), General Learning Press, 1973.

Factors Affecting Readiness for Change Among Newspaper Production Workers, Arizona Review, February 1973, pp. 8-11.

A Review of Institution Building in India, invited book review, Journal of Asian Studies, October 1974, pp. 556-557

Management Uses of Work Physiology, California Management Review, Winter 1967, pp. 91-94. (Reviewed as *Must Reading for Management*, Business Management, April 1968, pp. 30-31.)

Energistic Effects of Task Sequencing, Human Factors, Vol. 9, No. 6, Dec. 1967, pp. 557-562.

CONFERENCE PROCEEDINGS

- Psychology of the Experience: Missing Link in Service Science* (with Sriram Dasu), Service Science Management & Engineering Conference – Education for the 21st Century Conference Virtual Poster Session, Almaden Research Center, IBM New York, September 2006.
- Virtual Customer Satisfaction: A Service Management Perspective*, (with Johansson, W. and Ba, Sulin Americas Conference on Information Systems, August 5, 2001. Winner of Best Paper Award for the Conference of over 400 papers
- International Service Study* (with C. Voss and R. Roth), Decision Line (Decision Sciences Institute), May 1999, pp. 4 - 7.
- The Relationship Between Internal, Delivery-Rated Information Service and Manufacturing Delivery Performance* (with W. E. Youngdahl), 1992 Decision Science Conference Proceedings.
- The Relationship Between Service Factory Role Performance and Traditional Manufacturing Performance Measures* (with W.E. Youngdahl), 1991 Decision Science Conference Proceedings.
- Service Quality: A Survey of Current Practice* (with D. L. Kellogg and E. L. Rose), 1991 Decision Science Conference Proceedings.
- The Effects of Sales Opportunities on M/M/S Service System Design* (with B. Berkley), Proceedings of the 1986 National Decision Sciences Conference.
- A Matrix for Linking Marketing and Production Variables in Service System Design*, Proceedings of the 1985 National Decision Sciences Conference.
- Modeling Service Processes*, Berry, Shostack, and Upah (eds.), Emerging Perspectives on Service Marketing, American Marketing Association, 1983.
- Decoupling Operations in Service Production Systems*, Proceedings of the Fifth National Decision Sciences Conference, Fall 1982.
- New Directions in Assembly Line Research*, Proceedings of the Fifth National Decision Sciences Conference, Fall 1975.
- Operations Management in Schools of Administration* (with N. Aquilano), Proceedings of the Fourth Annual Decision Sciences Conference, November 1974, pp. 87-92.

CASE STUDIES

- American Golf Revenue Management System* (with Raj Rajagopalan), 1999.
- Peninsula Beverly Hills: The Ingredients of a Five Star and Five Diamond Hotel*, 1998.
- Production Management at New Fidelity Bank* (Service Systems), in T. L. Wheelen, and J. D. Hunger (eds.), Strategic Management and Business Policy, Addison Wesley, 1983. Also reprinted in A. J. Rowe, R. O. Mason, and K. E. Dickel, Strategic Management and

Business Policy: A Methodological Approach, 2nd ed., Addison Wesley, 1985.

Pitman Publishing Company (Inventory Control), 1977.

Hughes Aircraft Company (MRP), 1979.

How High The Doc? (1974) and *A Case of Prejudice?* (1975) (Organizational Behavior). Both reprinted in various management and personnel books.

PRESENTATIONS AT PROFESSIONAL MEETINGS

“The Psychology of Service”, POMS Service College Meetings, Monterey CA, June, 2006.

“The Seven Rules for New Faculty Success,” Decision Sciences Institute Annual Meetings, San Francisco, November 2005.

“The Search for Service Excellence” Invited speech at the Decision Sciences Institute presented by the DSI Fellows on the history of operations management, DSI National Meetings, Boston, November 2004.

“Applying Behavioral Science Research to Encounter Design,” Frontiers in Services Conference, University of Maryland, October 2003.

“Applying Cognitive Psychology to Services,” MSOM Conference, USC, June 2003.

“Designing Optimal Service Experiences,” Quality in Service Conference, Victoria Canada, June 2002

“Chair: Service Issues in Healthcare, Supplier Selection and Classification, National Academy of Management Meetings, Denver, Co., August 2002.

“Panel on the establishment of a college of services in POMS,” POMS National meetings, San Francisco, March 2002

“Services Benchmarking and E-Services,” INFORMS Annual Meeting, Maui, June 2001.

"Shrink to Fit: Applying Psychological Concepts to Internet Service Encounters," Decision Sciences Conference, Orlando Florida, Nov, 2000.

"Some Findings from Social Psychology and Their Application to Service Encounter Design," National INFORMS Conference, Salt Lake City, May 2000.

"Academic versus Real World Perspectives (on service) Is there a Paradox?" Service Operations Management Association 1999 International Conference, August 1999, Boston.

"Globalization of Services: Research Implications from the International Service Study", Decision Sciences Institute 30th Annual Meetings, New Orleans, November 20 -23, 1999.

Achieving World Class Service, Plenary speech, XXXIII Annual Assembly of the Council of Latin American Schools of Administration, Santo Domingo, Dominican Republic, October 1998.

Theory Development in Service Operations Management, Services Mini Conference, Decision Sciences Meetings, Las Vegas, NV, November 1998.

Service Competitiveness—An International Benchmarking Comparison of Service Practice and Performance in Germany, UK and USA, (with A. Meyer, A. Roth, C. Voss, K. Blackmon, K. Sperl, and E. Rose), QUIS Conference, Norwalk, CT, July 1998.

- Service Operations' Contributions to OM's History of Thought*, Plenary Speech, Production and Operations Management Society Meeting, Santa Fe, NM, March 1998.
- Benchmarking U.S. Services*, Plenary Speech, Quality and Management: Quality Now and Directions for the 21st Century Conference, Arizona State University, Tempe, AZ, March 1998.
- Teaching Graduate Service Management*, National Decision Sciences Meeting, San Diego, CA, November 1997.
- Benchmarking U.S. Services Workshop: Results and Implications*, National Decision Sciences Meeting, San Diego, CA, November 1997.
- A Cross-Functional Doctoral Seminar on Services*, Production Management Society Annual Meeting, Indianapolis, IN, April 1996.
- Hot Topics in Service Research*, Invited Presentation, National DSI Conference, Boston, MA, November 1995.
- Reflections on the Field of Service Operations Management*, Plenary Speech, Production and Operations Management Society Annual Meetings, Pittsburgh, PA, October 1995.
- Seeking Perfection in Service Delivery*, Keynote Speech, Operations Management Association Meetings, Warwick, England, 1993.
- Failsafe Service*, Service Productivity and Quality Challenge Conference, the Wharton School, 1992.
- The Customer Dimension--Learning from Services*, Operations Management Association Conference, Duke University, 1992.
- Service Quality Deployment*, Perspectives in Operations Management Conference in Honor of Elwood S. Buffa, UCLA, 1991.
- A Service Research Agenda for the 1990s*, National DSI Meetings, San Diego, 1990.
- State of the Art Service Concepts*, International Service Management Conference, Toulon, France, 1990.
- The Service Factory*, Quality in Service II, Norwalk, Connecticut, 1990.
- Redefining the Management/Marketing Interface Through the Service Factory Concept*, National ORSA/TIMS Meetings, Las Vegas, Nevada, 1990.
- Dimensioning the Service Factory*, National DSI Meetings, New Orleans, 1989.
- Structuring Operations for Revitalization*, National Academy of Management Meetings, Washington, D.C., 1989.
- Research Strategies in OM*, National Academy of Management and Doctoral Consortium, New Orleans, 1987.
- Research in Operations Management*, National Meeting, Academy of Management Doctoral Consortium, Chicago, Illinois, 1986.
- Future Directions of P/OM: Conversation with Leaders*, National Academy of Management Meetings, San Diego, August 1985.

Introducing Productivity into P/OM Curricula, AACSB Special Seminar on Productivity in Business School Curricula, National Productivity Center, Houston, Texas, March 1985.

A Research Viewpoint on What's New in Services, National DSI, Toronto, Canada, November 1984.

A Methodology for Designing Branch Operations, International Conference on Service Research, Aix-en-Provence, France, 1984.

REPRESENTATIVE UNIVERSITY LECTURES

Harvard University

MIT OM Seminar Series

UCLA OM Seminar Series

University of Karlstad (Sweden)

IESE, Barcelona, Spain

Duke University

Wharton School

London Business School

University of Melbourne

Victoria University, New Zealand

Stanford University

University of North Carolina

INCAE (Costa Rica)

IMD (Switzerland)