



# THOUGHT LEADERSHIP FORUM

**Service Imperative for  
Health, Hospitality, and Design**

# WELCOME

## THOUGHT LEADERSHIP FORUM

### Service Imperative in Health, Hospitality, and Design

Welcome to the Thought Leadership Forum hosted by Journal of Service Management and Cornell Institute for Healthy Futures.

This year's forum will be held at the Cornell University campus from May 8-10, 2019 with a welcome reception on the evening of May 8, 2019.

The research forum brings together active researchers in the field of hospitality, tourism, and service to set research priorities and mentor the next generation of researchers.

To extend our knowledge, we have to reach out laterally and beyond our comfort zone. We look forward to engaging in open debate and the respectful exchange of ideas.

#### Forum Co-Chairs



Dr. Rohit Verma  
*Cornell University*



Dr. Jay Kandampully  
*The Ohio State University*

# SERVICE IMPERATIVE FOR

## Health, Hospitality, and Design

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**Track 1:** *Patient Experience*

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**Track 2:** *Patient Centered Senior Living and Wellness*

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**Track 3:** *The Role of Service Design and ServiceScape in Healthcare*

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**Track 4:** *Technology and Digital Contribution to Health Service*

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**Track 5:** *Workplace Wellness and Compassion*

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**Track 6:** *Service Process Management in Healthcare*

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**Track 7:** *Value based Service in Healthcare*

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**Track 8:** *Symbiotic Relationship Between Healthcare and Hospitality*

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**Track 9:** *Societal Health and Wellbeing*

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TRACKS

## KEY PEOPLE

### Conference Co-Chairs

#### Jay Kandampully

Professor of Service Management and Hospitality, Department of Human Sciences,  
*The Ohio State University*

#### Rohit Verma

Dean of External Relations, Cornell SC Johnson College of Business;  
Singapore Tourism Board Distinguished Professor, School of Hotel Administration;  
Professor, Operations Technology and Information Management;  
*Cornell University*

### Journal of Service Management

Editor-in-Chief: Dr. Jay Kandampully, *The Ohio State University*

JOSM Special Issue Guest Editors: Dr. Rohit Verma, *Cornell University*;  
Dr. Sunmee Choi, *Yonsei University*

### Planning Committee

Rohit Verma - rohit.verma@cornell.edu

Jay Kandampully - kandampully.1@osu.edu

Mark Yeager - mky8@cornell.edu

Brenda Smith - bkc4@cornell.edu

## DAY 1

Wednesday, May 8, 2019

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Cornell University, Ithaca, NY 14853

### WELCOME AND NETWORKING EVENT

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2:30 pm - 3:00 pm	Registration, Sage Hall B05
3:00 pm - 4:00 pm	Keynote Speaker, Sage Hall B05
4:00 pm - 5:00 pm	Discussion
5:00 pm - 9:00 pm	Dinner Reception, Nevin Welcome Center

# DAY 2

## Thursday, May 9, 2019

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### BREAKFAST - Warren Hall

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**8:30 am - 9:00 am**      Light Breakfast

### BREAKOUT SESSIONS - Warren Hall

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**9:00 am - 10:30 am**      Breakout Sessions\*

**10:30 am - 10:45 am**      Morning Coffee & Tea Break

**10:45 am -12:00 pm**      Breakout Sessions\*

### LUNCH - Martha Van Rensselaer Hall

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**12:00 pm - 1:00 pm**      CIHF Offices, 3250 Martha Van Rensselaer Hall

### BREAKOUT SESSIONS - Warren Hall

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**1:00 pm - 2:30 pm**      Breakout Sessions\*

**2:30 pm - 2:45 pm**      Coffee Break

**2:45 pm - 5:00 pm**      Breakout Sessions\*

### DINNER - Big Red Barn

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**5:00 pm - 8:00 pm**      Dinner

\* Breakout sessions will be held in Warren Hall B02, B05, 101, 113, 137, 138, 150, 151, 173. Each track working group will be assigned a room during the opening session.



# AGENDA

## DAY 3

Friday, May 10, 2019

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### BREAKFAST - Warren Hall

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8:30 am - 9:00 am      Light Breakfast

### BREAKOUT SESSIONS - Warren Hall

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9:00 am - 10:30 am      Breakout Sessions\*

10:30 am - 10:45 am      Morning Coffee & Tea Break

10:45 am - 12:00 pm      Breakout Sessions\*

### LUNCH - Kennedy Hall

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12:00 pm - 1:00 pm      EHub Space, 1st Floor

### GROUP PRESENTATIONS - Clark Hall 700

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1:00 pm - 3:30 pm      Presentations from each Track 1 - Track 9

### CLOSING RECEPTION - Statler Hotel

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3:30 pm - 5:00 pm      Closing reception, Banfi's Taylor Room

\* Breakout sessions will be held in Warren Hall B02, B05, 101, 113, 137, 138, 150, 151, 173. Each track working group will be assigned a room during the opening session.

# MEET OUR KEYNOTE SPEAKER



## Leonard L. Berry

University Distinguished Professor of Marketing,  
Regents Professor, M.B. Zale Chair in Retailing & Marketing  
Leadership,  
Presidential Professor for Teaching Excellence,  
Senior Fellow, Institute for Healthcare Improvement,  
Mays Business School | Texas A&M University  
220 Wehner | 4113 TAMU | College Station, TX 77843-4113

Dr. Leonard L. Berry is University Distinguished Professor of Marketing, Regents Professor, and holds the M.B. Zale Chair in Retailing and Marketing Leadership in the Mays Business School at Texas A&M University. He also is a Presidential Professor for Teaching Excellence. As a Visiting Scientist at Mayo Clinic in 2001-2002, he conducted an in-depth research study of healthcare service, the basis for his book, *Management Lessons from Mayo Clinic* (2008). Concurrent with his faculty position in Mays Business School, Dr. Berry is a Senior Fellow of the Institute for Healthcare Improvement studying service improvement in cancer care for patients and their families. A former national president of the American Marketing Association, Dr. Berry founded the Center for Retailing Studies at Texas A&M in 1982 and served as its director through 2000.

Professor Berry has written ten books in all, including: *Discovering the Soul of Service*; *On Great Service*; *Marketing Services: Competing Through Quality*; and *Delivering Quality Service*. He is the author of numerous academic articles and an invited lecturer throughout the world.

Professor Berry has contributed much meaningful work to the fields of services marketing, service quality, patient experience, and cancer care during his prolific career. His teaching and research have been widely recognized with many honors for his contributions - far too many to be listed here. Please join us in welcoming Professor Berry.



Listen to Professor Berry  
talk about *Hostages in  
Healthcare*



Read more about  
Professor Berry's honors  
and achievements



Read *Berry Reflects on  
Groundbreaking Marketing  
Career*

# KEYNOTE

# ACDAMICS



## Lerzan Aksoy

Associate Dean of Undergraduate Studies and Professor of Marketing, School of Business, Fordham University



## Linda Alkire

Assistant Professor, Department of Marketing, Texas State University



## Anil Bilgihan

Associate Professor, Marketing Department Hospitality Management, Florida Atlantic University



## Vanja Bogicevic

Visiting Assistant Professor, Department of Human Sciences, The Ohio State University



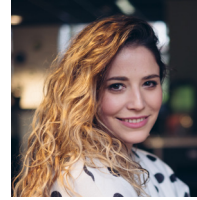
## Milos Bujisic

Assistant Professor, Department of Human Sciences, The Ohio State University



## Alexander Buoye

Assistant Professor, Gabelli School of Business, Fordham University



## Martina Caic

Ph.D. Candidate, School of Business and Economics, Maastricht University



## Rebecca Choi

Assistant Professor, Human and Consumer Sciences, Patton College of Education, Ohio University



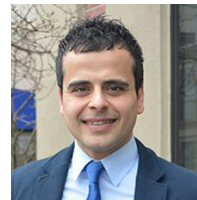
## Sunmee Choi

Professor, Department of Business Administration, Yonsei University, Korea



## David Dobrzykowski

Associate Professor, Director Supply Chain Management Institute, College of Business, Bowling Green University



## Tarik Dogru

Assistant Professor, Dedman School of Hospitality, Florida State University



## Dahlia El-Manstrly

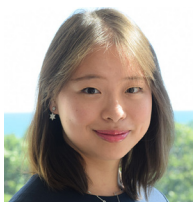
Lecturer in Marketing & Co-Director, Center for Service Excellent, Business School, University of Edinburgh, UK





### Andrew Gallan

Assistant Professor,  
Marketing Department,  
Florida Atlantic University



### Kejia Hu

Assistant Professor of  
Operations Management,  
Owen Graduate School of  
Management, Vanderbilt  
University



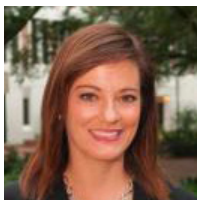
### Maria Golubovskaya

HDR Student - Ph.D.,  
Business School, University  
of Queensland, Australia



### Pippa Hunter- Jones

Professor of Marketing,  
Management School,  
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### Lydia Hanks

J. Willard Marriott Sr.  
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### Sertan Kabadayi

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### Anu Helkkula

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### Charles Hofacker

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and Professor of Marketing,  
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### Jay Kandampully

Professor of Service  
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Hospitality, Department of  
Human Sciences, The Ohio  
State University



### Brooke Hollis

Executive Director, CIHF  
and Associate Director,  
SLOAN Program in Health  
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Human Ecology, Cornell  
University



### Timothy (Tim) Keiningham

J. Donald Kennedy  
Endowed Chair in  
E-Commerce; Associate  
Professor, Marketing, St  
John's University

# ACADEMICS

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**Laura Kempainen**

Doctoral Student, Martti Ahtisaari Institute of Global Business and Economics, University of Oulu



**Stephanie Liu**

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**Sooyun Kim**

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**Susan Feng Lu**

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**Lu Kong**

Ph.D. Candidate, School of Hotel Administration, SC Johnson College of Business, Cornell University



**Dominik Mahr**

Associate Professor; Scientific Director Service Science Factory, UMIO Service Science Factory, Maastricht University, Netherlands



**Min Lee**

Assistant Professor, Department of Operations Management and Information Systems, Northern Illinois University



**Edward (Ed) Carl Malthouse**

Erastus Otis Haven Professor and Research Director of Spiegel Research Center, School of Journalism, Media, Integrated Marketing Communications, North Western University



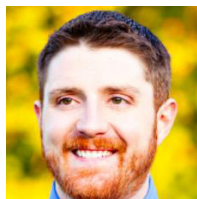
**Yuna S. Lee**

Assistant Professor, Health Policy and Management, Mailman School of Public Health, Columbia University



**Laura E McClelland**

Assistant Professor, College of Health Professions Health Administration, Virginia Commonwealth University



**Nathaniel Line**

Associate Professor, Dedman School of Hospitality, Florida State University



**Sunil Mithas**

Ralph J. Tyser Professor of Information Systems, Department of Decision, Operations & Information Technologies, Robert H. Smith School of Business, University of Maryland



### **Lia Patricio**

Associate Professor,  
Department of Industrial  
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### **Jamie Lyn Perry**

Assistant Professor, School  
of Hotel Administration,  
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### **Cheryl Rathert**

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### **Aleda Roth**

Burlington Industries  
Distinguished Professor of  
Supply Chain Management,  
College of Business, Clemson  
University



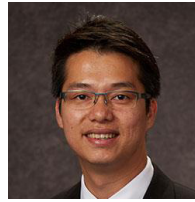
### **Daniela Sangiorgi**

Associate Professor,  
Department of Design  
(Dipartimento di Design),  
Politecnico, Milan, Italy



### **Hannah Snyder**

Assistant Professor,  
Department of Marketing,  
Bi University, Norway



### **Kevin So**

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of Hospitality , Retail  
and Sport Management,  
University of South Carolina



### **David Solnet**

Associate Professor,  
Business School, University  
of Queensland, Australia



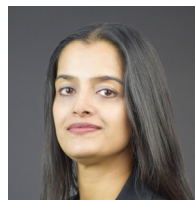
### **Alexis Strong**

Ph.D. Candidate, School of  
Hotel Administration, SC  
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Cornell University



### **Mahesh Subramony**

Professor, Department of  
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Illinois University



### **Subhashree Sundar**

Assistant Professor & Lecturer,  
Department of Operations and  
Information Systems, David  
Eccles School of Business,  
University of Utah



### **Vikram Tiwari**

Director of Surgical Business  
Analytics and Associate  
Professor, Medical Center,  
Vanderbilt University

# ACADEMICS

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## Rohit Verma

Dean of External Relations,  
Cornell SC Johnson College  
of Business; Professor,  
Operations Technology and  
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## Timothy Vogus

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## Matthew Walsman

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University



## Lars Witell

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School, Karlstad University,  
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## Jie Zhang

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B. Gustavson School of  
Business, University of  
Victoria

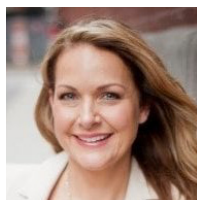


## Xiande Zhao

Professor of Operations and  
Supply Chain Management,  
CEIBS Shanghai, China



# INDUSTRY PANELISTS



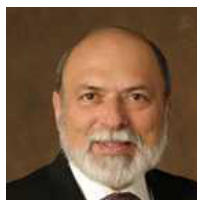
## Denise Boudreau-Scott

Denise is President of Drive. Drive helps aging services organizations improve the resident and staff experience, and the bottom-line, through more engaged leaders and employees.



## Rosalyn Cama

Rosalyn has been a practicing interior designer for over 30 years. She is a fellow of the American Society of Interior Designers (ASID), was ASID's 24th President, and has served as the chair of its Healthcare Specialty Network.



## Lou Carbone

Lou is the founder and chief experience officer of Experience Engineering. He is the author of "Clued-In: How to Keep Customers Coming Back Again and Again".



## Satish Devapatla

Dr. Devapatla is the medical director of the Special Care Nursery at Cayuga Medical Center. He is a pediatrician who is board certified in neonatal-perinatal medicine.



## Whitney Gray

At Delos, Dr. Gray is responsible for the oversight of health research and the development of innovative design strategies and products that seek to improve human health and wellness through building design.



## Asheesh Gupta

Asheesh is co-founder of Samarth. Samarth has the mission of helping the elderly enjoy a quality, independent life in Indian cities by offering access to family quality care through a combination of tech and touch.



## Esther Greenhouse

Esther is an environmental gerontologist, a designer, and a built environment strategist. A nationally recognized expert in Universal Design and Aging in Place, her focus is on creating successful Age-Friendly Communities.



## Maggie Hsu

Maggie runs Business Development for AirSwap. AirSwap is a decentralized, peer-to-peer token trading platform on the Ethereum blockchain.



## Andrew Jenis

Dr. Jenis currently serves as one of six vice presidents of the US Acute Care Solutions East & Mountain region, a physician-owned provider of acute care hospital management and emergency medicine.



## Laurie Kopin

Dr. Laurie Kopin is the Executive Director of Executive Patient Services at the University of Rochester Medical Center. She is an Associate Professor at the University of Rochester Schools of Medicine and Nursing.



## Bob Riter

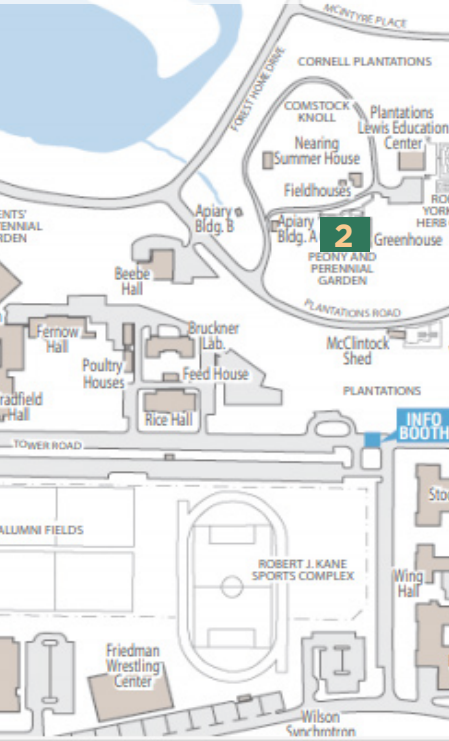
Bob Riter, MHSA, is the Patient Advocate in Cornell University's Physical Sciences Oncology Center. He is the former Executive Director of the Cancer Resource Center of the Fingerlakes.



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# ALL UNIVERSITY

New York State, 14853



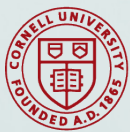
LOCATION





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