

POMS College of Service Operations

2010 Mini-conference

Vancouver, Canada

May 6, 2010

Venue: Segal Graduate School of Business, Simon Fraser University
500 Granville St., Vancouver, BC, V6C 1W6.

Directions from Sheraton Wall Centre hotel (1088 Burrard Street, Vancouver V6Z 2R9):
Right on Burrard St toward Comox St (0.1 mile). Right on Nelson St (0.1 mi.). Left on
Howe St (0.4 mi.). Right on Dunsmuir St (0.1 mi. to 500 Granville).

Agenda

- 8:00-8:30 Light breakfast available. Coffee, tea, and assorted breads.
- 8:30-8:40 Welcome address, Daniel Shapiro, Dean and Lohn Foundation Professor,
Faculty of Business Administration, Simon Fraser University
- 8:40-9:20 Jim Spohrer, Director, IBM University Programs (IBM UP)
“Service Science update”
- 9:20-9:30 Presentation of awards
Lifetime Achievement Awards
Chris Voss, London Business School
Sheryl Kimes, Cornell School of Hotel Administration
Most Influential Paper Award
- 9:30-10 Coffee break
- 10-10:30 Graham Kee, VP, Olympic Operations, Port Metro Vancouver
- 10:30-11 Rohit Verma, Cornell U., “Effectively Connecting Academic Scholars
with the Industry – Some Ideas from the Cornell Center for Hospitality
Research”
- 11-11:30 Stephen Tax, Winspear Scholar and Professor of Service Management,
U. Victoria, “Breaking Free From Services Marketing.”
- 11:30-1:00 Lunch on your own. Restaurant guide is on the next page.
- 1:00-2:00 Joanne Stan and Ann Brown, Change Initiatives, Providence Health Care
- 2:30-4:15 Mark Andrew, Regional Vice President, Pacific Northwest & General
Manager, Fairmont Hotel (to be held at Fairmont Hotel)
- Directions to the Fairmont: Proceed on Dunsmuir St toward Howe St (0.2 mi.). Left on
Hornby St (0.2 mi.). The Fairmont Hotel is just past W.Georgia St.
- The Fairmont is planning a hands-on experience in back-office hotel operations.
- 4:30-6 Reception back at Simon Fraser University, 500 Granville St.
Complimentary wine, beer, and other beverages.

Restaurants near 500 Granville St.

There are roughly 100 restaurants within walking distance. A few choices are:

Caffe Artigiano, 574 Granville
Shore Club, 688 Dunsmuir
Urvan Sushi, 562 Granville
Tim Hortons, 607 Dunsmuir
Taco Del Mar, 545 Granville
New York Fries, 777 Dunsmuir
Pastel's Restaurants, 777 Dunsmuir
Yume Japanese Restaurant, 602 Seymour
Gotham Steakhouse, 615 Seymour
Joyeaux Café, 551 Howe
Vsev Café, 551 Howe
Taste of Hon's, 551 Seymour
Classic Pizza, 547 Seymour
Kishu Japanese House, 538 Seymour
Railway Club, 579 Dunsmuir

Conference Coordinator: Ian McCarthy

Professor McCarthy currently holds the Canada Research Chair of Management of Technology at the Faculty of Business Administration, Simon Fraser University. His academic career began in engineering where he researched and taught engineering management and operations systems design. He has focused on understanding the various operational and technological configurations (practices, processes and structures) that exist in different types of industrial organizations. To date this work has examined issues such as managing operational complexity, mass customization, decision making in new product development, and strategies for drug discovery.

He is a qualified chartered engineer, a member of the EPSRC College (a UK research council) and a director of the Complexity Society, and previously was on faculty at the University of Warwick and the University of Sheffield; and held management positions at Philips Electronics, British Alcan and Footprint Tools.

Our host school: Simon Fraser University, Segal Graduate School of Business

Simon Fraser University

Simon Fraser University and the Faculty of Business Administration have a relatively short but very busy history characterized by innovative people, research and programs. From its inception, the University has chosen not to follow traditional paths. Its history is characterized by the development of new programs and new structures that respond and adapt to changes in knowledge and the academic and broader environment. It is not afraid to try new ideas within a governance framework that emphasizes consultation, consensus and quality.

Since 1965, SFU has grown from a small newly established institution with a fresh mission and a local student base to a major Canadian university with an expanding presence in the global arena. SFU has campuses in Vancouver, Burnaby and Surrey with a total student enrollment of more than 30,000; six faculties (eight in September 2009), 60 departments and schools, and 63 institutes and centres; and partnerships with more than 100 leading universities in 39 countries, including our first international dual-degree program in China.

SFU Business

Since the creation of Canada's first Executive MBA in 1968, SFU Business has championed lifelong learning, productive change and the need to be innovative as we deliver research and teaching that makes an impact. That we have achieved some measure of success is confirmed by our accreditation by the AACSB (Association to Advance Collegiate Schools of Business), and by receiving the EQUIS Quality award from the EFMD (European Federation for Management Development), globally recognized accrediting agencies for business schools. Less than 1% of business schools worldwide have earned both of these international accreditations.

Undergraduate, graduate and Ph.D. programs demonstrate a spirit of innovation, flexibility and relevance. Supported by extensive partnerships with public, private and not-for-profit organizations, our goal is to produce broadly educated, enterprising and socially responsible managers capable of making lasting contributions to their communities.

SFU Business operates on all three SFU campuses, with:

- over 3100 undergraduate [BBA students](#) in Burnaby and Surrey
- over 250 MBA and graduate students in the new [Segal Graduate School of Business](#)
- non-credit programs at the director, executive and management levels
- a thriving [Ph.D.](#) program

Speaker biographies

Jim Spohrer

Jim Spohrer is the Director of Almaden Services Research at IBM's Almaden Research Center in San Jose, CA. IBM Global Services (IGS) is a people-intensive, information-intensive business of over 170,000 professionals world-wide, accounting for almost half of IBM's yearly revenues, and innovation for IGS is the focus of the Almaden Services Research group. Human sciences, On-Demand Innovation Services (ODIS), deep industry knowledge of future trends, and operations technology are areas of active exploration.

From 2000-2003, at IBM, he was CTO of IBM's Venture Capital Relations Group, where he identified technology trends and worked to establish win-win relationships between IBM and VC-backed portfolio companies. Previously, Dr. Spohrer directed the IBM Almaden Research Center's (ARC) Computer Science Foundation Department, and before that was senior manager and co-strategist for IBM's User Experience/Human Computer Interaction Research effort.

From 1989-1998, at Apple, he was a DEST (Distinguished Engineer, Scientist, and Technologist) and program manager of learning technology projects in Apple's Advanced Technology Group (ATG). He led the effort to create Apple's first on-line learning community and vision for mobile any time, any where e-learning. From 1978-1982, he developed speech recognition algorithms and products at Verbex, an Exxon Enterprises company.

Jim received a B.S. in Physics from MIT in 1978, and a Ph.D. in Computer Science from Yale University in 1988. In 1989, Jim lived in Rome, Italy where he was a visiting scholar at the University of Rome La Sapienza, and lecturer at major universities across Europe. Jim has published broadly in the areas of speech recognition, empirical studies of programmers, artificial intelligence, authoring tools, on-line learning communities, open source software, intelligent tutoring systems and student modeling, new paradigms in using computers, implications of rapid technical change, as well as the coevolution of social, business, and technical systems. Jim has also helped to establish two education research non-profit web sites: The Educational Object Economy (<http://www.eoe.org/>) and WorldBoard: Associating Information with Places (<http://www.worldboard.org/>). Jim is a frequent advisor to the National Science Foundation, U.S. Department of Education, and other groups (<http://www.merlot.org>, <http://www.newmediacenters.org>) on the implications of rapid technological change to the future of education.

Graham Kee

Graham Kee brings over 25 years of exemplary policing and security experience as well as in-depth knowledge of port operations and related businesses to his current position of Vice President, Olympic Operations -- overseeing Port Metro Vancouver's land/marine Olympic operations coordination .

A native of Saint John, NB, Graham began his career with the Vancouver Port Authority in 1997 as Chief of Security. Prior to this, he spent 17 years with municipal and ports policing in Vancouver, Saint John and Prince Edward Island. In 2008 he joined Port Metro Vancouver's executive team.

Graham is a member of the Canada Pacific Chapter of ASIS International. He is a graduate of the Atlantic Police Academy and holds an Executive Management Certificate from Simon Fraser University.

Stephen Tax

Dr. Stephen Tax is Professor and Winspear Scholar in the Faculty of Business at the University of Victoria. He teaches marketing management, services management and international marketing to undergraduate, graduate and executive students. Dr. Tax's research interests focus on interdisciplinary issues in services management, notably service recovery, service design, customer performance and service networks. This work has produced a host of articles appearing in such journals as the *Journal of Marketing Research*, *Sloan Management Review*, the *Journal of Marketing*, the *Journal of Retailing*, the *Journal of Operations Management* and the *Journal of Consumer Psychology*. His co-authored article, "Customer Evaluation of Service Complaint Experiences: Implications for Relationship Marketing" won the AMA Award for best services marketing article published in 1998. The article, "Recovering and Learning from Service Failure," was awarded the Richard Beckhard Prize in 2000 for the outstanding article published in *Sloan Management Review* in the field of planned change and organizational development. He is a past editorial board member of the *Journal of Marketing* and currently serves on the board of the *Journal of the Academy of Marketing Science*.

Rohit Verma

Rohit Verma is Professor of Service Operations Management at the School of Hotel Administration, and also serves as the Executive Director for the Center for Hospitality Research (CHR). Prior to joining Cornell faculty, he was the George Eccles Professor of Management, David Eccles School of Business at the University of Utah. He has also taught MBA and executive development classes at several universities around the world including DePaul University, Chicago, IL, University of Sydney, Australia, Norwegian School of Logistics, Norway, Helsinki School of Economics, Finland, and Indian School of Business, India.

His research interests include new product/service design, quality management and process improvement, and operations/marketing interrelated issues. He has published over 50 articles in prestigious business journals such as *California Management*

Review, the Cornell Hospitality Quarterly, Decision Sciences, Journal of Operations Management, Journal of Product Innovation Management, Journal of Service Research, MIT Sloan Management Review, Production and Operations Management, and other journals. His research has been supported by numerous well-respected organizations around the world, such as Fairmont, Raffles, and Swissôtel (Singapore); Hammerson and NCR Knowledge Lab (UK); Citycon (Finland); Siemens and Fraport (Germany); Wiener Konzerthaus (Austria); and, in the United States, American Express, Calvin Klein, CSFB, eBay, First Chicago, General Growth Properties, HSMAI, Neiman Marcus, and the U.S. Forest Service.

Verma has received several teaching and research awards including the "Skinner Award For Early Career Research Accomplishments" from the Production and Operations Management Society; "Spirit of Inquiry Award" the highest honor for scholarly activities within DePaul University; "Teaching Innovation Award" DePaul University; and "Doctoral faculty Teaching Award" University of Utah. He serves as the academic editor of the CHR's managerial report series; associate editor of Journal of Operations Management, and Decision Sciences; senior editor of Production and Operations Management; and editorial board member of Journal of Service Research, and the Cornell Hospitality Quarterly.

Mark Andrew

Mark Andrew is Regional Vice President, Pacific Northwest, Fairmont Hotels & Resorts and General Manager, The Fairmont Hotel Vancouver.

Mark's regional portfolio of hotels includes the Fairmont Hotel Vancouver, Fairmont Waterfront, Fairmont Vancouver Airport, Fairmont Empress (Victoria), Fairmont Olympic Hotel (Seattle) and Fairmont Pacific Rim.

Mark brings more than 30 years experience to his role, having most recently finished his term as Chairman of the Board of Directors, Meeting Professionals International (MPI), based in Dallas, Texas.

A seasoned hotelier, Mark spent 25 years with Hyatt Hotels & Resorts, including roles as General Manager for the Hyatt Seattle, Hyatt Charlotte and Hyatt Regency Vancouver. From 1998 – 2000 he was Senior Vice President & Chief Operating Officer, Great Canadian Railtour Company. In 2000, he joined Starwood Hotels & Resorts, serving as General Manager, the Westin Bayshore, Vancouver for six years.

Mark holds a Bachelor of Hospitality Management Degree from Vancouver Community College. Designations include Certified Meeting Planner (CMP) and Certified Hotel Administrator (CHA). In 2007 he was awarded the Vancouver AM Tourism Association's Wake-Up Award for his involvement in the successful Vancouver 2010 Olympic bid.

Attendees

Last Name	First Name	Univ./Org.	Country
Andrew	Mark	Fairmont Hotels & Resorts	Canada
Brandon-Jones	Alistair	University of Bath	United Kingdom
Brown	Ann	Providence Health Care	Canada
Cross	Barry	Queen's School of Business	Canada
de C. Evans	John	OPUS Hotels	Canada
Dilworth	Kate	Simon Fraser University	Canada
Dixon	Michael	Cornell University	United States
Fan	Ying	University of Colorado at Colorado Springs	United States
Field	Joy	Boston College	United States
Fitzsimmons	James	University of Texas at Austin	United States
Harrison	Terry	Penn State University	United States
Henriksson	Kristina	Simon Fraser University	Canada
Kee	Graham	Port of Vancouver	Canada
Martins	Michele	FGV - EAESP	Brazil
McCarthy	Ian	Simon Fraser University	Canada
Menor	Larry	University of Western Ontario	Canada
Metters	Rich	Emory U	United States
Neely	Andy	University of Cambridge	United Kingdom
Nilsson	Fredrik	Lund University	Sweden

Nobrega	Kleber	Potiguar University	Brazil
Paquette	Julie	HEC Montreal	Canada
Pereira	Giancarlo	UNISINOS	Brazil
Rabinovich	Elliot	Arizona State University	United States
Rosenzweig	Eve	Emory University	United States
Roth	Aleda	Clemson University	United States
Safrata	Robert	Novex	Canada
Salam	Asif	University of the Fraser Valley	Canada
Spohrer	Jim	IBM	United States
Spooner	Marie-Pierre	Université du Québec à Montréal	Canada
Stan	Joanne	Providence Health Care	Canada
Tax	Stephen	Univerity of Victoria	Canada
Verma	Rohit	Cornell University	United States
Victorino	Liana	University of Victoria	Canada
Voss	Chris	London Business School	United Kingdom
Weng	Hua-Hung	Yuan Ze University	Taiwan, Republic of China
Zhang	Jie	Boston University	United States