

# About the Authors



Mary Jo Bitner (left), Dwayne Gremler, and Valarie Zeithaml

## **Valarie A. Zeithaml** *University of North Carolina–Chapel Hill*

**VALARIE ZEITHAML** is the David S. Van Pelt Family Professor of Marketing at the Kenan-Flagler Business School of the University of North Carolina at Chapel Hill. Since receiving her MBA and PhD in marketing from the Robert H. Smith School of Business at the University of Maryland, Dr. Zeithaml has devoted her career to researching and teaching the topics of service quality and services management. She is the co-author of *Delivering Quality Service: Balancing Customer Perceptions and Expectations* (The Free Press, 1990), now in its 20th printing, and *Driving Customer Equity: How Customer Lifetime Value Is Reshaping Corporate Strategy* (The Free Press, 2000). In 2002, *Driving Customer Equity* won the first Berry–American Marketing Association Book Prize for the best marketing book of the past three years. In 2014, she published *Profiting from Services and Solutions: What Product Companies Need to Know* with Mary Jo Bitner, Stephen Brown, and Jim Salas.

In 2008, Dr. Zeithaml won the Paul D. Converse Award from the American Marketing Association. The Converse Award, granted every four years to one or more persons, acknowledges enduring contributions to marketing through one or more journal articles, books, or a body of work. This work created the Gaps Model of Service Quality on which this textbook is based. In 2009, she received the American Marketing Association/Irwin/McGraw-Hill Distinguished Marketing Educator Award for lifetime leadership in marketing education and extensive contributions to the field of marketing. She won the 2012 Bullard Research Impact Award in recognition of the broad impact of research on the field, industry, and society, and was appointed an American Marketing Association Lifetime Fellow in 2015. The 2014 List of Thomson Reuters included her in the “2014 World’s Most Influential Scientific Minds,” reflecting citation data over the last 11 years that identified those scholars who published the highest impact work.

Dr. Zeithaml has won five teaching awards, including the Gerald Barrett Faculty Award from the University of North Carolina and the Fuqua School Outstanding MBA Teaching Award from Duke University. She is also the recipient of numerous

research awards, including the Robert Ferber Consumer Research Award from the *Journal of Consumer Research*; the Harold H. Maynard Award from the *Journal of Marketing*; the MSI Paul Root Award from the *Journal of Marketing*; the Jagdish Sheth Award from the *Journal of the Academy of Marketing Science*; and the William F. O'Dell Award from the *Journal of Marketing Research*. She has consulted with more than 60 service and product companies. Dr. Zeithaml served on the Board of Directors of the American Marketing Association from 2000 to 2003 and was an Academic Trustee of the Marketing Science Institute between 2000 and 2006. She is currently Chairperson of the Board of the American Marketing Association.

### **Mary Jo Bitner** *Arizona State University*

**MARY JO BITNER** is the co-executive director of the Center for Services Leadership, Edward M. Carson Chair in Service Marketing, and professor of marketing at the W. P. Carey School of Business, Arizona State University (ASU). In her career as a professor and researcher, Dr. Bitner has been recognized as one of the founders and pioneers in the field of service marketing and management worldwide. At ASU she was a founding faculty member of the Center for Services Leadership and has been a leader in its emergence as the premier university-based center for the study of services marketing and management. Her professional leadership in the discipline includes serving on the Board of the American Marketing Association from 2011–2014, and serving as Editor in Chief of the *Journal of Service Research* from 2013–2017.

Dr. Bitner led the development of the W. P. Carey MBA marketing and service leadership specialization, a unique full-year focus within the nationally ranked W. P. Carey MBA. The degree specialization has existed for nearly 20 years, and alumni now work in companies worldwide, leading the implementation of service and customer-focused strategies.

Dr. Bitner has received several teaching awards and research recognition for her contributions to the discipline. Dr. Bitner was awarded the Career Contributions to the Service Discipline Award presented by the American Marketing Association. She was also named an IBM Faculty Fellow and received the inaugural International Society for Service Industry Professionals (ISSIP) Fellow Award for Lifetime Achievement in Service Science in 2013, and the Marketing Innovator Award from the Marketing Management Association in 2014. At ASU, Dr. Bitner has received the W. P. Carey School of Business Graduate Teaching Excellence Award and the award for Outstanding Professor, PhD Programs. She served as a Distinguished Faculty member at Fudan University, Shanghai, China and taught for many years in ASU's EMBA program in China.

Dr. Bitner has taught and consulted with numerous service and manufacturing businesses who seek to excel and compete through service. Her current research is concerned with service infusion strategies in goods-dominant companies and the strategic roles of technology and contact employees in determining customer satisfaction with services. In 2014 Dr. Bitner published a trade-oriented book entitled *Profiting from Services and Solutions: What Product Companies Need to Know*, with co-authors Valarie Zeithaml, Stephen Brown, and Jim Salas. She has published articles relevant to service marketing and management in the *Journal of Marketing*, *Journal of Service Research*, *Journal of Marketing Research*, *Journal of Retailing*,

*Journal of Service Management, Journal of the Academy of Marketing Science, Sloan Management Review, the Academy of Management Executive, and others.*

**Dwayne D. Gremler** *Bowling Green State University*

**DWAYNE D. GREMLER** is professor of Marketing at Bowling Green State University (BGSU). He received his MBA and PhD degrees from the W. P. Carey School of Business at Arizona State University. Throughout his academic career, Dr. Gremler has been a passionate advocate for the research and instruction of services marketing issues. He has served as chair of the American Marketing Association's Services Marketing Special Interest Group and has helped organize services marketing conferences in Australia, The Netherlands, France, Portugal, Finland, and the United States. Dr. Gremler has been invited to conduct seminars and present research on services marketing issues in several countries. Dr. Gremler's research addresses customer loyalty in service businesses, customer–employee interactions in service delivery, service guarantees, and word-of-mouth communication.

Dr. Gremler has been invited to conduct seminars and present research on service marketing issues in more than a dozen countries. He has published over 40 peer-reviewed journal articles and book chapters. His articles have appeared in the *Journal of Marketing, Journal of the Academy of Marketing Science, Journal of Service Research, Journal of Retailing, Journal of Business Research, Journal of Service Management, and Journal of Marketing Education*. Seven of Dr. Gremler's articles have won awards, including the Best Service Research Paper published in 2011 (awarded by AMA's SERVSIG) for an article published in the *Journal of Marketing* and Outstanding Research Paper Award for the best article published in the *Journal of Service Research* in 2002. In 2014 he received the Christopher Lovelock Career Contributions Award from the American Marketing Association's SERVSIG. Dr. Gremler is a former Fulbright Scholar, having received a grant from the U.S. government to teach service marketing courses at the University of Maastricht, Netherlands, in spring 2006. Dr. Gremler's recent research has been concerned with customer-employee interactions in service delivery, service guarantees, servicescapes, word-of-mouth communication, and customer loyalty in service businesses.

Dr. Gremler has been teaching Service Marketing courses for 20 years, and has been identified as having taught more undergraduate classes on this subject during this time than anyone in the United States. He is the recipient of several teaching awards, including the *Academy of Marketing Science* Outstanding Marketing Teacher Award (2009), the Alumni Undergraduate Teaching Award from the College of Business at Bowling Green State University (2010), the Hormel Teaching Excellence Award from the *Marketing Management Association* (2011), and the College of Business Teaching Excellence Award from BGSU (2015). In 2015 Dr. Gremler was appointed *Distinguished Teaching Professor* by the Bowling Green State University Board of Trustees.

**Ajay Pandit** *University of Delhi*

**AJAY PANDIT** retired as a Professor of Marketing in 2015 after a stint of over thirty-six years at the Faculty of Management Studies (FMS), University of Delhi, one of the top five B-Schools in India. Before joining academics in 1978, Professor Pandit worked in Industry as a senior executive. He is presently associated with a few prestigious B-Schools as an Adjunct Professor and as a member on their Board of Studies. In 2005, he was appointed as Professor, School of Economics and

Management, Hainan University, Haikou, Hainan, China. Before joining Hainan University, he was the Dean and Professor at the School of Management Studies, Guru Gobind Singh Indraprastha University (GGSIPU) on deputation from Faculty of Management Studies (FMS), University of Delhi. He has also been the Dean of School of Environment, School of Education and School of Humanities at the Indraprastha University. He was the Member of the Study Team appointed by the Fifth Central Pay Commission, Government of India in 1995 for the Restructuring of Postal Services. He did his BE, MBA, LLB and PhD from the University of Delhi. In 2010, he participated in the GCPCL program conducted by the Harvard Business School at Boston. He has been the Principal Educational Consultant to the Deakin University and APESMA, Australia for their Distance Education MBA (Technology Management) Program in India. He has also been their Marketing Unit Chair. Professor Pandit is a brilliant academic, an avid researcher, a prolific writer, a consultant, and an institution builder, all rolled into one. He has been given the “Higher Education and Development Award” by the International Association of Educators for World Peace (an UN-affiliated NGO) at the Higher Education and Development Summit held at New Delhi in April 2004. Professor Pandit has to his credit many research papers, articles and four books. Cases co-authored by him have been published in the Asian Journal of Management Cases and registered with the European Case Clearing House. He has guided several students into completing their PhDs. He has been the Member of several expert committees constituted by University Grants Commission and the Association of Indian Universities.