

Dwayne D. Gremler

Curriculum Vita

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BGSU Distinguished Research Professor & Distinguished Teaching Professor **Phone:** (419) 372-0226

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Schmidthorst College of Business

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EDUCATION

Ph.D. in Marketing (1995), Arizona State University, Tempe, Arizona

- Dissertation entitled *The Effect of Satisfaction, Switching Costs, and Interpersonal Bonds on Service Loyalty* (chaired by Stephen W. Brown)

M.B.A. (*summa cum laude*) in Marketing (1990), Arizona State University, Tempe, Arizona

B.A. (*magna cum laude*) in Mathematics (1980), Arizona State University, Tempe, Arizona

RESEARCH INTERESTS

Service Marketing and Management Word-of-Mouth Communication

Customer Loyalty and Retention Servicescape Design

Customer-Employee Interactions Pedagogical Issues in Teaching Marketing

TEACHING INTERESTS

Service Marketing and Management

Marketing Management

Servicescape Design

Various Special Topics (Managing the Service Experience, Hospitality Marketing and Management, Sports Marketing)

ACADEMIC EXPERIENCE

Positions

Distinguished Research Professor, Bowling Green State University (2022-present)

Distinguished Teaching Professor, Bowling Green State University (2015-present)

Professor of Marketing, Bowling Green State University (2007-present)

Associate Professor of Marketing, Bowling Green State University (2000-2007) (*Granted tenure spring 2003*)

Assistant Professor of Marketing, University of Idaho (1995-2000) (*Promoted and granted tenure spring 2000*)

Instructor, Arizona College of the Bible (1987-88)

Current Appointments at Other Universities

Research Faculty, Center for Services Leadership, W. P. Carey School of Business, Arizona State University (2009-present)

Associate Member, Center for Service Management, Loughborough University, UK (2014-present)

Visiting International Professor, University of Münster, Münster, Germany (2015-present)

Visiting Scholar

Audi Visiting Professor, Catholic University of Eichstätt-Ingolstadt, Germany (2016)

Invited Visiting Professor, HEC School of Management, University of Liege, Belgium (2015-2016)

Invited Visiting Professor, Radboud University Nijmegen, The Netherlands (June 2008)

Fulbright Scholar, University of Maastricht, The Netherlands (January-July 2006)

Invited Visiting Scholar and Senior Research Fellow to the University of Maastricht Academic Center for Research in

Services, Maastricht, The Netherlands (May-June, 1998)

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ACADEMIC EXPERIENCE

Courses Taught

Bowling Green State University (2000-present)

Services Marketing (MKT 4050)

- 71 sections between Fall 2000 and Spring 2022 (*more than any other professor in the U.S. during this time*)

Servicescape Design (MKT 4160)

- 9 sections between Fall 2005 and Fall 2014 (*only class of its kind offered within any business college in the U.S.*)

Managing the Service Experience (MKT 4150)

- Spring 2021, Fall 2019, Spring 2017, Spring 2015, Spring 2014

Marketing Management and Strategy (MBA 6050P)

- Fall 2010, Fall 2009 (*required class for professional MBA students*)

Marketing Management (MKT 4600)

- Spring 2022, Fall 2018, Fall 2017, Spring 2017, Fall 2016 (*capstone course for Marketing specialization*)

Services Marketing and Management (MBA 6420)

- Summer 2007 (*elective class for MBA and Master of Accountancy students*)

Consumer Behavior (MKT 3020)

- 3 sections between Spring 2003 and Fall 2004

Marketing on the Internet (MKT 435)

- Fall 2001, Fall 2000

Principles of Marketing (MKT 300)

- Summer 2000

University of Idaho (1995-2000)

Marketing Management (BUS 428)

- 8 sections from Fall 1996 to Spring 2000

- the capstone class for marketing majors with major focus on developing a marketing plan for an actual client (class

was formerly labeled *Product Management*)

Services Marketing (BUS 327)

- 8 sections between Spring 1996 and Spring 2000

- an elective class for junior and senior business majors

Internet Marketing (BUS 404)

- Spring 2000

- first e-commerce course taught in the College of Business & Economics

Principles of Marketing (BUS 321)

- 7 sections between Fall 1995 and Spring 1999

- an introductory course for both business and non-business students

Arizona State University (1991-1994)

Marketing for Service Industries (MKT 430 & MKT 598) - Spring 1993

- an elective class for graduating seniors and graduate students

Marketing Management (MKT 302) - Summer 1992 (2 sections)

- a basic marketing management course for students majoring in Marketing

Principles of Marketing (MKT 300) - Summer 1991, Summer 1994

- an introductory course for both business and non-business students

Arizona College of the Bible (1987-1988)

College Algebra - Fall 1987, Fall 1988

- an introductory course primarily for education majors

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ACADEMIC EXPERIENCE (*continued*)

Course Development (at Bowling Green State University)

Managing the Service Experience (MKT 4150)

- designed an elective class that builds upon MKT 4050 that focuses on creating and managing the entire customer experience

Servicescape Design (MKT 4160)

- designed an elective class that focuses upon issues related to the design and management of the environment where service delivery occurs

Executive Education

Center for Services Leadership, W. P. Carey School of Business, Arizona State University

"Service Recovery" and "Delivering Service Excellence Through People" sessions of the *Service Leadership Institute* for

executives of service companies across the U.S. - September 2017, March 2017, March 2016

The Service Council

"Service Blueprinting," a workshop at the 2016 Smarter Services Executive Symposium in Chicago, IL, for executives of

field service companies across the U.S. - September 2016

Maastricht University School of Business and Rotterdam School of Management, The Netherlands

"The Soul of Service," a six-hour seminar ("Master Class") to executives of Philips, Vanderlande Industries, and Océ

Canon, Eindhoven, The Netherlands - April 2014

American Marketing Association

"Foundations of Service Marketing: Crafting Service Delivery Excellence," a two-day seminar, Chicago - May 2013

Arizona State University

"Service Excellence: Competing Strategically through Service" on behalf of the W. P. Carey School of Business for Dow Chemical, Philadelphia - July 2011

"Service Excellence: Competing Strategically through Service" on behalf of the W. P. Carey School of Business for the Fourth Annual Phonak Practice Development Conference, Phoenix - October 2011

University of Minnesota

"The Service Leader," for the *Service Quality Leadership Program*, on behalf of the Carlson School of Management for SMSC Gaming Enterprise, Minnesota - May 2010

Jacobs University Bremen, Germany

Marketing Services (Executive MBA in European Utility Management Course) - November 2006, November 2005

- an introduction to services marketing concepts (as part of an executive education course)

Maastricht University School of Business, The Netherlands

Leadership in Services (Philips Corporation Executive Course) - May 2006

- facilitated a field trip to Vodafone (and led a case study exercise to apply these concepts to Philips)

University of Idaho

Marketing Energy Services (Public Utilities Executive Course) - Summer 1998, Summer 1999

- an introduction of marketing concepts (as part of an executive education course)

International Graduate Courses (for university credit)

HEC-School of Management, University of Liege, Belgium

Publishing Scholarly Research

- a course for PhD students (20 hours) - June 2021 (remote course via Zoom), June 2019

University of Münster, Münster, Germany

Service Management

- a course for MBA students (20 hours) - May 2021 and June 2020 (remote courses via Zoom), May 2019, May/June

2018, May 2017, June 2016, January 2016

WHU–Otto Beisheim School of Management, Vallendar, Germany

Publishing Scholarly Research

- a course for PhD students (20 hours) - May/June 2021 (remote course via Zoom), January 2020, June 2019, May

2018, November 2015

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ACADEMIC EXPERIENCE (continued)

International Graduate Courses (for university credit) (continued)

University of Wuppertal, Wuppertal, Germany

Service Marketing and Management

- a course for PhD students (16 hours) - June 2017

Hohenheim University, Stuttgart, Germany

Publishing Scholarly Research

- a course for PhD students (16 hours) - January 2020, May 2017

University of Augsburg, Augsburg, Germany

Publishing Scholarly Research

- a course for PhD students (20 hours) - April/May 2016

University of Paderborn, Paderborn, Germany

Publishing Scholarly Research

- a course for PhD students (20 hours) - October 2015

Newcastle University Business School, Newcastle, England

Publishing Scholarly Research

- a seminar for PhD students and faculty (14 hours) - June 2015

Louvain School of Management, Belgium

Publishing Scholarly Research

- a course for PhD students (12 hours) - November 2013

University of Münster, Münster, Germany

Publishing Scholarly Research

- a course for PhD students (20 hours) - May 2012

Maastricht University School of Business, Maastricht, The Netherlands

Advanced Services Marketing (two courses)

- an elective course for MBA students (44 hours) - February/March 2006

LUISS (Libera Università Internazionale degli Studi Sociali) University, Rome, Italy

Services Marketing

- an elective course for MBA students (40 hours) - March 2002

International Graduate Seminars

Aston Business School, Birmingham, England

Publishing Scholarly Research

- a seminar for PhD students and junior faculty from across England (6 hours) - June 2017

Graduate School of Management, Toulouse University, Toulouse, France

Publishing Scholarly Research

- a seminar for PhD students and junior faculty (12 hours) - June 2017

Queensland University of Technology, Brisbane, Australia

Publishing Scholarly Research

- a seminar for Faculty and PhD students (16 hours) - April 2016

HEC-School of Management, University of Liege, Belgium

Publishing Scholarly Research

- a seminar for PhD students and faculty (8 hours) - January/February 2016

Maastricht University School of Business, Maastricht, The Netherlands

Publishing Scholarly Research

- a seminar for PhD students and faculty (4 hours) - February 2016

University of Namur, Belgium

The Critical Incident Technique in Service Research

- a seminar for PhD students (4 hours) as part of the "Let's Talk About Service" Workshop - December 2015

University of Roehampton Business School, London, England

Publishing Scholarly Research

- a seminar for PhD students and faculty (4 hours) - June 2015