

TIMOTHY KEININGHAM, PHD

St. John's University, The Peter J. Tobin College of Business
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ACADEMIC

EXPERIENCE

9/19 to Present
9/16 to 8/19

ST. JOHN'S UNIVERSITY

New York, NY

THE PETER J. TOBIN COLLEGE OF BUSINESS

J. Donald Kennedy Endowed Chair in E-Commerce and Full Professor
J. Donald Kennedy Endowed Chair in E-Commerce and Associate Professor

PROFESSIONAL

EXPERIENCE

8/15 to 10/23

ROCKBRIDGE ASSOCIATES

Great Falls, VA

Chief Strategy and Client Officer

➤ *Rockbridge is a full-service custom market research firm based in the Washington, DC area*

1/08 to 7/15

1/12 to 5/13

7/03 to 12/07

2/98 to 6/03

IPSOS LOYALTY

Parsippany, NJ

Global Chief Strategy Officer and Executive Vice President

Head of Analytics, Consulting, and Methods Group

Senior Vice President and Head of Consulting

Senior Vice President (Marketing Metrics, Inc.—acquired by Ipsos)

➤ *Ipsos is the world's 3rd largest market research firm*

➤ *Ipsos Loyalty is the world's largest research and advisory firm specializing in customer experience, satisfaction and loyalty*

EDUCATION

STAFFORDSHIRE UNIVERSITY

Stoke on Trent, U.K.

- Ph.D. in Marketing (2009).
- *Thesis: Satisfaction and Loyalty: Examining and Challenging the Linkages Leading to Firm Performance.*

VANDERBILT UNIVERSITY

Owen Graduate School of Management

Nashville, TN, USA

- Master of Business Administration (1989).
- Concentration in Marketing.

KENTUCKY WESLEYAN COLLEGE

Owensboro, KY, USA

- Bachelor of Arts (1984).
- Major in Telecommunications Management and Sales.

MAJOR AWARDS/HONORS

Present 16,265 Google Scholar citations (as of March 20, 2026).

Present Ranked 510 in the United States and 1,211 in the World among Business and Management scholars by Research.com
<https://research.com/u/timothy-l-keiningham>

Present Ranked in the top 0.84% of all researchers in the world across disciplines, and Ranked in the top 0.13% of all researchers in customer satisfaction research by ScholarGPS.com

https://scholargps.com/search.php?q=keiningham&type=profile&scholar_ranks=true

2025 Winner of the AMA-EBSCO-RRBM Award for Responsible Research in Marketing for "Social Profit Orientation: Lessons from Organizations Committed to Building a Better World" which appeared in the *Journal of Marketing*.

2025 Roland T. Rust Award for best article in the *Journal of Service Research*.

2025 Researcher of the Year Award from St. John's University

2023 Highly Commended Paper Award from the *Journal of Service Management*.

2022 Highly Commended Paper Award from the *Journal of Service Management*.

2022 Faculty Convocation Academic Service-Learning (AS-L) Award (St. John's University)

2022 Teaching Excellence Award from St. John's University

- 2021 Finalist for the American Marketing Association SERVSIG Best Services Marketing Paper Award (One of the top 4 scientific papers in services marketing of all peer reviewed papers published in 2020).
- 2021 Finalist for best paper in the *Journal of Service Research*.
- 2021 Teaching Excellence Award from St. John's University
- 2020 Top 50 Undergraduate Business Professors by *Poets & Quants*
- 2019 Highly Commended Paper Award from the *Journal of Service Management*.
- 2019 Faculty Recognition Award from St. John's University.
- 2018 The John W. Dobbins Outstanding Service Award from St. John's University.
- 2018 Faculty Recognition Award from St. John's University.
- 2018 Highly Commended Paper Award from the *Journal of Services Marketing*.
- 2017 Christopher Lovelock Career Contributions to the Services Discipline Award from the American Marketing Association.
- * *This international award is given to "the individual whose teaching, research, and service have had the greatest long-term impact on the development of the services discipline. Career contributions of the candidates should be of long duration, preferably 15 to 20 years. Contributions to the services discipline should be significant, frequent, and include recent contributions."*
 - * *This is the highest award presented in the field of service marketing; it recognizes distinguished service and sustained outstanding contributions to the field.*
 - * *This award is given to only a select few marketing academics; Only one award is given per year.*
- 2017 Kentucky Colonel commission.
- * *This is the highest title of honor bestowed by the Commonwealth of Kentucky. Commissions for Kentucky colonels are given by the governor and the secretary of state to individuals in recognition of noteworthy accomplishments and outstanding service to a community, state, or the nation. The sitting governor of the Commonwealth of Kentucky bestows the honor of a colonel's commission.*
- 2017 Highly Commended Paper Award from the *Journal of Service Management*.
- 2017 Faculty Recognition Award from St. John's University.
- 2016 Finalist for the American Marketing Association SERVSIG Best Services Marketing Paper Award (One of the top 4 scientific papers in services marketing of all peer reviewed papers published in 2015).
- 2016 Best Paper finalist in *Journal of Service Research*.
- 2016 Robert Johnston Outstanding Paper Award from the *Journal of Service Management*.
- 2016 2016 MSI Top Download Award (for the MSI working paper that was most downloaded in its first year of publication).
- 2016 Global Business Research Symposium best paper (selected as one of the best conference papers to appear in the *The Review of Business Journal*).
- 2015 *New York Times & USA Today* bestseller status for *The Wallet Allocation Rule*.
- 2015 Robert Johnston Outstanding Paper Award from the *Journal of Service Management*.
- 2008 Outstanding Paper (Best Paper) Award winner from the *Journal of Service Theory and Practice* (at the time named *Managing Service Quality*).
- 2007 Marketing Science Institute/H. Paul Root Award winner (best paper from the *Journal of Marketing*).
- 2007 Top 20 marketing science article written in the past 25 years (by the INFORMS Society for Marketing Science) for "Return on Quality" (with Roland Rust and Anthony Zahorik).
- * Article ranked 7th in terms of its impact on the practice of marketing.
Source: John H. Roberts, Ujwal Kayandeb, and Stefan Stremersch (2014), "From academic research to marketing practice: Exploring the marketing science value chain," *International Journal of Research in Marketing*. vol. 31, no. 2 (June), 127-140.
- 2007 Best Paper finalist in *Journal of Service Research*.
- 2007 2007 Berry-AMA Book Prize finalist for Best Book in Marketing for *Loyalty Myths*.
- 2007 Outstanding Paper (Best Paper) Award winner from the *Journal of Service Theory and Practice* (at the time named *Managing Service Quality*).

- 2006 Citations of Excellence “Top 50” Award (top 50 management papers of approximately 20,000 papers reviewed for the year) from Emerald Management Reviews.
- 2003 Excellence in Service Research award winner (best paper from the *Journal of Service Research*).
- 1995 Marketing Science Institute/H. Paul Root Award winner (originally named the Alpha Kappa Psi Foundation Award) from the *Journal of Marketing*.

OTHER AWARDS/HONORS

- 2023 Best Practitioner Presentation Award finalist from the 31st Annual Frontiers in Service Conference
- 2018 Best Practitioner Presentation Award winner from the 27th Annual Frontiers in Service Conference
- 2017 Best Practitioner Presentation Award finalist from the 26th Annual Frontiers in Service Conference
- 2016 MSI working paper most downloaded by marketers and academics in its first year of publication.
- 2015 *The Globe and Mail* (Toronto, Canada) counted *The Wallet Allocation Rule* as the Number 7 best business book of the year.
- 2015 Appointed as a Faculty Fellow for the 2015 AMA SERVSIG Doctoral Consortium, San Jose State University, San Jose, CA USA, 8-9 July 2015.
- 2014 Best Practitioner Presentation Award finalist from the 23rd Annual Frontiers in Service Conference.
- 2014 Appointed as a Faculty Fellow for the 2014 AMA SERVSIG Doctoral Consortium, University of Miami, Miami, FL USA, 25-26 June 2014.
- 2013 Best Practitioner Presentation Award winner from the 22nd Annual Frontiers in Service Conference.
- 2013 Appointed as a Faculty Fellow for the 2013 AMA SERVSIG Doctoral Consortium, National Taiwan University, Taipei, Taiwan, 3-4 July 2013.
- 2012 Best Practitioner Presentation Award winner from the 21st Annual Frontiers in Service Conference.
- 2012 Yönetim Onur Ödülü (Management Honor Award) from EDUPLUS: A lifetime achievement award for research contributions impacting management that cross international boundaries. [*Recipients of this award include past presidents of and major executives in Turkey.*]
- 2011 Best Practitioner Presentation Award finalist from the 20th Annual Frontiers in Service Conference.
- 2011 NextGen Disruptive Innovation in Marketing Research Award.
- 2009 Best Practitioner Presentation Award winner from the 18th Annual Frontiers in Service Conference.
- 2007 SloanSelect Leadership Collection by *MIT Sloan Management Review*.
- 2006 *The Globe and Mail* (Toronto, Canada) counted *Loyalty Myths* as the Number 4 best business book of the year.
- 2006 Soundview Executive Book Summaries chose *Loyalty Myths* as one of the 30 best business books of 2006.
- 2006 Best reviewer award winner from the *Journal of Service Research*.

BOOKS

Authored Books

Timothy Keiningham, Lerzan Aksoy, and Luke Williams, with Alexander Buoye (2015), *The Wallet Allocation Rule: Winning the Battle for Share*, Hoboken, NJ: John Wiley and Sons.

- * *New York Times* and *USA Today* bestseller
- * *Globe and Mail* #7 Best Business Book of the Year
- * Translated into Chinese and Turkish
- * Audible audiobook

Timothy Keiningham and Lerzan Aksoy, with Luke Williams (2009), *Why Loyalty Matters*, Dallas, TX: BenBella Books.

- * *Nielsen Bookscan* bestseller
- * Translated into Korean
- * Audible audiobook

Timothy L. Keiningham, Terry G. Vavra, Lerzan Aksoy, and Henri Wallard (2005), *Loyalty Myths: Hyped Strategies that Will Put You Out of Business*, Hoboken, NJ: John Wiley and Sons.

- * Berry-AMA Book Prize finalist for best book in marketing
- * *Globe and Mail* #4 Best Business Book of the Year
- * Translated into Chinese, Korean, Russian, and Turkish

Timothy L. Keiningham and Terry G. Vavra (2001), *The Customer Delight Principle: Exceeding Customers' Expectations for Bottom-line Success*. New York, NY: McGraw-Hill/American Marketing Association.

- * Translated into Spanish

Roland T. Rust, Anthony J. Zahorik, and Timothy L. Keiningham (1996), *Service Marketing*. New York, NY: HarperCollins.

Roland T. Rust, Anthony J. Zahorik, and Timothy L. Keiningham (1994), *Return on Quality: Measuring the Financial Impact of Your Company's Quest for Quality*. Burr Ridge, IL: Irwin Professional Publishing.

- * Translated into Brazilian Portuguese

Edited Books

Profit Maximization through Customer Relationship Marketing: Measurement, Prediction, and Implementation (2007), Lerzan Aksoy, Timothy L. Keiningham, and David Bejou, eds., Binghamton, NY: Haworth Press.

Customer Lifetime Value: Reshaping the Way We Manage to Maximize Profits (2006), David Bejou, Timothy L. Keiningham, and Lerzan Aksoy, eds., Binghamton, NY: Haworth Press.

Readings in Service Marketing (1996), Roland T. Rust, Anthony J. Zahorik, and Timothy L. Keiningham, eds., New York: HarperCollins Publishers Inc.

JOURNAL PUBLICATIONS

Timothy Keiningham, Tracey S. Danaher, Leonard L. Berry, Lerzan Aksoy, and Tor Wallin Andreassen (2026), "Purpose ignited: the transformative power of epiphanies in driving social profit orientation," *Journal of Service Management*. 37 (6), 1-25.

Leonard L. Berry, Tracey Danaher, Timothy Keiningham, Lerzan Aksoy, and Tor Wallin Andreassen (2025), "Social Profit Orientation: Lessons from Organizations Committed to Building a Better World," *Journal of Marketing*. vol. 89, no. 2 (March), 1-19. Available at: <https://doi.org/10.1177/00222429241258495>

- * Lead article.
- * Winner of the 2025 AMA-EBSCO-RRBM Award for Responsible Research in Marketing
- * Features two invited commentaries (one from a leading academic, and one from the chairman of a leading company—a first for the *Journal of Marketing*).
- * Resulted in numerous business publications, including the cover story in *Marketing News* (published by the American Marketing Association and sent to all AMA members).
- * Research prominently featured in the accounting textbook, *Sustainability Reporting and Disclosures* published by McGraw Hill.
- * Research prominently featured in the marketing textbook, *Essentials of Services Marketing* (5th Edition) published by Pearson.

Timothy Hedley, Barbara Porco, Timothy L. Keiningham, Lerzan Aksoy, Leigh Anne Statuto, and Muslim Amin (2024), "Beyond Apples and Oranges: Unraveling the Complexity in Corporate Sustainability Reporting," *Journal of Service Management*. vol. 35, no. 4, 512-524. Available at: <https://doi.org/10.1108/JOSM-12-2023-0505>

Timothy Keiningham, Lerzan Aksoy, Alexander Buoye, An Yan, Forrest V. Morgeson, III, Gina Woodall, and Bart Larivière (2024), "Customer Perceptions of Firm Innovativeness and Market

Performance: A Nation-level, Longitudinal, Cross-Industry Examination," *Journal of Service Research*. vol. 27, no. 4, 475-489. Available at:

<https://journals.sagepub.com/doi/10.1177/10946705231220463>

* Lead article.

* Winner of the Roland T. Rust Best Article Award.

* Features three invited commentaries.

Timothy Keiningham, Lerzan Aksoy, and Edward Malthouse (2024), "Sustainable Service," *Journal of Service Research*. vol. 27, no. 1, 3-5. Available at:

<https://journals.sagepub.com/doi/abs/10.1177/10946705231208259>

Marion Büttgen, Jens Hogreve, Felix Zechiel, Silke Bartsch, Tamara Lorz, Jakob Trischler, Jessica Westman Trischler, Jari Kuusisto, Peter Svensson, Timothy Keiningham, Lerzan Aksoy, Barbara Porco, Timothy Hedley, Leigh Anne Statuto, Bryant Dortignacq (2023), "Sustainability in Service Research," *Journal of Service Management Research*. vol 7, no. 3, 147-173. Available at:

<https://www.nomos-elibrary.de/10.5771/2511-8676-2023-3-147/sustainability-in-service-research-jahrgang-7-2023-heft-3?page=1>

Lerzan Aksoy, Alexander Buoye, Maja Fors, Timothy Keiningham, Sara Rosengren (2022), "Environmental, Social and Governance (ESG) Metrics Don't Serve Services Customers: A Missing Link Between Sustainability Metrics and Customer Perceptions of Social Innovation," *Journal of Service Management*. vol. 33, no. 4/5, 565-577.

* Highly Commended Paper Award from the *Journal of Service Management*

Tiffany Perkins-Munn, Heather Evans, Alexander Buoye, Dan Rubin, Timothy Keiningham, and Lerzan Aksoy (2022), "Understanding Segment-specific Key Drivers to Guide Strategy: The Impact of Value on Key Drivers of Relative Satisfaction," *Journal of Creating Value*. vol. 8, no. 2, 284-305.

Available at: <https://doi.org/10.1177/23949643221117661>

Lerzan Aksoy, Sandhya Banda, Colleen Harmeling, Timothy L. Keiningham, and Anita Pansari (2022), "Marketing's role in multi-stakeholder engagement," *International Journal of Research in Marketing*. vol. 39, no. 2, 445-461.

Lerzan Aksoy, Sunmee Choi, Tarik Dogru, Timothy Keiningham, Melanie Lorenz, Daniel Rubin, J. Bruce Tracey (2022), "Global Trends in Hospitality," *Journal of Business Research*. vol. 142 (March), 957-973.

Luke Williams, Alexander Buoye, Timothy Keiningham and Lerzan Aksoy (2021), "What's the Right Customer Experience for Your Brand?" *Harvard Business Review Online*. Available at:

<https://hbr.org/2021/07/whats-the-right-customer-experience-for-your-brand>

A. Parasuraman, Joan Ball, Lerzan Aksoy, Timothy Keiningham, and Mohamed Zaki (2021) "More than a Feeling?: Toward a Theory of Customer Delight," *Journal of Service Management*. vol. 32, no. 1, 1-26.

* Highly Commended Paper Award from the *Journal of Service Management*

Lerzan Aksoy, Sabine Benoit, Shreekant Joag, Jay Kandampully, Timothy Keiningham, and An Yan (2021), "Enterprise Feedback Management (EFM): What Lies Beyond the Hype?" *Journal of Service Management*. vol. 32, no. 1, 53-69.

Anu Helkkula, Alexander Buoye, Rebecca Choi, Min Kyung Lee, Stephanie Liu, and Timothy Keiningham (2020), "Parents' Burdens of Service for Children with ASD – Implications for Service Providers," *Journal of Service Management*. vol. 31, no. 5, 1015-1039.

Luke Williams, Alexander Buoye, Timothy Keiningham, and Lerzan Aksoy (2020), "The Practitioners' Path to Customer Loyalty: Memorable Experiences or Frictionless Experiences?" *Journal of Retailing and Consumer Services*. vol. 57, (November), Article 102215.

Forrest V. Morgeson III, Tomas M. Hult, Sunil Mithas, Timothy Keiningham, and Claes Fornell (2020), "Turning Complaining Customers into Loyal Customers: Moderators of the Complaint Handling – Customer Loyalty Relationship," *Journal of Marketing*. vol. 84, no. 5 (September), 79-99.

Leonard L. Berry, Tracey S. Danaher, Lerzan Aksoy, and Timothy L. Keiningham (2020), "Service Safety in the Pandemic Age," *Journal of Service Research*. vol. 23, no. 4 (November), 391-395.

Arne De Keyser, Katrien Verleye, Katherine N. Lemon, Timothy L. Keiningham, and Phil Klaus (2020), "Moving the Customer Experience Field Forward: Introducing the Touchpoints, Context, Qualities (TCQ) Nomenclature," *Journal of Service Research*. vol. 23, no. 4, (November), 433-455.

* Finalist for the American Marketing Association SERVSIQ Best Services Marketing Paper Award (One of the top 4 scientific papers in services marketing of all peer reviewed papers published in 2020).

* Finalist for best paper in the *Journal of Service Research*.

Leonard L Berry, Timothy Keiningham, Lerzan Aksoy, and Katie A Deming (2020), "When Cancer Centers Mislead Prospective Patients," *JCO Oncology Practice*. vol. 16, no. 5 (May 01), 219-222. <https://ascopubs.org/doi/pdf/10.1200/JOP.19.00783>

Timothy L. Keiningham, Lerzan Aksoy, Helen L. Bruce, Fabienne Cadet, Natasha Clennell, Ian R. Hodgkinson, Treasa Kearney (2020), "Customer Experience Driven Business Model Innovation," *Journal of Business Research*. vol. 116 (August), 431-440.

Lerzan Aksoy, Peter Allerstorfer, Fabienne Cadet, Paul Cook, Timothy L. Keiningham, Manuel Koser (2020), "Building Service Businesses in Africa: Introducing the Business Builder Model," *Thunderbird International Business Review*. vol. 62, no. 1, 5-16.

Sabine Benoit, Sonja Klose, Jochen Wirtz, Tor Wallin Andreassen, Timothy L. Keiningham (2019), "Bridging the Data Divide between Practitioners and Academics: Approaches to Collaborating Better to Leverage Each Other's Resources," *Journal of Service Management*. vol. 30, no. 5, pp. 524-548.

* Highly Commended Paper Award from the *Journal of Service Management*

Charles M. A. Clark, Alexander Buoye, Timothy Keiningham, Jay Kandampully, Mark Rosenbaum, and Anuar Juraidini (2019), "Some Foundational Issues for Promoting Human Flourishing," *Humanistic Management Journal*. vol. 4, no. 2, 219-233.

Timothy L. Keiningham, Zeya He, Bas Hillebrand, Jiang Jang, Courtney Suess, Laurie Wu (2019). "Creating Innovation that Drives Authenticity," *Journal of Service Management*. vol. 30, no. 3, 369-391.

Bo Edvardsson, Pennie Frow, Elina Jaakkola, Timothy Keiningham, Kaisa Koskela-Huotari, Cristina Mele, Alistair Tombs (2018), "Examining how context change foster service innovation," *Journal of Service Management*, vol. 29, no. 5, 932-955.

Timothy L. Keiningham, Roland T. Rust, Bart Larivière, Lerzan Aksoy, and Luke Williams (2018), "A Roadmap for Driving Word of Mouth," *Journal of Service Management*, vol. 29, no. 1, 2-38.

* Highly Commended Paper Award from the *Journal of Service Management*

Timothy L. Keiningham, Lerzan Aksoy, Fabienne Cadet (2017), "Operationalizing Relative Customer Value," *Journal of Creating Value*, vol. 3, no. 2, 184-192.

Timothy L. Keiningham, Lerzan Aksoy, Alexander Buoye, and Joan Ball (2017), "Choosing the Less Satisfying Option: Investigating Customers' Lender Selection Decisions," *Review of Business*, vol. 38, no. 1, 46-57.

Timothy L. Keiningham, Joan Ball, Sabine Benoit, Helen Bruce, Alexander Buoye, Julija Dzenkovska, Linda Nasr, Yi-Chun Ou, and Mohamed Zaki (2017), "The Interplay of Customer Experience and Commitment," *Journal of Services Marketing*, vol. 31, no. 2, 148-160.

* Highly Commended Paper Award from the *Journal of Services Marketing*

Lerzan Aksoy, Timothy L. Keiningham, Alexander Buoye, and Joan Ball (2017), "Linking Satisfaction to Credit Card Decisions: An Application of the Wallet Allocation Rule," *International Journal of Bank Marketing*. vol. 35, no. 2, 205-219.

Bart Larivière, Timothy L. Keiningham, Lerzan Aksoy, Forrest Morgeson III, Atakan Yalçin, Sunil Mithas (2016), "Modeling Heterogeneity in The Satisfaction, Loyalty Intention and Shareholder Value Linkage: A Cross-Industry Analysis at the Customer and Firm Level," *Journal of Marketing Research*. vol. 53, no. 1 (February), 91-109.

Alexander Buoye, Yuliya Komarova Loureiro, Sertan Kabadayi, Mohammad G. Nejad, Timothy L. Keiningham, Lerzan Aksoy, and Jason Allsopp (2016), "Is Share of Wallet Exclusively about Making

- Customers Happy or Having More Customers? Exploring the Relationship between Satisfaction and Double Jeopardy," *Journal of Service Management*, vol. 27, no. 4, 434-459.
- * Highly Commended Paper Award from the *Journal of Service Management*
- Lerzan Aksoy, Timothy L. Keiningham, Alexander Buoye, and Joan Ball (2016), "Relative Value and Customer Choice in Loan Decisions: An Application of the Wallet Allocation Rule," *Journal of Creating Value*. vol. 2, no. 1, 92-108.
- Timothy L. Keiningham, Carly M. Frennea, Lerzan Aksoy, Alexander Buoye, and Vikas Mittal (2015), "A Five-Component Customer Commitment Model: Implications for Repurchase Intentions in Goods and Services Industries," *Journal of Service Research*. vol. 18, no. 4 (November), 433-450.
- * Finalist for the American Marketing Association SERVSIG Best Services Marketing Paper Award (Top 4 scientific paper in services marketing of all peer reviewed papers published in 2015).
 - * Best Paper finalist in *Journal of Service Research*.
- Lerzan Aksoy, Timothy L. Keiningham, Alexander Buoye, Bart Larivière, Luke Williams, and Ian Wilson (2015), "Does Loyalty Span Domains? Examining the Relationship between Consumer Loyalty, Other Loyalties and Happiness," *Journal of Business Research*. vol. 68, no. 12 (December), 2464-2476.
- Timothy L. Keiningham, Alexander Buoye, and Joan Ball (2015), "Competitive Context Is Everything: Moving from Absolute to Relative Metrics," *Global Economics and Management Review*. vol. 20, no. 2, 18-25.
- * Resulted in two invited commentaries from past and current editors of the *Journal of Service Management*: Bo Edvardsson and Jay Kandampully.
 - Bo Edvardsson (2015), "Invited Commentary – Relative or absolute measures and metrics: That is the question?" *Global Economics and Management Review*. vol. 20, no. 2, 26-27.
 - Jay Kandampully (2015), "Invited Commentary – Loyalty in a hyper-competitive world," *Global Economics and Management Review*. vol. 20, no. 2, 28.
- Timothy L. Keiningham, Bruce Cooil, Edward C. Malthouse, Alexander Buoye, Lerzan Aksoy, Arne De Keyser, and Bart Larivière (2015), "Perceptions Are Relative: An Examination of the Relationship between Relative Satisfaction Metrics and Share of Wallet," *Journal of Service Management*. vol. 26, no. 1, 2-43.
- * Robert Johnston Outstanding Paper Award from the *Journal of Service Management*.
- Timothy L. Keiningham, Sunil Gupta, Lerzan Aksoy, and Alexander Buoye (2014), "The High Price of Customer Satisfaction," *MIT Sloan Management Review*. vol. 55, no. 3 (Spring), 37-46.
- * Translated into Spanish, Chinese, and Korean.
- Timothy L. Keiningham, Forrest Morgeson III, Lerzan Aksoy, and Luke Williams (2014), "Service Failure Severity, Customer Satisfaction, and Market Share: An Examination of the Airline Industry," *Journal of Service Research*. vol. 17, no. 4, 415-431.
- Timothy L. Keiningham, Lerzan Aksoy, Edward C. Malthouse, Alexander Buoye, Bart Larivière (2014), "The Cumulative Effect of Satisfaction with Discrete Transactions on Share of Wallet," *Journal of Service Management*. vol. 25, no. 3, 310-333.
- Philipp "Phil" Klaus, Bo Edvardsson, Timothy L. Keiningham, and Thorsten Gruber (2014), "Getting in with the "In" crowd: how to put marketing back on the CEO's agenda," *Journal of Service Management*. vol. 25, no. 2, 195-212.
- Bart Larivière, Timothy L. Keiningham, Bruce Cooil, Lerzan Aksoy, and Edward C. Malthouse (2014), "A Longitudinal Examination of Customer Commitment and Loyalty," *Journal of Service Management*. vol. 25, no. 1, 75-100.
- * Robert Johnston Outstanding Paper Award from the *Journal of Service Management*.
- Vera Blazevic, Wafa Hammedi, Ina Garnefeld, Roland T. Rust, Timothy L. Keiningham, Tor Wallin Andreassen, Naveen Donthu, and Walter Carl (2013), "Beyond Traditional Word-of-Mouth: An Expanded Model of Customer-Driven Influence," *Journal of Service Management*. vol. 24, no. 3, 294-313.

Lerzan Aksoy, Alexander Buoye, Pelin Aksoy, Bart Larivière, and Timothy L. Keiningham (2013), "A Cross-National Investigation of the Satisfaction and Loyalty Linkage for Mobile Telecommunications Services across Eight Countries," *Journal of Interactive Marketing*, vol. 27, no. 1 (February), 74-82.

Timothy L. Keiningham, Lerzan Aksoy, Alexander Buoye, and Bruce Cooil (2011), "Customer Loyalty Isn't Enough. Grow Your Share of Wallet," *Harvard Business Review*, vol. 89, no. 10 (October), 29-31.

- * Winner of the NextGen Disruptive Innovation in Marketing Research Award.
- * Translated into Spanish, Chinese, and Russian.

Lerzan Aksoy, Alexander Buoye, Bruce Cooil, Timothy L. Keiningham, DeDe Paul, and Chris Volinsky (2011), "Can We Talk?: The Impact of Willingness to Recommend on a New-to-Market Service Brand Extension Within a Social Network," *Journal of Service Research*, vol. 14, no. 3 (August), 355-371.

Forrest Morgeson, Sunil Mithas, Timothy Keiningham, and Lerzan Aksoy (2011), "An Investigation of the Cross-National Determinants of Customer Satisfaction" *Journal of the Academy of Marketing Science*, vol. 39, no. 2, 198-215.

Bart Larivière, Lerzan Aksoy, Bruce Cooil, and Timothy L. Keiningham, (2011), "Does Satisfaction Matter More If a Multichannel Customer Is Also a Multicompany Customer?" *Journal of Service Management*, vol. 22, no. 1., 39-66.

Bruce Cooil, Lerzan Aksoy, Timothy L. Keiningham and Kiersten M. Maryott (2009), "The Relationship of Employee Perceptions of Organizational Climate to Business-Unit Outcomes: An MPLS Approach," *Journal of Service Research*, vol. 11, no. 3 (February), 277-294.

Timothy L. Keiningham, Lerzan Aksoy, Bruce Cooil and Tor Wallin Andreassen (2008), "Linking Customer Loyalty to Growth," *MIT Sloan Management Review*, vol. 49, no. 4 (Summer), 50-57.

- * Marketed by *MIT Sloan Management Review* as one of the most popular articles of 2008.
- * Made available for free to the public by a grant from IBM.

Lerzan Aksoy, Bruce Cooil, Christopher Groening, Timothy L. Keiningham and Atakan Yalçin (2008), "Long Term Stock Market Valuation of Customer Satisfaction," *Journal of Marketing*, vol. 72 (July), 105-122.

- * Research featured in the textbook *Market-Based Management (6th Edition)* by Roger J. Best – Figure 1-2.

Timothy L. Keiningham, Lerzan Aksoy, Bruce Cooil and Tor Wallin Andreassen (2008), "Net Promoter, Recommendations, and Business Performance: A Clarification on Morgan and Rego," *Marketing Science*, vol. 27, no. 3 (May/June), 531-532.

Timothy L. Keiningham, Lerzan Aksoy, Bruce Cooil and Tor Wallin Andreassen (2008), "The Galileo Effect," *Marketing Management*, vol. 17, no. 1 (January/February), 48-51.

Timothy L. Keiningham, Lerzan Aksoy, Bruce Cooil and Tor Wallin Andreassen, and Luke Williams (2008), "A Holistic Examination of Net Promoter," *Journal of Database Marketing & Customer Strategy Management*, vol. 15 no. 2 (March), 79-90.

Timothy L. Keiningham, Bruce Cooil, Tor Wallin Andreassen, and Lerzan Aksoy (2007), "A Longitudinal Examination of Net Promoter and Firm Revenue Growth," *Journal of Marketing*, vol. 71, no. 3 (July), 39-51.

- * Winner of the Marketing Science Institute/H. Paul Root Award for the paper that had the most significant contribution to the advancement of the practice of marketing.
- * Research featured in the *Wall Street Journal* and other business/trade publications.
- * Article selected to be featured in *Journal of Marketing* blog (one article per issue), and made available free for download by the journal.

Bruce Cooil, Timothy L. Keiningham, Lerzan Aksoy, and Michael Hsu (2007), "A Longitudinal Analysis of Customer Satisfaction and Share of Wallet: Investigating the Moderating Effect of Customer Characteristics," *Journal of Marketing*, vol. 71, no. 1, 67-83.

Lerzan Aksoy, Timothy L. Keiningham, and David Bejou (2007), "Objectives of Customer Centric Approaches in Relationship Marketing," *Journal of Relationship Marketing*, vol. 6, no. 3/4, 1-8.

Bruce Cooil, Lerzan Aksoy, and Timothy L. Keiningham (2007), "Approaches to Customer Segmentation," *Journal of Relationship Marketing*, vol. 6, no. 3/4, 9-39.

Timothy L. Keiningham, Bruce Cooil, Lerzan Aksoy, Tor Wallin Andreassen, and Jay Weiner (2007), "The Value of Different Customer Satisfaction and Loyalty Metrics in Predicting Customer Retention, Recommendation and Share-of-Wallet," *Managing Service Quality*, vol. 17, no. 4, 361-384.

- * Winner of the Outstanding Paper (Best Paper) award from *Managing Service Quality*.
- * Research featured in *Marketing Week*, *Admap*, and *Research* magazines.
- * Lead article.

Lerzan Aksoy, Timothy L. Keiningham and Terry G. Vavra (2007) "Müşteri Sadakatine Yeni Bir Bakış: Doğru Bildiğimiz Yanlışlar" *Pİ Dergisi*, vol. 6, no. 19 (January-February-March), 60-66.

Timothy L. Keiningham, Terry G. Vavra, and Lerzan Aksoy (2006), "Managing Through Rose-Colored Glasses," *MIT Sloan Management Review*, vol. 48, no. 1 (Fall), 15-18.

- * Chosen by MIT Sloan in the SloanSelect Leadership Collection

Valarie Zeithaml, Ruth Bolton, John Deighton, Timothy L. Keiningham, Katherine Lemon, Andrew Petersen (2006), "Forward-Looking Customer Focus: Can Firms Have Adaptive Foresight?" *Journal of Service Research*, vol. 9, no. 2 (November), 168-183.

- * Finalist for best paper in the *Journal of Service Research*.

Timothy L. Keiningham, Terry G. Vavra, and Lerzan Aksoy (2006), "Constructive Cynicism," *Marketing Management*, vol. 15, no. 6 (November-December), 29-35.

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- * Winner of the Outstanding Paper (Best Paper) award from *Managing Service Quality*.
- * Lead article.

Timothy L. Keiningham, Lerzan Aksoy, Tor Wallin Andreassen, Demitry Estrin (2006), "Does Parent Satisfaction with a Childcare Provider Matter?" *Journal of Consumer Marketing*, 23 (7), 470-479.

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Timothy L. Keiningham, Lerzan Aksoy, and David Bejou (2006), "The Future of Managing Customers as Assets," *Journal of Relationship Marketing*, 5 (2/3), 133-138.

Timothy L. Keiningham, Lerzan Aksoy, Robert M. Daly, Kathy Perrier, and Antoine Solom (2006), "Reexamining the Link between Employee Satisfaction and Store Performance in a Retail Environment," *International Journal of Service Industry Management*, 17 (1), 51-57.

Tiffany Perkins-Munn, Lerzan Aksoy, Timothy L. Keiningham, and Demitry Estrin (2005), "Actual Purchase as a Proxy for Share-of-Wallet," *Journal of Service Research*, 7, no. 3 (February), 245-256.

Timothy L. Keiningham, Lerzan Aksoy, Tiffany Perkins-Munn, and Terry G. Vavra (2005), "The Brand-Customer Connection," *Marketing Management*, vol. 14, no. 4 (July/August), 33-37.

- * Citations of Excellence "Top 50" Award: Selected by Emerald Management Reviews as one of the top 50 management articles of 2005, from among 20,000 articles reviewed by that organization in that year.

Timothy L. Keiningham, Tiffany Perkins-Munn, Lerzan Aksoy, and Demitry Estrin (2005), "Does Customer Satisfaction Lead to Profitability?: The Mediating Role of Share-of-Wallet," *Managing Service Quality*, 15 (2), 172-181.

- * Finalist for best paper in *Managing Service Quality*.

Timothy L. Keiningham, Tiffany Perkins-Munn, and Heather Evans (2003), "The Impact of Customer Satisfaction on Share-of-Wallet in a Business-to-Business Environment," *Journal of Service Research*, 6, No. 1 (August), 37-50.

* Winner of the Excellence in Service Research Award (Best Paper in the *Journal of Service Research*).

Timothy L. Keiningham, Melinda K. M. Goddard, Terry G. Vavra and Andrew J. Iaci (1999), "Customer Delight and the Bottom Line," *Marketing Management*. vol. 8, no. 3 (Fall), 57-63.

Roland T. Rust, Timothy L. Keiningham, Stephen Clemens, and Anthony Zahorik (1999), "Return on Quality at Chase Manhattan Bank," *Interfaces*, vol. 29, no. 2 (March-April), 62-72.

Timothy L. Keiningham, Anthony J. Zahorik, and Roland T. Rust (1994/95), "Getting Return on Quality," *Journal of Retail Banking*, vol. 4, no. 4 (Winter), 7-12.

Roland T. Rust, Anthony J. Zahorik, and Timothy L. Keiningham (1995), "Return on Quality (ROQ): Making Service Quality Financially Accountable," *Journal of Marketing*, 59, no. 2 (April), 58-70.

* Winner of the Alpha Kappa Psi Foundation Award (best paper) for the article making the most significant contribution to the advancement of the practice of marketing.

* Top 20 marketing science article written in the past 25 years (by the INFORMS Society for Marketing Science in 2007).

* Article ranked 7th in terms of its impact on the practice of marketing (John H. Roberts, Ujwal Kayande, and Stefan Stremersch 2014).

BOOK CHAPTERS

Timothy Keiningham, Lerzan Aksoy, Alexander Buoye, An Yan, Forrest V. Morgeson III, Gina Woodall, Bart Larivière (2026), "Return on Innovation," in *Exploring Commercial, Social, and Digital Innovation from the Customer Perspective*, Seidali Kurtmollaiev, Line Lervik-Olsen, Tor W. Andreassen eds., London, UK: Routledge, 275-293.

Timothy L. Keiningham, Roland T. Rust, Bart Larivière, Lerzan Aksoy, and Luke Williams (2021), "The Unintended Consequences of Attitudinal Word-of-Mouth Drivers", Kumar, V. and Stewart, D.W. (Ed.) *Marketing Accountability for Marketing and Non-marketing Outcomes (Review of Marketing Research, Vol. 18)*, Emerald Publishing Limited, Bingley, pp. 263-276.
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Lerzan Aksoy, Timothy L. Keiningham, Alexander Buoye, and Joan Ball (2018), "The Emotional Engagement Paradox," in *Customer Engagement Marketing*. Robert Palmatier, V. Kumar, and Colleen Harmeling eds., London, England: Palgrave MacMillan, 293-305.

Timothy L. Keiningham, Lerzan Aksoy, Yuliya Komarova Loureiro, Mohammad G. Nejad (2015), "The Chain of Effects from Customer Satisfaction to Customer Profitability," *Handbook of Research on Customer Equity in Marketing*, V. Kumar and Denish Shah eds., Edward Elgar Publishing House, 265-282

Alexander Buoye, Timothy L. Keiningham, Luke Williams, and Lerzan Aksoy (2014), "Understanding What It Takes to Be Number 1," in *Customer Experience Management: Enhancing Experience and Value Through Service Management*. Jay Kandampully, ed., Dubuque, IA: Kendall Hunt Publishing Company, 327-345.

Timothy L. Keiningham, Lerzan Aksoy, Arne De Keyser, Bart Larivière, Alexander Buoye, and Luke Williams (2014), "It's Not Your Score That Matters: The Importance of Relative Metrics," in *Handbook of Service Marketing Research*, Roland Rust and Ming-Hui Huang eds., Cheltenham, UK: Edward Elgar Publishing, 166-181.

Lerzan Aksoy, Timothy L. Keiningham, and Richard L. Oliver (2014), "Loyalty: Its Many Sources and Variations," in *Handbook of Service Marketing Research*, Roland Rust and Ming-Hui Huang eds., Cheltenham, UK: Edward Elgar Publishing, pp. 37-51.

Timothy L. Keiningham, Lerzan Aksoy, Edward C. Malthouse, Alexander Bouye, and Bart Larivière (2012), "The cumulative effect of transaction-specific satisfaction on share of wallet: a longitudinal investigation," in *Advances in Advertising Research (Vol. III)*, Martin Eisend, Tobias Langner, Shintaro Okazaki, eds., Wiesbaden, Germany: Springer Gabler, pp. 381-390.

Timothy L. Keiningham, Lerzan Aksoy, Alexander Buoye, Bruce Cooil, and Luke Williams (2012), "Loyalty Goes to W.A.R. (the Wallet Allocation Rule)," in *The Loyalty Guide 5: What the Experts Say*, Peter Clark and Robin Clark, ed., Somerset, UK: Wise Research Limited, pp. 31-39.

Timothy L. Keiningham, Lerzan Aksoy, Luke Williams, and Alexander Buoye (2011), "Why Loyalty Matters in Retailing," in *Service Management: The New Paradigm in Retailing*, Jay Kandampully ed., New York, NY: Springer, pp. 67-82.

Timothy L. Keiningham, Terry G. Vavra, and Lerzan Aksoy (2010), "Shattering the Myths of Customer Loyalty," in *The Loyalty Guide 4*, Peter Clark and Robin Clark, ed., Somerset, UK: Wise Research Limited.

Roland T. Rust, Anthony J. Zahorik, and Timothy L. Keiningham (2000), "Estimating the Return on Quality: Providing Insights into Profitable Investments in Service Quality," in *Handbook of Services Marketing & Management*, Teresa A. Swartz and Dawn Iacobucci, eds., Thousand Oaks, CA: Sage Publications, Inc., pp. 223-245.

Roland T. Rust, Anthony J. Zahorik, and Timothy L. Keiningham (1998), "Determining the Return on Quality (ROQ)," in *Handbuch Dienstleistungsmanagement*, Manfred Bruhn and Heribert Meffert, eds., Wiesbaden, Germany: Gabler Verlag, pp. 866-890.

REFEREED CONFERENCE PROCEEDINGS, WORKING PAPERS, AND CASE STUDIES

Alexander Buoye, Luke Williams, Timothy Keiningham, and Lerzan Aksoy (2022), "What Drives Share of Streaming for Streaming Video Services? The Launch of HBO Max" in *Services Marketing* (9th Edition) by Jochen Wirtz and Christopher Lovelock. Hackensack, NJ: World Scientific Publishing, pp. 611-623.

Joan Ball, Alexander Buoye, Timothy L. Keiningham, and Lerzan Aksoy (2016), "The Role of Emotions on Customer Commitment and Repurchase Intentions," *2016 AMA Winter Educators' Proceedings* (Las Vegas, NV, February 26-28), pp. K-76 – K-84.

Arne De Keyser, Katherine N. Lemon, Philipp Klaus, and Timothy L. Keiningham (2015) "A Framework for Understanding and Managing the Customer Experience," Marketing Science Institute, Technical Working Paper, Report Number 15-121.

* MSI working paper most downloaded by marketers and academics in its first year of publication.

Aksoy, Lerzan, Alexander Buoye, Bruce Cooil, Arne De Keyser, Timothy L. Keiningham, Bart Larivière, and Edward C. Malthouse (2013), "Perceptions are relative: an examination of the relationship between relative satisfaction metrics and share of wallet," in 12th International Conference on Research in Advertising (ICORIA 2013): To Boldly Go...Extending the Boundaries of Advertising. Zagreb School of Economics and Management (Zagreb, Croatia, June 27-29).

Sunil Gupta, Timothy Keiningham, Ray Weaver, and Luke Williams (2012). "Are daily deals good for merchants?" Harvard Business School Industry and Background Note 513-059, December 10. Available at: http://cb.hbsp.harvard.edu/cb/web/product_detail.seam?E=4726234&R=513059-PDF-ENG&conversationId=1311046

Timothy L. Keiningham, Tiffany Perkins-Munn, Lerzan Aksoy, and Demitry Estrin (2004), "Customer Satisfaction, Share-of-Wallet, Customer Revenue, and Customer Profitability," *QUIS9— Proceedings of the 9th International Research Symposium on Service Excellence in Management* (Karlstad, Sweden, June 15-18, 2004).

* Judged to be among the best papers at the conference and selected to appear in a special issue of the journal, *Managing Service Quality*

Timothy L. Keiningham, Tiffany Perkins-Munn, Terry G. Vavra, Heather Evans, and John A. Theodore (2003) "Driving Share-of-Wallet through Customer Satisfaction and Brand Preference," *Proceedings of the ESOMAR Congress 2003* (Prague, Czech Republic, September 14-17).

Timothy L. Keiningham, Tiffany Perkins-Munn, Terry G. Vavra, and Heather Evans (2003), The Impact of Different Buyer Groups on the Relationship between Customer Satisfaction and Share-of-

Wallet, *Proceedings of the La Londe Seminar* (La Londe les Maures, France, June 11-13, 2003): 263-274.

Roland T. Rust, Anthony J. Zahorik, and Timothy L. Keiningham (1996), "New Developments in Return on Quality (ROQ)," in *QUIS5—Advancing Service Quality: A Global Perspective*, Bo Edvardsson, Stephen W. Brown, Robert Johnston, and Eberhard E. Scheuing, eds., New York: International Service Quality Association: 318-322.

Roland T. Rust, Anthony J. Zahorik, and Timothy L. Keiningham (1994) "Return on Quality (ROQ): Making Service Quality Financially Accountable," Marketing Science Institute, Technical Working Paper, Report Number 94-106, (April). Summarized in the *Journal of Services Marketing*, 9 (3): 9-11.

INVITATION-ONLY THOUGHT LEADERSHIP

- 2023** Invited contributor and track chair to the "Responsible Business Thought Leadership Conference," Fordham University in association with the *Journal of Service Management*, Tarrytown House Estate, New York (May 4-6, 2023).
- 2020** Invited contributor and track chair at the "Thought Leadership Conference on Global Marketing Strategy", Indian School of Business in association with the *International Journal of Research in Marketing*, Hyderabad, India (July 30 to August 1, 2020).
- 2020** Invited contributor and track chair to the "Hospitality Thought Leadership Forum," Florida Atlantic University in conjunction with the *Journal of Business Research*, Boca Raton, Florida. (May 13-16, 2020)
- 2019** Invited contributor to the "Annual Reputation Symposium" hosted by the Oxford University Centre for Corporate Reputation, Saïd Business School, Oxford, U.K. (August 28-30, 2019). Presentation entitled, "Understanding the Drivers of Word-of-Mouth Volume Across Industries."
- 2019** Invited contributor and track chair at the "Thought Leadership Forum - Service Imperative in Health, Hospitality, and Design," Cornell University in association with the *Journal of Service Management*, Ithaca, New York (May 8-10, 2019).
- 2018** Invited contributor and track chair to the "Social Innovation Thought Leadership Conference," Fordham University in association with the *Humanistic Management Journal*, Tarrytown House Estate, New York (November 1-3, 2018).
- 2018** Invited contributor and track chair to the 2nd Academic-Practitioner Research with Impact Workshop "Design and Decision Making for Customer Experience," a collaboration between the "Customer Management Leadership Group (CMLG)", Executive Education and the Management Science and Marketing Division at Alliance Manchester Business School and the Centre for Service Management (CSM) at Loughborough University in association with the *Journal of Business Research*, Manchester, UK (June 18- 19, 2018).
- 2018** Invited contributor and track chair to the Hospitality and Tourism Research Forum , Ohio State University in association with the *Journal of Service Management*, Columbus, Ohio (May 9-11, 2018).
- 2017** Invited contributor to "Theorizing beyond the horizon: Service research in 2050," University of Queensland Business School and the Australian National University in association with the *Journal of Service Management*, Brisbane, Australia (November 3-5, 2017).
- 2016** Invited contributor and track chair to the 1st Academic-Practitioner Research with Impact Workshop, Alliance Business School, Manchester, U.K., "Service and Customer Experience Measurement: Metrics, Processes and Operations and Customer Perceived Value in Their Experience," Executive Education and the Management Science and Marketing Division at Alliance Manchester Business School and the Centre for Service Management (CSM) at Loughborough University in association with the *Journal of Services Marketing*. (January 18-19, 2016).
- 2012** Invited contributor to the thought leadership conference entitled "Connections, Communities, and Collaboration: Service Sustainability in the Digital Age," Radboud University in conjunction with the *Journal of Service Management*, Nijmegen, Netherlands on June 27- 29, 2012.

- 2005** Invited contributor to the thought leadership conference entitled “Managing Customers for Value” sponsored by the American Marketing Association and the Marketing Science Institute in conjunction with the *Journal of Service Research*, University of Connecticut, September 2005.

SELECT CONFERENCE PRESENTATIONS

Timothy Keiningham, Lerzan Aksoy, Alexander Buoye, An Yan, Forrest V. Morgeson, III, Gina Woodall, and Bart Larivière (2024), “The Market Impact of Customer Perceptions of Innovation and Satisfaction,” Frontiers in Service Conference, American Marketing Association (AMA). (June 16-18).

* Finalist for Best Practitioner Presentation Award.

Timothy Keiningham, “Meet the Editors Session” representing the Journal of Service Management, Frontiers in Service Conference, American Marketing Association (AMA). (June 16-18).

Lerzan Aksoy and Timothy L. Keiningham (2022) “Social Innovation: What Our Customers Say,” Finnish Innovation Index Seminar, Hanken School of Economics. (June 9, 2022).

Timothy L. Keiningham and Lerzan Aksoy (2021), “Competing on Experience: Choosing between Frictionless and Memorable,” Naples Forum on Service. (September 7, 2021).

Timothy L. Keiningham, Lerzan Aksoy, Sabine Benoit, Shreekanth Joag, Jay Kandampully, An Yan (2019), “Closed Loop Systems or Running in Circles? The Current State of Enterprise Feedback Management,” Frontiers in Service Conference, American Marketing Association (AMA). (July 18, 2019).

Aksoy and Timothy L. Keiningham (2019), “Innovation and Firm Performance,” Second Global Conference on Creating Value, Fordham University in association with the Journal of Creating Value. (May 15, 2019).

Lerzan Aksoy and Timothy L. Keiningham (2018), “The Wallet Allocation Rule,” Brand Week Istanbul, Kapital Medya. (November 7, 2018).

Gina Woodall, Lerzan Aksoy, Tor W. Andreassen, Charles Colby, Timothy L. Keiningham (2018), “The American Innovation Index,” Frontiers in Service Conference, American Marketing Association (AMA). (September 7, 2018).

* Winner of the Best Practitioner Presentation Award

Fabienne Cadet, Timothy L. Keiningham, Lerzan Aksoy (2018) “The Dark Side of Empathy,” Frontiers in Service Conference, American Marketing Association (AMA). (September 7, 2018).

Tiffany Perkins-Munn, Heather Evans, Alexander Buoye, Timothy L. Keiningham, Lerzan Aksoy (2018), “Understanding Value Segment Specific Key Drivers to Guide Strategy,” Frontiers in Service Conference, American Marketing Association (AMA). (September 7, 2018).

Lerzan Aksoy, Recep Bildik, Ali Fatemi, Timothy L. Keiningham, Atakan Yalcin (2017), “The Influence of Consumer Satisfaction on the Firm’s Payout Policy,” Frontiers in Service Conference, American Marketing Association (AMA). (June 24, 2017).

Timothy L. Keiningham (2017), “Lovelock Award Acceptance Speech,” Awards Ceremony--Frontiers in Service, Frontiers in Service Conference, American Marketing Association (AMA). (June 23, 2017).

Lerzan Aksoy, Peter Allerstorfer, Fabienne Cadet, Paul Cook, Timothy L. Keiningham, Manuel Koser (2017), “Building Service Businesses in the Developing World,” Frontiers in Service Conference, American Marketing Association (AMA). (June 23, 2017).

* Finalist for Best Practitioner Presentation Award.

Arne De Keyser, Katherine Lemon, Phil Klaus, Timothy Keiningham (2017), “Managing the Building Blocks of Customer Experience,” Frontiers in Service Conference, American Marketing Association, New York, NY, June 22-25.

Lerzan Aksoy, Timothy L. Keiningham, Alexander Buoye, and Joan Ball (2016), “What Really Drives First Choice,” Frontiers in Service Conference, Bergen Norway, June 23-26.

Timothy L. Keiningham, and Lerzan Aksoy (2016), “The Wallet Allocation Rule,” SERVSIG 2016, Maastricht, The Netherlands, June 17-19.

* Keynote presentation

Lerzan Aksoy, Timothy L. Keiningham, Alexander Buoye, and Joan Ball (2016), "Why Customers Choose an Institution for Their Loans: An Application of the Wallet Allocation Rule," *SERVSIG 2016*, Maastricht, The Netherlands, June 17-19.

Timothy L. Keiningham, Lerzan Aksoy, Alexander Buoye, and Joan Ball (2016), "Choosing the Less Satisfying Option: Investigating Customers' Lender Selection Decisions," *Global Business Research Symposium*, Rome, Italy, June 15-17.

Timothy L. Keiningham and Lerzan Aksoy (2015), "The Wallet Allocation Rule," 2016 Servistar Users Group Meeting, Atlanta, Georgia, May 12-13.

* Keynote presentation

Timothy L. Keiningham (2016), "The Wallet Allocation Rule," 30th Annual Senior Leadership Institute, Center for Services Leadership, Arizona State University, Tempe, Arizona, March 21-23.

* Keynote presentation

Timothy L. Keiningham and Lerzan Aksoy (2015), "The Wallet Allocation Rule," *AMA Analytics with Purpose*, Scottsdale, Arizona, February 7-9.

* Keynote presentation

Timothy L. Keiningham, Bruce Cooil, Lerzan Aksoy, Alexander Buoye, and Jay Kandampully (2015), "Is Commitment Relative? A Longitudinal Examination of the Relationship between Relative Commitment (Affective, Calculative, and Normative) and Share of Wallet," *Frontiers in Service Conference*, San Jose, California, July 9-12.

Timothy L. Keiningham, Roland Rust, Bart Larivière, Lerzan Aksoy, Luke Williams (2014), "Understanding the Nature of Customer Word-of-Mouth," *Frontiers in Service Conference*, Miami, Florida, June 26-29.

Lerzan Aksoy, Alexander Buoye, Bruce Cooil, Arne De Keyser, Timothy L. Keiningham, Bart Larivière, Edward C. Malthouse (2013), "Perceptions Are Relative: An Examination of the Relationship between Relative Satisfaction Metrics and Share of Wallet," *Frontiers in Service Conference*, Taipei, Taiwan, July 4-7.

* Winner of the Best Practitioner Presentation Award

Lerzan Aksoy, Timothy L. Keiningham, Alexander Buoye, Bart Larivière, Luke Williams, and Ian Wilson (2012), "Does Loyalty Span Domains? Examining the Relationship between Consumer Loyalty and Other Loyalties and Its Influence on Happiness," presented at Thought Leadership Conference entitled "Connections, Communities, and Collaboration: Service Sustainability in the Digital Age," Radboud University Nijmegen, Netherlands on June 27, 28 and 29, 2012. (One of 50 invited participants.)

Timothy L. Keiningham (2012), "Customer Customer Loyalty Measurement is Broken—Let's Fix It!," Conference Board: Customer Experience Leadership Conference, New York, NY, March 22-23.

Timothy L. Keiningham, Lerzan Aksoy, Bart Larivière, Sunil Mithas, Forrest Morgeson, Atakan Yalçin (2012), "The Satisfaction, Repurchase Intentions and Shareholder Value Linkage: A Longitudinal Examination of Fixed and Firm Specific Effects," College Park, Maryland.

* Winner of the Best Practitioner Presentation Award

Timothy L. Keiningham, Lerzan Aksoy, Alexander Buoye, and Bruce Cooil (2011), "The Wallet Allocation Rule," *Marketing Science Institute: New Developments in the Practice of Marketing Science 2011-2012: Impact and Implementation*, Washington, DC, December 9-10.

Timothy L. Keiningham, Lerzan Aksoy, Carly Frennea, Alexander Buoye, and Vikas Mittal (2011), "The Moderating Role of Emotions and Commitment on Customer Satisfaction: A Ten Country Study," *Frontiers in Service Conference*, Columbus, Ohio, June 30-July 3.

* Finalist for Best Practitioner Presentation Award

Matt McNerney and Timothy L. Keiningham (2011), "The Wallet Allocation Rule," 3rd Annual LEAD Marketing Conference, Chicago, Illinois, September 19-21.

Timothy L. Keiningham (2010), "Commitment, Loyalty, Happiness, and Love: Changing Customer Relationships: Why Loyalty Matters," *MRIA Conference*, Toronto, Canada, June 1.

Timothy L. Keiningham and Lerzan Aksoy (2010), Why Loyalty Matters, Leadership & Ethics Guest Speaker Series Event, Rockhurst University, Kansas City, MO, February 25-26.

Timothy L. Keiningham and Lerzan Aksoy (2009), Why Loyalty Matters, Fordham University, New York, NY, October 9.

Bart Larivière, Timothy L. Keiningham, Lerzan Aksoy, and Bruce Cooil (2009), "Because Customers Want To, Need To, Or Ought To: A Longitudinal Analysis of the Impact of Commitment on Share-of-Wallet—The Case of AXA Financial," Frontiers in Service Conference, Hawaii, October 2009.
* Winner of the Best Practitioner Presentation Award

Timothy L. Keiningham (2009), "Acting on Facts, Not Faith," Loyalty Expo conference (keynote speaker), Miami, FL, June 1.

Timothy L. Keiningham and Lerzan Aksoy (2008), "The Quest for Profitable Loyalty," MSI Marketing Metrics Conference, Dallas, Texas, September 2008.

Timothy L. Keiningham and Lerzan Aksoy (2008) "The Loyalty Cure," Stichting Marketing Congress (27th International Marketing Foundation Conference), Ghent, Belgium, December 5-6, 2008.

Bart Lariviere, Lerzan Aksoy, Timothy L. Keiningham, and Bruce Cooil (2008), "Multichannel Customer Differences: The Impact of Own and Competitor Online Channel Usage on the Relationship between Customer Satisfaction and Share of Wallet," Frontiers in Service Conference, Washington D.C., October 2008.

Timothy L. Keiningham and Lerzan Aksoy (2008) "The Loyalty Cure," Ipsos-MORI Conference, London, UK, May 2008.

Timothy L. Keiningham and Lerzan Aksoy (2008), "Acting on Facts, Not Faith," European Customer Management World Conference, London, UK, May 2008.

Timothy L. Keiningham (2008), "Acting On Facts Not Faith: Identifying Realities And Myths About Loyalty To Ensure Quality In Your Research And Strategy," Customer Loyalty Summit (IQPC), The Westin Stonebriar Resort, Dallas, TX, April 1 2008.

Timothy L. Keiningham, Bruce Cooil, Tor Wallin Andreassen, and Lerzan Aksoy (2007), "A Micro and Macro Level Examination of Net Promoter," Frontiers in Services Marketing Conference, San Francisco, October 2007.

Bruce Cooil, Chris Groening, Timothy L. Keiningham, and Atakan Yalçın (2007), "The Impact of Including Customer Satisfaction with Traditional Financial Metrics in Predicting Shareholder Value," QUIS 10 Conference, Orlando, Florida, June 2007.

Timothy L. Keiningham and Lerzan Aksoy (2007), "Speed Marketing," Invited PLENARY speaker, Marketing Summit, Istanbul, Turkey, December 2007

Timothy L. Keiningham and Lerzan Aksoy (2007) "The Myths of Customer Loyalty," International Advertising Association Conference, Amman, Jordan, November 2007.

Timothy L. Keiningham and Lerzan Aksoy (2007) "The Myths of Customer Loyalty," Ipsos Loyalty Conference, Dubai, November 2007.

Timothy L. Keiningham and Lerzan Aksoy (2006), "The Myths of Loyalty," Customer Care Conference, Athens, Greece, April 2007.

Timothy L. Keiningham (2008), "A New Vision in Customer Loyalty: What's Next?" 12th Annual Linkage Strategies conference (IIR), The Doral Resort & Spa, Miami, FL, February 24 - 27, 2008

Timothy L. Keiningham and Lerzan Aksoy (2006), "Shattering the Myths of Customer Loyalty," Invited speaker at the Emerging Topic in Customer Management conference, University of Groningen, The Netherlands, May 2006.

Timothy L. Keiningham and Lerzan Aksoy (2006), "Rethinking Marketing," Marketing IST Conference, Istanbul, September 2006

Timothy L. Keiningham and Lerzan Aksoy, "Shattering the Myths of Loyalty," AMPD Conference, Çırağan Palace, Istanbul, March 2006

Timothy L. Keiningham, Lerzan Aksoy, Tor Wallin Andreassen, and Barry J. Wahren (2005), "Call Center Satisfaction and Customer Retention in a Co-Branded Service Context," AMA, Frontiers in Service Conference, Tempe, Arizona USA, October 2005.

Timothy L. Keiningham and Terry Vavra, "Parting with Conventional Wisdom to Ensure Your Loyalty Program Delivers ROI," presented at The Conference Board, The 2005 Customer Loyalty Conference, New York, NY, May 19, 2005.

Timothy L. Keiningham, Lerzan Aksoy, Kenneth Peterson, and Terry G. Vavra (2004), "Utilizing Performance-Attribute Thresholds to Link Employee and Customer Satisfaction to Store-Level Performance," at AMA, Frontiers in Service Marketing Conference, Miami, USA, October 2004.

Tiffany Perkins-Munn, Timothy L. Keiningham, Lerzan Aksoy, and Demitry Estrin (2004) "Actual Purchase as a Proxy for Share-of-Wallet," presented at AMA, Frontiers in Service Conference, Miami, USA, October 2004.

Timothy L. Keiningham, "The Customer Delight Principle: Techniques to Exceed Customers' Expectations," American Marketing Association-Central Illinois Chapter, Invited Plenary Speaker, November 14, 2002.

Timothy L. Keiningham, "The Customer Delight Principle," Frontiers in Service Conference, Invited Plenary Speaker, September 22, 2000.

TEACHING

Service Marketing (MKT 3320: Service Marketing)

2025 Spring Rating: **4.90** (out of 5.00)

2024 Spring Rating: **5.00** (out of 5.00)

2023 Fall Rating: **5.00** (out of 5.00)

2022 Fall Rating: **4.75** (out of 5.00)

2021 Fall Rating: **4.85** (out of 5.00)

2020 Fall Rating: **4.70** (out of 5.00)

2018 Spring Rating: **5.00** (out of 5.00)

2018 Fall Rating: **4.90** (out of 5.00)

2017 Fall Rating: **4.89** (out of 5.00)

2017 Spring Rating: **4.77** (out of 5.00)

2016 Fall Rating: **5.00** (out of 5.00)

Customer Experience (MKT 630: Customer Experience and Service Management)

2025 Fall Rating: **4.67** (out of 5.00)

2024 Fall Rating: **4.92** (out of 5.00)

Analytics for Consumer Insight (MKT 3313: Analytics for Consumer Insight)

2025 Spring Rating: **4.90** (out of 5.00)

2024 Spring Rating: **4.64** (out of 5.00)

2023 Fall Rating: **4.87** (out of 5.00)

2023 Spring Rating: **4.57** (out of 5.00)

2022 Fall Rating: **4.64** (out of 5.00)

2022 Spring Rating: **4.92** (out of 5.00)

2021 Fall Rating: **5.00** (out of 5.00)

2021 Spring Rating: **4.87** (out of 5.00)

2020 Fall Rating: **5.00** (out of 5.00)

2019 Spring Rating: **4.89** (out of 5.00)

2019 Fall Rating: **4.89** (out of 5.00)

2018 Fall Rating: **4.88** (out of 5.00)

2018 Spring Rating: **5.00** (out of 5.00)

2017 Spring Rating: **4.91** (out of 5.00) [MKT 4350 (Marketing Seminar)]

Data Driven Marketing (MKT 611: Data Driven Marketing)

2025 Spring Rating: **4.77** (out of 5.00)

2024 Spring Rating: **4.83** (out of 5.00)

2023 Spring Rating: **5.00** (out of 5.00)

2022 Spring Rating: **4.55** (out of 5.00)

2021 Spring Rating: **4.11** (out of 5.00)

Marketing Strategy (MKT 4316: Marketing Mgmt and Policies)

2019 Spring Rating: **4.93** (out of 5.00)

2019 Fall Rating: **4.93** (out of 5.00)

2017 Fall Rating: **4.88** (out of 5.00)

2016 Fall Rating: **4.50** (out of 5.00)

SERVICE

Scholarly Journals

- Guest editor of the *Journal of Service Research* Special Issue (2024) on Sustainability and Service.
- Executive Board: *Journal of Service Management*
- Editorial Review Board Member (current): *Journal of Service Research, Journal of Service Management, Journal of Service Theory and Practice, Journal of Creating Value*
- Editorial Review Board Member (former): *Journal of Marketing, International Journal of Research in Marketing, The Cornell Hotel and Restaurant Administration Quarterly* (now the *Cornell Hospitality Quarterly*), *Global Economics and Management Review*
- Advisory Board Member: *Journal of Relationship Marketing*
- Chosen as part of three-member AMA task force charged with planning the strategic direction for the *Journal of Marketing* and the *Journal of Marketing Research* (2009-2010)
- Chaired the *Journal of Service Research* editorial review board task force charged with determining the strategies and tactics for the journal to undertake in an effort to be included in the *Financial Times* journal list (2012-2014)
- Co-edited special issue of 2007 issue of the *Journal of Relationship Marketing*, vol. 6, no. 3/4 (with Lerzan Aksoy, and David Bejou)
- Co-edited special issue of 2006 issue of the *Journal of Relationship Marketing*, vol. 5, no. 2/3 (with Lerzan Aksoy, and David Bejou)

Other Scholarly Service

- Chaired 2018 Christopher Lovelock Career Contributions to the Services Discipline Award committee.
- 2017 co-chair of the 26th Annual Frontiers in Service conference
- 2016 board member for SERVSIG2016
- Scientific Advisory Board (ISAB) Member: Center for Service Innovation, Norwegian School of Economics (NHH) (2014 to 2019)
- Advisory Board Member: University of Maryland, Robert H. Smith School of Business Department of Marketing (2008 to 2015)
- 2015 Faculty Fellow for the 2015 AMA SERVSIG Doctoral Consortium, San Jose State University, San Jose, CA USA, 8-9 July 2015.
- 2014 Faculty Fellow for the 2014 AMA SERVSIG Doctoral Consortium, University of Miami, Miami, FL USA, 25-26 June 2014
- 2013 Faculty Fellow for the 2013 AMA SERVSIG Doctoral Consortium, National Taiwan University, Taipei, Taiwan, 3-4 July 2013
- 2012 member of the Frontiers in Service Conference selection committee

University Service

- Faculty Development Committee member (April 2017 to present).
- Undergraduate Education Policy Committee member (September 2016 to present).
- Vice President for Equity and Inclusion Search Committee (June 2021 to 2022).
- MS in Marketing Intelligence Task Force (2021 to 2022).
- Ph.D. in Marketing Task Force (September 2021 to 2022).
- 2017 Catholic Deans Conference Committee member (February 2017 to August 2017).