ASU W. P. Carey School of Business
Arizona State University
Department of Marketing

8/1/2026

Amy L. Ostrom

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I. EDUCATION

Ph.D., Marketing, Northwestern University
B.A., Psychology & Honors College, Arizona State University

II. ACADEMIC EXPERIENCE

Vice Dean, W. P. Carey School of Business, July 1, 2022 - present
Interim Chair, Department of Marketing, July 1, 2022 - present
PetSmart Chair in Services Leadership, 2013-present
ASU President's Professor, 2011-Present
Interim Dean, W. P. Carey School of Business, January 1, 2021- June 30, 2022
Chair, Department of Marketing, 2015-2020
Research Director, Center for Services Leadership, 2011-2015
J. Willard and Alice S. Marriott Foundation Professor in Services Leadership, 2010-2013
Professor, Department of Marketing, Arizona State University, 2010-present
Associate Professor, Department of Marketing, Arizona State University, 2002-2010
Assistant Professor, Department of Marketing, Arizona State University, 1996-2002

III. RESEARCH AND PUBLICATIONS

A. Publications

Mende, Martin, Amy L. Ostrom, Juneha Baek, Donghyuk Shin, Sanghak Lee, and Maura L. Scott, (2026), "The 2026 Service Research Priorities: AI-Driven Discovery, Interdisciplinary Influence Dynamics, and the "Interactive Service Scholarship Incubator" for Personalized Priorities," *Journal of Service Research*, 29 (3), 339-359.

Finsterwalder, Jorg, Laurel Anderson, Canan Corus, Mario Giraldo, Sertan Kabadayi, Janet R. McColl-Kennedy, Martin Mende, David G. Mick, Amy L. Ostrom, Mark S. Rosenbaum and Rebekah Russel-Bennett, (2025), "Novel Perspectives on Transformative Service," *Journal of Service Management Research*, 8 (2), 52-73.

Field, Joy, Darima Fotheringham, Mahesh Subramony, Anders Gustafsson, Amy L. Ostrom, Kay Lemon, Ming-Hui Huang, and Janet McColl-Kennedy (2021), "Service Research Priorities: Designing Sustainable Service Ecosystems," *Journal of Service Research*, *24*(4), 462–479.

Ostrom, Amy. L., Joy Field, Darima Fotheringham, Mahesh Subramony, Anders Gustafsson, Kay Lemon, Ming-Hui Huang, and Janet McColl-Kennedy (2021), "Service Research Priorities: Managing and Delivering Service in Turbulent Times," *Journal of Service Research*, *24*(3), 329–353.

Azzari, Courtney Nations, Laurie Anderson, Martin Mende, M., Josephine Go Jefferies, Hilary Downey, Amy Ostrom, and Jelena Spanjol (2021), “Consumers on the Job: Contextualization Crafting in Expert Services,” *Journal of Service Research*, *24*(4), 520–541.

- 2025 Winner of the AMA-EBSCO-RRBM Annual Award for Responsible Research in Marketing

Fisk, Raymond P., Linda Alkire, Laurel Anderson, David E. Bowen, Thorsten Gruber, Amy L. Ostrom, and Lia Patrício (2020), "Elevating the human experience (HX) through service research collaborations: introducing ServCollab," *Journal of Service Management*, 31 (4), 615-635.

Mende, Martin, Maura Scott, Mary Jo Bitner and Amy L. Ostrom (2017), “Activating Consumers for Better Service Coproduction Outcomes through Eustress: The Interplay of Firm-Assigned Workload, Service Literacy, and Organizational Support,” *Journal of Public Policy & Marketing,* 36 (1), 137-155.

van Doorn, Jenny, Martin Mende, Stephanie Noble, John Holland, Dhruv Grewal, Amy L. Ostrom, and Andrew Petersen (2017), “Domo Arigato Mr. Roboto: How Technology Could Change the Service Customer Experience of the Future – A Research Vision and Agenda,” *Journal of Service Research*, 20 (1), 43-58.

- Received Best Paper Award for Volume 20 of the *Journal of Service Research*

Anderson, Laurel, Jelena Spanjol, Josephine Go Jefferies, Amy L. Ostrom, Courtney Nations, Sterling A. Bone, Hilary Downey, Martin Mende, and Justine M. Rapp (2016), “Responsibility and Well-being: Resource Integration Under Responsibilization in Expert Services,” J*ournal of Public Policy & Marketing,* 35 (2), 262-279.

Fisk, Raymond P., Laurel Anderson, David E. Bowen, Thorsten Gruber, Amy L. Ostrom, Lia Patrício, Javier Reynoso, and Roberta Sebastiani (2016), “Billions of Impoverished Deserve to be Better Served: A Call to Action for the Service Research Community,” *Journal of Service Management*, 27 (1), 43-55.

Wunderlich, Nancy V., Kristina Heinonen, Amy L. Ostrom, Lia Patrício, Rui Sousa, Christopher A. Voss, and Jos G.A.M. Lemmink (2015), “’Futurizing’ Smart Service: Implications for Service Researchers and Managers,” *Journal of Services Marketing*, 29 (6/7), 425-429.

Ostrom, Amy L., A. Parasuraman, David E. Bowen, Lia Patricio, and Christopher A. Voss (2015), “Service Research Priorities in a Rapidly Changing Context,” *Journal of Service Research*, 18 (2), 127-159. Finalist for the Best Paper Award for Volume 18 of *JSR*.

Anderson, Laurel, Amy L. Ostrom, Canan Corus, Raymond P. Fisk, Andrew S. Gallan, Mario Giraldo, Martin Mende, Mark Mulder, Steven W. Rayburn, Mark S. Rosenbaum, Kunio Shirahada, and Jerome D. Williams (2013), “Transformative Service Research: An Agenda for the Future,” *Journal of Business Research*, 66 (8),1203-1210.

- Recognized by Emerald Group Publishing in 2016 for being one of the most highly cited and highly influential papers published in 2012 related to Business Management, Finance, Accounting, Economics and Marketing.

Rosenbaum, Mark S., Canan Corus, Amy L. Ostrom, Laurel Anderson, Raymond P. Fisk, Andrew S. Gallan, Mario Giraldo, Martin Mende, Mark Mulder, Steven W. Rayburn, Kunio Shirahada, and Jerome D. Williams (2011), "Conceptualization and Aspirations of Transformative Service Research," *Journal of Research for Consumers*, Issue 19, http://www.jrconsumers.com/academic _articles/issue_19, 2011?f=45710.

Ostrom, Amy L., Mary Jo Bitner, Stephen Brown, Kevin Burkhard, Michael Goul, Vicki Smith-Daniels , Haluk Demirkan, and Elliot Rabinovich (2010) "Moving Forward and Making a Difference: Research Priorities for the Science of Service," an invited paper, *Journal of Service Research*, 13 (1), 4-36.

- Received the Best Article Award for Volume 13 of the *Journal of Service Research*

Cadwallader, Susan, Cheryl Jarvis, Mary Jo Bitner, and Amy L. Ostrom (2010), "Frontline Employee Motivation to Participate in Service Innovation Implementation*," Journal of the Academy of Marketing Scienc*e, 38 (2), 219-239.

Bitner, Mary Jo, Amy L. Ostrom, and Felicia N. Morgan (2008), "Service Blueprinting: A Practical Technique for Service Innovation," *California Management Review,* 50 (3), 66-94.

Rosenbaum, Mark, Beth Walker, James Ward, and Amy L. Ostrom, (2007) "A Cup of Coffee with a Dash of Love: An Investigation of Commercial Social Support and Third-Place Attachment," *Journal of Service Research,* 10 (1), 43-59.
Finalist for the Best Article Award for Volume 10 of *JSR*.

Ward, James C. and Amy L. Ostrom (2006), "Complaining to the Masses: The Role of Protest Framing in Customer-Created Complaint Web Sites," *Journal of Consumer Research*, 33, 220-230.

Sandler, Irwin, Amy L. Ostrom, Mary Jo Bitner, Tim Ayers, Sharlene Wolchik, and Vicki Smith Daniels (2005), "Developing Effective Prevention Services for the Real World: A Prevention Service Development Model," *American Journal of Community Psychology,* 35 (June), 127-142.

Meuter, Matt, Mary Jo Bitner, Amy L. Ostrom, and Stephen Brown (2005), "Choosing Among Alternate Service Delivery Modes: An Investigation of Customer Trial of Self-Service Technologies," *Journal of Marketing,* 69 (April), 61-83.

Rosenbaum, Mark, Amy L. Ostrom, and Ron Knutze (2005), "Loyalty Programs and a Sense of Community," *Journal of Services Marketing*, 19 (4), 222-233.

Meuter, Matt, Amy L. Ostrom, Mary Jo Bitner and Robert Roundtree (2003), "The Influence of Technology Anxiety on Consumer Use and Experiences with Self-Service Technologies," *Journal of Business Research,* 56 (11), 899-906.

Ward, James and Amy L. Ostrom (2003), "The Internet as Information Minefield: An Analysis of the Source and Content of Brand Information Yielded by Net Searches," *Journal of Business Research,* 56 (11), 907-914.

Bitner, Mary Jo, Amy L. Ostrom, and Matt Meuter (2002), "Implementing Self-Service Technologies," *Academy of Management Executive,* 16 (4), 96-109.

Bettencourt, Lance, Amy L. Ostrom, Stephen Brown, and Robert Roundtree (2002), "Client Co-Production in Knowledge-Intensive Business Services," *California Management Review,* 44 (4), 100-128.

Meuter, Matt, Amy L. Ostrom, Robert Roundtree, and Mary Jo Bitner (2000), "Self-Service Technologies: Understanding Customer Satisfaction with Technology-Based Service Encounters*," Journal of Marketing,* 64 (July), 50-64.

Ostrom, Amy L. and Dawn Iacobucci (1998), "The Effect of Guarantees on Consumers' Evaluation of Services," *Journal of Services Marketing*, 12 (5), 362-375.

Iacobucci, Dawn and Amy L. Ostrom (1996), "Commercial and Interpersonal Relationships: Using the Structure of Interpersonal Relationships to Understand Individual-to-Individual, Individual-to-Firm, and Firm-to-Firm Relationships in Commerce*," International Journal of Research in Marketing,* 13, 53-72.

Iacobucci, Dawn and Amy L. Ostrom (1996), "Perceptions of Services," *Journal of Retailing and Consumer Services,* 3 (4), 195-212.

Iacobucci, Dawn, Amy L. Ostrom, and Kent Grayson (1995), "Distinguishing Service Quality and Customer Satisfaction: The Voice of the Consumer," *Journal of Consumer Psychology,* 4 (3), 277-303.

Ostrom, Amy L. and Dawn Iacobucci (1995), "Consumer Trade-Offs and the Evaluation of Services," *Journal of Marketing*, 59 (January), 17-28.

Iacobucci, Dawn, Kent Grayson, and Amy L. Ostrom (1994), "Customer Satisfaction Fables," *Sloan Management Review*, 35 (4), 93-96.

Iacobucci, Dawn and Amy L. Ostrom (1993), "Gender Differences in the Impact of 'Core' and 'Relational' Aspects of Services on the Evaluation of Service Encounters," *Journal of Consumer Psychology*, 2 (3), 257-286.

B. Chapters in Books/White Papers/Non-Peer Reviewed Articles

Ostrom, Amy L. Darima Fotheringham, and Mary Jo Bitner (2019), "Customer Acceptance of AI in Service Encounters: Understanding Antecedents and Consequences," *Handbook of Service Science II*, Maglio, P.P., Kieliszewski, C.A., Spohrer, J.C., Lyons, K., Patricio, L., Sawatani, Y. (Eds.), pgs 77-103.

Ostrom, Amy L. and Dawn Iacobucci (2016), "Retrospective: The Effect of Guarantees on Consumers' Evaluation of Services," *Journal of Services Marketing*, 30 (4), 373-376.

Anderson, Laurel and Amy L. Ostrom (2015), "Transformative Service Research: Advancing Our Knowledge about Service and Well-being," *Journal of Service Research*, Editorial for the special issue on Transformative Service Research, 18 (3), 243-249.

Ostrom, Amy L., Daniele Mathras, and Laurel Anderson (2014), "Transformative Service Research: An Emerging Subfield Focused on Service and Well-being," in *Handbook of Service Marketing Research*, edited by Roland Rust and Ming-Hui Huang, Edward Elgar Publishing Ltd.

Bitner, Mary Jo, Amy L. Ostrom, and Kevin A. Burkhard (2012), "Service Blueprinting: Transforming the Student Experience," *EDUCAUSE Review*, (November/December), 38-50.

Ostrom, Amy L. Mary Jo Bitner, and Kevin Burkhard (2011), "Leveraging Service Blueprinting to Rethink Higher Education," a white paper commissioned by the Center for American Progress, available at http://www.americanprogress.org/issues/2011/10/pdf/service_blueprinting.pdf.

Ostrom, Amy L., Dawn Iacobucci, and Felicia Morgan, (2005) "Services Branding," *Kellogg on Branding,* Alice Tybout (ed.), Wiley.

Ostrom, Amy L. (2003), "Achieving Reviewer Readiness," *Journal of the Academy of Marketing Science,* an invited essay, 31 (3), 337-340.

Ostrom, Amy L., Mary Jo Bitner, and Matt Meuter (2002), "Self-Service Technologies," *E-Service*, Roland Rust and P.K. Kannan (eds.), M.E. Sharpe.

Ostrom, Amy L. and Christopher Hart (2000), "Service Guarantees: Research and Practice," *Handbook of Services Marketing and Management,* Terri Swartz and Dawn Iacobucci (eds.), Sage Publications.

Iacobucci, Dawn, Amy L. Ostrom, Bridgette Braig, and Alexa Bezjian-Avery (1996) "A Canonical Model of Consumer Evaluations and Theoretical Bases of Expectations," *Advances in Services Marketing and Management: Research and Practice,* Teresa Swartz, David E. Bowen, and Stephen W. Brown (eds.), 5, 1-44.

Iacobucci, Dawn, Kent Grayson, and Amy L. Ostrom (1994), "The Calculus of Service Quality and Customer Satisfaction: Theoretical and Empirical Differentiation and Integration," *Advances in Services Marketing and Management: Research and Practice,* Teresa Swartz, David E. Bowen, and Stephen W. Brown (eds.), 3, 1-67.

C. Papers in Proceedings

Bitner, Mary Jo, Amy L. Ostrom, and Felicia N. Morgan "Service Blueprinting: A Practical Tool for Service Innovation," Service Innovation Conference, U.C. Berkeley, 2007. An article based on this paper appears in the Spring 2008 issue of *California Management Review.*

Ostrom, Amy L. and Robert Roundtree (1998), "Factors Influencing Customers' Participation in Co-Production Service Roles," *Proceedings for the International Quality in Services Conference QUIS 6, Norwalk*, Connecticut.

IV. SERVICE

A. Internal Service

1. Department

Coordinator, Honors Marketing Program, 2000-Fall 2010; Fall 2011-2018
Faculty Advisor, Honors Marketing Advisory Board (formerly HMA), 2001-2009, 2012-2018
Chair, Undergraduate, Student Service, Curricula, and Awards Committee, 2002-2015, Member 1996-1997; 1999-2002
Member, Doctoral Committee, Fall 2013- Spring 2015
Member, Department Development Team, 2004-2006

Member, Recruiting Committee, 1998, Fall 2003
Member, "Behavioral, Research, Services, and Promotion" Team, 1996-2002
Member, "Core" Team, 1998-1999
Member, Performance Review Committee, 1998
Faculty Representative, Southwest Doctoral Symposium, 1998
Member, PTR and Personnel Policies Team, 1997
Member, "Fundamentals" Curriculum Team, 1996-1998

2. School of Business/Center for Services Leadership

Co-Lead, WPC United Way Campaign, 2017 and 2018
Chair, Undergraduate Programs Committee, Fall 2011- Spring 2015; member, 2002-Fall 2003; Spring 2005-Fall 2010
Member, Promotion and Tenure Committee, Fall 2010, Fall 2011-Spring 2013
Member, W. P. Carey Dean Search Committee, Fall 2012
Member, Extended Post Tenure Review Committee Fall 2010
Co-lead, CSL Service Science and Service Innovation Research Priorities Initiative, 2008-2010
Faculty Advisor, Business Mentoring Network (formerly ClubEXP), 2006-2009
Member, Business Honors Faculty Advisory Council, Spring 2005-2007
Faculty Advisor, Rodel Community Scholars Program, 2003-2005
Member, International Travel Committee, Dec. 2004-Jan. 2005
Faculty Advisory Board, Dean's Board of Excellence, 2002-2003
Chair, Honors and Awards Committee, 1998-2002; Member 1996-1998
Chair, Teaching Excellence Awards Committee, 1999; Member 1997-1998
Member, MBA Sports Program Curriculum Committee, 1998-1999

3. University/outside the W. P. Carey School of Business

Member, ASU Honorary Degree Committee, Fall 2012-present; Chair 2022-present
Member, President's Professor Selection Committee, Fall 2008; Spring 2012, Fall 2025
Member, West Valley Campus Leadership Group, 2022-2024
Member, Provost P&T Taskforce, 2022-2024
Member, ASU Provost Selection Advisory Committee, Fall 2013, Fall 2020
President, ASU's Distinguished Teaching Academy, Fall 2010- Spring 2012; member, 2007-2010; DTA subcommittee on Teaching Evaluations, 2007-2008
Member, Sun Devil Athletics Committee, 2008-2010; Fall 2011-2012
Member, ASU Parents Association Professor of the Year selection committee, 2000, 2009-2010; Spring 2012; Co-chair 2007-2008
Member, Faculty Honors Council, Barrett Honors College, 1999-2002; 2005-Fall 2010, Fall 2011-present
Member, Dean Search Committee for Barrett Honors College, Spring 2003
Member, Study Abroad Scholarship Committee, Barrett Honors College, 2000-2001

B. External Service/Executive Development/Academic Presentations or Panels

Conducted more than 20 custom service blueprinting workshops for companies in a diverse set of industries including energy, insurance, education, technology, transportation, and health care. Specific companies include Southern California Edison, The Cooperators, SRP, ASU, W. P. Carey School of Business, Dell, Intel, First Solar, Knight Transportation, and TriWest, among others.

Ostrom Amy (2025), “The Wisdom of Service Research Priorities,” presented as part of a session on Cultivating Wiser Service Research organized by Ray Fisk and given with other presenters including Lerzan Aksoy, Laurel Anderson, Mary Jo Bitner, and David Bowen. Winter AMA Conference, Phoenix, Arizona.

Ostrom, Amy (2025), University Leadership Panel organized by Sertan Kabadayi and included other panel members Lerzan Aksoy, Mike Brady, Rebecca Hamilton, Mark Houston, and Vanessa Perry. Winter AMA Conference, Phoenix, Arizona.

Ostrom, Amy L. (2024), “Service Blueprinting: Designing Services from the Customer’s Point of View, a custom workshop for the W. P. Carey School of Business focused on corporate engagement.

Ostrom, Amy L. (2020), “Service Blueprinting: Designing Services from the Customer’s Point of View,” presented at the Center for Services Leadership’s Strategic Services Institute. Also presented at the 2004-2019 Strategic Services Institute/Services Leadership Institute.

Ostrom, Amy L. (2020), “Service Blueprinting: Designing Services from the Customer’s Point of View,” custom program for W. P. Carey Career Management and Employer Engagement, Feb. 19, Arizona State University.

Ostrom, Amy L. (2018), “Service Blueprinting: Designing Services from the Customer’s Point of View,” presented at ASU Staff Council Professional Development Conference, October 18, Arizona State University.

Anderson, Laurel and Amy L. Ostrom (2018), “Hoping for Hope: Tacking Gnarly Issues in Transformative Service Research,” keynote presentation at the Frontiers in Service Conference, Austin, Texas.

Ostrom, Amy L. (2018), “Excelling at Service,” presented to ASU Libraries, May 11, Arizona State University.

Ostrom, Amy L. (2017), “Using Service Blueprinting to Improve Service Organizations,” presentation to SDIN doctoral students, June 16, Porto Portugal.

Gray, Nancy and Amy L. Ostrom (2016), “Service Expedition Workshop on Service Blueprinting, Customer Journey Mapping and Branded Service Encounters,” Arizona State University.

Morales, Andrea, Kirk Kristofferson, Michelle Daniels, and Amy L. Ostrom (2015), “Behavioral Research Lab,” President’s Weekend, Arizona State University.

Ostrom, Amy L. (2014), “Global Service Research Priorities,” CSL Compete through Service Symposium, Scottsdale, AZ.

Ostrom, Amy L. (2014), “Global Service Research Priorities,” WPC Women’s Circle Event, Arizona State University.

Ostrom, Amy L. (2014), “Service Blueprinting: Designing Services from the Customer’s Point of View,” a presentation at the Breakthrough Models Academy, EDUCAUSE, Boston, MA.

Ostrom, Amy L. (2014), "Service Blueprinting and Service Recovery," HEC Executive MBA Program, Arizona State University. Also presented in 2010-2013.

Ostrom, Amy L. (2013), "Service Blueprinting: Designing Services from the Customer's Point of View," PTC Live Service Exchange, Anaheim, CA.

Ostrom, Amy L. and Mary Jo Bitner (2012), Service Blueprinting Strategy Lab in partnership with Center for American Progress and HCM Strategies, Arizona State University.

Ostrom, Amy L. and Kevin Burkhard (2011), "Service Blueprinting: Designing Services from A Customer's Point of View," Servigistics Pre-Conference Workshop, Phoenix, Arizona.

Ostrom, Amy L. (2010), "Service Marketing: Best Practices for Service Excellence," 8 hours of executive education for the Small Business Leadership Academy, Arizona State University.

Ostrom, Amy L. (2010), "Service Blueprinting," a one-day open enrollment blueprinting workshop, in Chicago, IL.

Ostrom, Amy L. and Kevin Burkhard (2009), "Service Blueprinting: Designing Services from the Customer's Point of View," a pre-summit workshop for attendees at Qualcomm's 5th Annual Smart Services Leadership Summit, San Diego, CA.

Bitner, Mary Jo, Amy L. Ostrom, and Kevin Burkhard (2009), "Moving Forward and Making a Difference: Research Priorities for the Science of Service," webinar, Center for Services Leadership.

Ostrom, Amy L. (2009), "Services Marketing: Best Practices in Service Excellence," presented as part of the Certified Professional Manufacturer's Representative Program, Arizona State University. Also presented at the 2005-2008 CPMR program.

Ostrom, Amy L. (2008), "Service Blueprinting: Designing Services from a Customer's Point of View," A pre-symposium workshop at the Center for Services Leadership's Compete Through Service Symposium, Phoenix, AZ.

Ostrom, Amy L. (2008), "Sustainability in Services," panel moderator at the Compete Through Service Symposium, Phoenix, AZ.

Ostrom, Amy L. (2008), "Services Marketing: Best Practices for Service Excellence," 8 hours of executive education for SRP customers and suppliers, Arizona State University.

Ostrom, Amy L. (2007), "Teaching from a Services Marketing Perspective," Preparing Future Faculty Program, Arizona State University.

Ostrom, Amy L. (2007) Convocation Welcome on behalf of the ASU Faculty to incoming freshman and their parents, Wells Fargo Arena.

Ostrom, Amy L. (2004), "Service Blueprinting: Designing Services from the Consumer's Point of View," presented at the Center for Services Leadership's "Compete Through Service" Symposium. Also presented at the 2002 and the 2003 Symposium.

Ostrom, Amy L. (2004), “Service Blueprinting” and “Service Recovery” presentations as part of the Ford Executive Leadership Program, Arizona State University.

Ostrom, Amy L. (2003), “Service Blueprinting” and “Service Recovery” presentations as part of the Ford Executive Leadership Program, Arizona State University.

Ostrom, Amy L. (2003), “Services Marketing Research: Insights, Trends, and a View to the Future,” presented at the Services Leadership Institute, Arizona State University.

Ostrom, Amy L. (2002), “Competing Through Self-Service Technologies,” presented at the Services Leadership Institute, Arizona State University.

Ward, James C. and Amy L. Ostrom (2002), “Customer Crusaders Online: Changing the Nature of Word of Mouth,” presentation to the Board of Advisors of the Center for Services Leadership, Arizona State University.

Ostrom, Amy L. (2002), “Service Recovery: What to Do When Things Go Wrong,” presentation at the ASU MBA Council Refresher.

Ostrom, Amy L. (2001), “Competing Through Self-Service Technologies,” presentation at the ASU MBA Council Refresher.

Bitner, Mary Jo and Amy L. Ostrom (2000), “Self-Service Technologies,” presentation to the Board of Advisors of the Center for Services Marketing and Management (now the Center for Services Leadership), Arizona State University.

Bitner, Mary Jo and Amy L. Ostrom (2000) “Competing Through Self-Service Technologies,” presented at the Center for Services Marketing and Management Institute. A workshop was also presented at the Center for Services Marketing and Management's “Compete through Service” symposium in 1999 and 2000.

Bitner, Mary Jo and Amy L. Ostrom (1999), “Customers' Use and Evaluation of Self-Service Technologies,” presentation to the Board of Advisors of the Center for Services Marketing and Management, Arizona State University.

Ostrom, Amy L. and Robert Roundtree (1998), “Customers' Co-Production of Service Roles,” presentation to SRP, Phoenix, AZ.

Ostrom, Amy L. (1997), “The Effect of Guarantees on Consumers' Evaluation of Services,” presentation to the Board of Advisors of the Center for Services Marketing and Management, Arizona State University.

C. Professional Service

1. Leadership/Participation in Professional Groups

Member*, Journal of Service Management* Advisory Council, 2025-present
Member, RRBM AMA EBSCO Responsible Research Award Selection Committee 2020
Member, OFR Young Scholar Research Competition Selection Committee 2020
Chair, SERVSIG Best Dissertation Award Committee 2017
Co-Chair, Transformative Services Research Track, Transformative Consumer Research Conference 2011 (with Dr. Laurel Anderson)

Co-Chair, Services, Service Science, and Retailing Track, AMA Winter Educators' Conference 2011 (with Dr. Mary Jo Bitner)
Member, AMA SERVSIG Christopher Lovelock Career Contributions to the Services Discipline Award Selection Committee 2011
Chair, Services Connection Track, AMA Winter Educators' Conference, 2003
Member, "AMA Best Services Article –2001" Committee, 2002

2. Reviewing Activities

Co-guest editor (with Dr. Laurel Anderson), *Journal of Service Research* special issue on Transformative Service Research, published August 2015.

Associate Editor, *Journal of Service Research* (Spring 2018-present)

Editorial Review Boards
Journal of Service Research, 2010-2017
Journal of Service Management, 2007-2020
Journal of the Academy of Marketing Science, 2000-2003

V. TEACHING

A. Courses Taught at ASU

MKT 791 Service Science: Marketing, Management, and Technology
MKT 303 Honors Marketing Theory and Practice
MKT 402 Consumer Behavior
MKT 442 Services Marketing Strategy
WPC 150 Business and Society

B. Advisory Committees

1. Dissertation Committees

Co-chair, Carolyn Massiah
Co-chair, Kate Lawrence
Co-chair, Mark Rosenbaum
Member, Elise Riker
Member, Helen Wang
Member, Scott Thompson
Member, Martin Mende
Member, Felicia Morgan
Member, Susan Cadwallader
Member, Matt Meuter

2. Honors Theses

Served as the director or 2nd reader for more than 130 Honors theses since 2000.

VI. ACCOMPLISHMENTS, HONORS, AWARDS, & PROFESSIONAL DEVELOPMENT

A. Teaching-Related Awards and Nominations

- Selected as a participant in the Academy for Innovative Higher Education Leadership, Cohort 6, 2018-2019
- Finalist for the John W. Teets Outstanding Teaching Award, W. P. Carey School of Business, 2009 and 2013
- W. P. Carey School of Business, Huizingh Award, Outstanding Service to Students 2012;

Honors Teacher of the Year 2009; Outstanding Undergraduate Professor 2007
- ASU Parents Association Professor of the Year 2007
- Nominated for ASU Parents Association Professor of the Year, 2004, 2006 (received special recognition)
- Arizona Professor of the Year 2004 selected by the Council for Advancement and Support of Education and The Carnegie Foundation for the Advancement of Teaching

B. **ASU Barrett, The Honors College-related Recognitions and Awards**
- Honors Program Ford Faculty Fellow, W. P. Carey School of Business, 2002-2006
- Outstanding Alumnus Award, Barrett Honors College, Arizona State University 2006

C. Research and Reviewing-related Awards and Recognitions
- Recipient of the 2026 Steve Baron Award for Outstanding Contribution to the Service Research Community presented by the *Journal of Services Marketing*
- World's Top 2% Scientists (https://topresearcherslist.com/)
- 2025 EBSCO RRBM Annual Award for Responsible Research in Marketing
- Best Article Award 2018, Volume 20, *Journal of Service Research*
- Best Article Award 2011, Volume 13, *Journal of Service Research*
- *Journal of the Academy of Marketing Science* Outstanding Reviewer Award, 2000-2003
- Center for Services Leadership Summer Research Funding, Summer 2004
- W. P. Carey School of Business, Dean's Summer Research Grant, Summer 2000, 2002, 2005, 2006