

BOWLING GREEN STATE UNIVERSITY  
COLLEGE OF BUSINESS

# FACULTY RESEARCH AND EXPERTISE

## FACULTY MEMBER

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**BIO:** Dr. Dwayne D. Gremler is a BGSU Distinguished Teaching Professor and Professor of Marketing. He holds a PhD from Arizona State University and his area of expertise concerns marketing issues related to the delivery of service. He has published on this topic in top tier journals such as Journal of Marketing, Journal of Service Research, Journal of the Academy of Marketing Science, and Journal of Retailing. He has served as Chair of the American Marketing Association's Services Marketing Special Interest Group (SERVSIG) and in 2014 he received the Christopher Lovelock Career Contributions Award from SERVSIG. He received a Fulbright Scholarship from the U.S. government to teach service marketing courses at the University of Maastricht, The Netherlands, in spring 2006. Dr. Gremler is a co-author (with Valarie Zeithaml and Mary Jo Bitner) of one of the leading service textbooks in the field, entitled: Services Marketing: Integrating Customer Focus Across the Firm (7th Edition).

### AREAS OF EXPERTISE

- Service Marketing
- Service Management
- Service Recovery
- Service Blueprinting
- Customer Experience Management

### RESEARCH INTERESTS

- Customer-employee interactions in service delivery
- Employee emotional competence
- Service guarantees
- Servicescapes
- Word-of-mouth communication
- Customer loyalty in service businesses

### CONSULTING PROJECTS

- Service Blueprinting
- Service Recovery