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## Configuring Customer Touchpoints: A Fuzzy-Set Analysis of Service Encounter Satisfaction

*Nancy V. Wunderlich and Jens Högrove*

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## Customer Engagement in the Process of Service Provision

*Katharina-Maria Fonferek, Michael Kleinaltenkamp,  
and Jana Möller*

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## How Leadership Co-Creation Generates a Trickle-Down Effect on Employees' Resource Integration Behavior in Service Ecosystems: A Theoretical Framework

*Laura Becker*

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## When Service Employees Should Not Go the Extra Mile: The Interaction Between Perceived Employee Effort and Customer Misbehavior Severity

*Katja Rummelhagen and Martin Benkenstein*

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## “Services in Transition – Implications for Business Research”

Annual Conference of the German Academic Association  
for Business Research (VHB)

On 12 – 14 June 2019 the 81th Annual Conference of the German Academic Association for Business Research (VHB) will take place at the University of Rostock. The theme of the conference addresses the ongoing changes in service industries. Current issues like digital transformation, sharing economy, FinTechs, and the future of work will be discussed in several sessions. Moreover, there will be paper presentations from all areas of business research.

### Keynotes:

**Prof. Dr. Isabel Schnabel** (University of Bonn, Member of the German Council of Economic Experts)

**Prof. em. Dr. Christian Grönroos** (Hanken School of Economics, Helsinki)

Further information on the conference is available at [www.bwl2019.org](http://www.bwl2019.org).  
Registration will start in March 2019.

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