

Center for Services Leadership (CSL) at WP Carey School of Business – Arizona State University

Created in 1985 The Center for Services Leadership (CSL) is a research and educational center within the W. P. Carey School of Business, Arizona State University. As a premier cross-disciplinary university center focused on service research and education, the CSL is committed to be a hub for academic and business knowledge exchange and collaboration, connecting academic, industry, and societal leaders to discover and unleash the power of service(s).

The purpose of the Center is to **make a positive difference in how the world is served** by:

1. Conducting and supporting relevant, meaningful, and rigorous research to advance the science of service across disciplines.
2. Providing access to knowledge and knowledge transfer related to the science of service for practitioners and students (Undergraduate, Masters and PhD).
3. Connecting and facilitating productive relationships among academic, industry and societal leaders to advance the theory and practice of service.

The formal administrative CSL team includes 11 staff and faculty members and is led by [Dr. Mary Jo Bitner](#), Professor and Edward M. Carson Chair, and [Dr. Wolfgang Ulaga](#), AT&T Professor of Services Leadership. Many other faculty at ASU (e.g., Ruth Bolton, Amy Ostrom, Laurie Anderson, David Bowen, Thomas Hollmann, Detra Montoya, Nancy Gray, Kate Eaton) directly engage in and support CSL's core research and education and programs. For a complete list of CSL Faculty at ASU, visit [CSL website](#).

Center for Services Leadership Administrative Faculty



Mary Jo Bitner, Professor
& Co-Executive Director



Wolfgang Ulaga, Professor
& Co-Executive Director

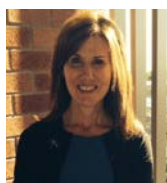


Mike Wiles, Associate
Professor and Faculty
Director of Research



Douglas Olsen, Associate
Professor, Faculty Director
Online Programs and Services
Leadership Institute

Center for Services Leadership Staff



Sarah Canales
Business Manager



Denise Fireng
Manager, Marketing
and Programs



Alicia Holder
Director of Business
Partnerships



Darima Fotheringham
Program Manager
Thought Leadership



Karen Hansford
Accountant



Sarah Johnson
Program Coordinator

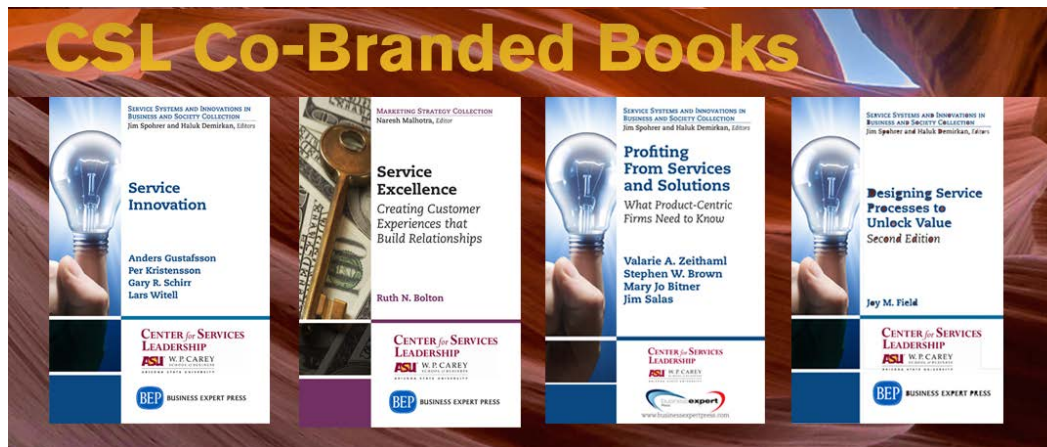


Christel Shaneberg
Administrative
Secretary

In addition to the Center's team, the CSL has a formal and active **network of over 80 international and interdisciplinary faculty members**. The center also has **45 corporate member companies**, which appoint a senior executive from each company to serve on the CSL Board of Advisors. Every winter, the CSL brings together members of its Advisory Board and Faculty Network for a CSL Annual Meeting and Think Tank session, packed with networking, learning and knowledge exchange on services hot topics.

The members of the CSL academic and business network play a significant role in advancing the Center's goals as a premier service research and educational center through their research and academic publications. Recent projects conducted in collaboration between the CSL, its Faculty Network and Member Companies resulted in a number of prominent publications including:

1. [Moving Forward and Making a Difference: Research Priorities for the Science of Service](#), the winner of 2010 *Journal of Service Research* Best Paper Award
2. [Service Research Priorities in a Rapidly Changing Context](#), a finalist for 2015 *Journal of Service Research* Best Paper Award
3. CSL and Business Expert Press cobranded books



CSL maintains a [collection of abstracts](#) of service research publications by the CSL Faculty Network members. These publications include academic journal papers and practitioner-oriented books. We regularly feature current service research publications on [CSL blog](#) and actively disseminate new academic knowledge to business audiences on Social Media and through CustomerThink and Business2Community platforms. *We would like to use this opportunity to invite the SERVSIG community to support dissemination of the academic knowledge by sharing new research on Service Leadership blog and contributing to the collection of service research abstracts.* Please, contact darima.fotheringham@asu.edu for more details and [subscribe to the CSL blog](#) to stay up-to-date on new publications and center updates.

The CSL has a robust portfolio of online and face-to-face executive education offerings, including the online [Certificate in Customer Experience](#), [custom corporate programs](#) and a popular [Service Blueprinting](#) training. In the spring, the Center offers [Strategic Service Institute \(SSI\)](#), a 5-day executive education program focused on service. Formerly the Services Leadership Institute (SLI), the revamped SSI program is a unique, on-campus educational experience geared to service professionals and organizational leaders responsible for

organizational service strategy and operational service performance. This year, SSI will be taking place on March 13-17.



CSL's [Compete Through Services \(CTS\) Symposium](#) takes place each fall. The Symposium brings the most innovative minds in business and academia to discuss cutting-edge trends and current challenges businesses are facing in the services arena. The next CTS Symposium will be on October 25-27, 2017.



Academic and non-profit rates are available for all the CSL events.



To learn more about the Center for Services Leadership visit [CSL website](#) and to connect with us on Social Media.