

# Conference Proceedings

## SERVSIG 2016

### Maastricht

Conference Proceedings  
SERVSIG Conference 2016  
Maastricht

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Dynamic Value Co-Creation in Knowledge Intensive Business Services: A Qualitative Study of Automotive Engineering

» Florian Mueller (University of Bremen), [Jens Poeppebuss](#) (University of Bremen)

Saturday  
13:30 - 15:00

## 2.3 Big Data

Chair Martin Wetzels

Venue Ho.06 (TS53)

Exploring Consumer Project-Based Products and Services Networks

» [Dmitry Zinoviev](#) (Suffolk University), [Zhen Zhu](#) (Suffolk University), Kate Li (Suffolk University)

Data-Driven Customer Process Management: A New Paradigm for Co-Creating Value with Customer Data

» [Chiehyeon Lim](#) (School of Engineering, University of California, Merced; Department of Industrial and Management Engineering, Pohang University of Science and Technology (POSTECH)), Paul Maglio (University of California, Merced), Min-Jun Kim (Department of Industrial and Management Engineering, Pohang University of Science and Technology (POSTECH)), Ki-Hun Kim (Department of Industrial and Management Engineering, Pohang University of Science and Technology (POSTECH)), Kwang-Jae Kim (Department of Industrial and Management Engineering, Pohang University of Science and Technology (POSTECH))

What, How and When: Patterns of Message Virality in Social Media Brand Communications

» [Francisco Villaruel](#) (Maastricht University), Dominik Mahr (Maastricht University), Ko de Ruyter (Cass Business School), Stephan Ludwig (Westminster Business School), Dhruv Grewal (Babson College), Martin Wetzels (Maastricht University)

Saturday  
13:30 - 15:00

## 2.4 Consumer Behaviour in Financial Services

Chair Mary Jo Bitner

Venue Ao.23 (TS53)

How Past Performance Framing Impacts Investors' Belief Updating

» [Patrick Gerhard](#) (Maastricht University), Arvid Hoffmann (Maastricht University), Thomas Post (Maastricht University)

Friend or Foe: Peer versus Anchoring Effects in Long-Term Financial Decision-Making

» [Pieter Verhallen](#) (Maastricht University), Elisabeth Bruggen (Maastricht University), Thomas Post (Maastricht University), Gaby Odekerken-Schröder (Maastricht University)

Creating Consumer Engagement in Low-Involvement Industries – An Industry-Level Effort

» [David Sörhammar](#) (Uppsala universitet), [Elina Jaakkola](#) (University of Turku)

Saturday  
13:30 - 15:00

## 2.5 Transformative and Health Services - An Interaction Perspective

Chair Linda Nasr

Venue Ao.24 (TS53)

Why Human Capital Matters for Healthcare Services: Interactive Effects of Human Capital Resources and Physician Turnover on Healthcare Outcomes

» [Mahesh Subramony](#) (Northern Illinois University), Charles Gowen (Northern Illinois University), Kathleen McFadden (Northern Illinois University)

When Similarity Beats Expertise: The Differential Effects of Peer and Expert Ratings on Hospital Choice

» [Anne-Madeleine Kranzbuehler](#) (Vrije Universiteit Amsterdam), Mirella Kleijnen (Vrije Universiteit Amsterdam), Peeter Verlegh (Vrije Universiteit Amsterdam), Marije Teerling (VODW)

Engaging with and Retaining Men in Mental Health Services

» Brett Scholz (University of Canberra), [Vinh Lu](#) (Australian National University), Dominique Szantyr (Independent Researcher)

## 2.3 Big Data

### What, How and When: Virality Patterns in Online Brand Communications

*Francisco Villaroel (Maastricht University), Dominik Mahr (Maastricht University), Ko De Ruyter (Cass Business School), Stephan Ludwig (Westminster Business School), Dhruv Grewal (Babson College) & Martin Wetzels (Maastricht University)*

The increasing number of customers in social media platforms, such as Facebook and Twitter, has resulted into the evolution of these platforms into main channels for peer-to-peer content. Viral online content can drive up sales, lead to more online traffic and increase brand awareness. However, 34 percent of customers believe they are spammed by social media content, and with a 600% expected increase in social media content by 2020, overwhelmed customers are expected to get into a “*content shock*” (NYTimes.com 2014). In order to maintain content sharing, research suggests managers to vary content words, arousal levels, and media types. However, Speech Act theory indicates that not only word choices, but overall message intentions may inherently drive content sharing by customers. In addition to message intentions, research on rhetoric suggests that stylistic schemes, such as alliterations and repetitions may increase content sharing. Furthermore, it remains unclear whether content concentration, or specific speech act sequences within a day have an effect on content sharing. Based on an empirical assessment of a longitudinal twitter dataset, our research contributes to the extant literature on virality and provides an actionable framework to organize social media content by suggesting tactics about what, how and when content should be posted.