

Joby John

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Professor of Marketing

Chair, Marketing Department

Research Interests:

- competing on service
- marketing of services
- managing customer relationships
- cross-cultural differences in marketing
- health care marketing
- customer-focused management practice

Practice/Consulting Interests:

- managing customer service
- managing customer relationships
- marketing of services
- loyalty and customer defection management
- customer-focused management practice
- managing customer interactions

Teaching Interests:

- marketing of services
- customer-focused management
- promotion strategy
- consumer behaviour
- marketing strategy
- fundamentals of marketing

Selected Publications and Presentations:

Fisk, Raymond P., Grove, Stephen J., John, Joby. *Interactive Services Marketing*, Houghton Mifflin, Boston, MA, 2004.

John, Joby. *Customer Focused Management: Competing through Service*, Praeger, Greenwich, CT, 2003.

Fisk, Raymond P., Grove, Stephen J., John, Joby. *Services Marketing Experts: Snapshots, Glimpses and Reflections*, American Marketing Association, Chicago, IL, 2000.

John, Joby. "A Dramaturgical View of the Health Care Service Encounter: Cultural Value-Based Impression Management Guidelines for Medical Professional Behavior," European Journal of Marketing, vol. 30, no. 9, 60-74, 1996.

Tansuhaj, Patriya, Gentry, James W., John, Joby, Manzer, Lee L., Cho, Bong Jin. "A Cross-national Examination of Innovation Resistance," International Marketing Review, vol. 8, no. 3, 7-20, 1991.