Marketing Seminar Series
Fairness in Service Relationships

Sanjit Roy, Marketing Discipline, UWA Business School

Abstract: Although, theorists and researchers in marketing and other fields suggest that fairness is of significance in the establishment of buyer-seller relationships (Seiders and Berry, 1998) there is still some opacity surrounding fairness, and more specifically the precise constituents of fairness in service relationships. Such opacity represents an important gap in understanding, as Mayser and Wangenheim (2012) argue that perceptions of fairness are likely to have the greatest impact on relationship development and management. We identify and validate dimensions of service fairness and test a hierarchical model of service fairness, using the context of the financial services sector in two countries. We also examine the differential impacts of fairness dimensions on customers’ perceived trustworthiness and trust and other downstream variables like customer loyalty and word-of-mouth.

Presenter: Sanjit is an Assistant Professor at the Business School of the University of Western Australia. Prior to this he was Senior Lecturer in Marketing at Coventry University, United Kingdom till March 2014. Sanjit completed his PhD from Icfai University, India in Marketing in 2011. He was a Visiting Research Scholar @Bentley University, USA. Before joining academia Sanjit has worked in the power generation and distribution sector and B2B sales for about six years. Sanjit has published in journals like European Journal of Marketing, Journal of Services Marketing, Studies in Higher Education, Journal of Strategic Marketing, Journal of Brand Management, Managing Service Quality. Presently his research focuses primarily on the financial services sector and consumer-brand relationships. His expertise lie in the application of Structural Equation Modeling, PLS Path Modeling and other Multivariate Techniques in addressing Marketing Research problems.

Date: Wednesday, 8th October 2014
Time: 11:00-12:00pm
Venue: BUSN201 (Case Study Room)
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