

Call Center Forum

*A member supported Research Program and
Industry Forum of the Wharton Financial Institutions Center
The Wharton School
3620 Locust Walk
Philadelphia, PA 19104
Phone: 215-898-1279 • Fax: 215-573-8757*

Thursday, May 13, 2004

Academic Session

Room 1206, Steinberg Hall – Dietrich Hall, 3620 Locust Walk

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| 8:30 – 9:00 | Registration |
| 9:00 - 9:45 | "Emotion, Cognition & Resumes –
Their Role in the Call Center Hiring Process"
Lorna Doucet, Assistant Professor of Management,
University of Illinois at Urbana- Champaign
Sigal Barsade, Associate Professor of Management, Wharton |
| 9:45 – 10:30 | "Spillover and Contagion: Mood, Worker Performance,
and Burnout in Call Centers"
Nancy Rothbard, Assistant Professor of Management, Wharton
Steffanie Wilk, Assistant Professor of Management, Wharton |
| 10:30 – 11:00 | Break |
| 11:00 – Noon | Don't Be So Emotional! The Role of Emotional
Labor in Organizations"
Theresa Glomb, Assistant Professor Industrial Relations
University of Minnesota |
| Noon – 1:30 | Lunch |
| 1:30 – 2:15 | "Effectiveness of Emotion Regulation Strategies with Difficult
Callers: A Field Study and Lab Simulation"
Alicia Grandey, Assistant Professor of Psychology,
Pennsylvania State University |
| 2:15 – 3:00 | "Employee Initiative and Performance Evaluation of
Telephone Service Reps"
Anat Rafaeli, Associate Professor of Organizational Behavior,
Technion University |
| 3:00 – 3:30 | Break |

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Academic and Industry Session

Room 1206, Steinberg Hall – Dietrich Hall, 3620 Locust Walk

3:30-5:00pm

Panel 1 - Hiring and Training

Malcolm McCulloch – Senior Research Consultant,
LIMRA International

Daniel Ostgaard – President, Human Resource Advisors

Larry Hunter – Assistant Professor of Management,
University of Wisconsin - Madison

6:00-9:00 pm

Cocktails, Dinner

University Museum 33rd and Spruce Streets.

Friday May 14, 2004

Academic and Industry Session

Room 1206, Steinberg Hall – Dietrich Hall, 3620 Locust Walk

8:00am

Continental Breakfast

8:30-10:00

Panel 2 - Staffing and Workforce Management

Vijay Mehrotra –Assistant Professor of Decision Sciences,
San Francisco State University and Blue Pumpkin Software

Bill Price - President & CEO, Driva Solutions

Assaf Zeevi - Assistant Professor, Columbia University

10:00 – 10:15am

Coffee Break

10:15-Noon

Panel 3 - Forecasting Problems

Charles Maner - Operations Research Manager, Bank of America

Haipeng Shen - Assistant Professor of Statistics,
University of North Carolina at Chapel Hill

Larry Skowronek – Director of Product Management,
Aspect Communications

Noon -1:30pm

Lunch and open discussion

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