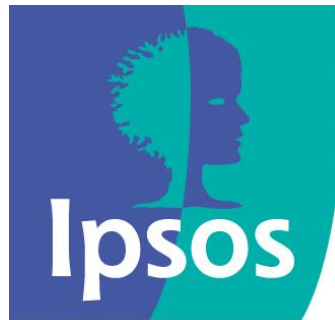


Ipsos Loyalty Executive Wins Outstanding Paper of the Year Award

Timothy Keiningham Receives Prestigious Accolade from the *Journal of Service Management*

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New York, NY – Ipsos researchers are well-versed in producing papers, and some are deemed not only great, but outstanding. Once again, that is the case for Timothy Keiningham, Global Chief Strategy Officer & Executive Vice President at Ipsos Loyalty, who has been honored with the *Journal of Service Management's* 2014 Robert Johnston Outstanding Paper of the Year award.

Keiningham received the award for his paper titled “A longitudinal examination of customer commitment and loyalty.” The paper provides the first longitudinal examination of the relationship between affective, calculative, normative commitment and customer loyalty by using longitudinal panel survey data. Along with Keiningham, the piece is co-written with a team of academics consisting of Bart Larivière, assistant professor at Ghent University, Bruce Cooil, professor at Vanderbilt University, Lerzan Aksoy, professor at Fordham University, and Edward Malthouse, professor at Northwestern University.

“I am both thrilled and humbled by this recognition,” says Keiningham. “The *Journal of Service Management* is one of the leading and most respected scholarly publications in the field. It is an honor to know that our work has been so positively received by our peers.”

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A paper winning the Robert Johnston Outstanding Paper award must contribute something new to the body of knowledge; possess excellent structure, presentation and well written text; demonstrate rigor in terms of argument or analysis; have relevance; be up to date in terms of citing the latest/key works in the field; and be within the editorial scope and remit of the journal. The voting is done by the editorial advisory board members, who select one 'best' paper to have appeared in the journal for the year.

“Our commitment to leading edge research by thinkers like Tim has made Ipsos the proven reference for thought leadership in customer experience and loyalty research,” says Alexandre Guerin, President of Ipsos Loyalty in the U.S. “This paper provides a wealth of knowledge that can be applied to the products and services we offer our clients to grow their share and improve their bottom line.”

The Journal of Service Management focuses on service management research. The journal publishes papers that show a unique and significant contribution to service literature, and provides a communication medium for those working in the service management field irrespective of discipline, functional area, sector or nationality. The journal publishes double-blind reviewed papers that focus on service literature/theory and its applications in practice.

This paper is not the first significant recognition for Timothy Keiningham. He is a multiple award winner for previous research papers and the author of several books on the topic of consumer loyalty and satisfaction, including his most recent New York Times bestseller, [*The Wallet Allocation Rule*](#).

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A copy of the article can be found at:

<http://www.emeraldinsight.com/doi/abs/10.1108/JOSM-01-2013-0025>

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