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Experiential or Instrumental? The Role of Shared Responsibility in Academic Success

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ABSTRACT

This paper explores the notion of shared responsibility in an educational environment. Specifically, this study assesses the relationship between shared responsibility and service outcomes, such as value, satisfaction, and positive word-of-mouth, in a university housing context. Using general linear model, we find that students' sense of shared responsibility affects hedonic and utilitarian value. In addition, students with a higher sense of shared responsibility were more satisfied and willing to recommend on-campus housing to others. Results of the study suggest a positive experience with student housing may increase student retention and offer recommendations for university residential managers.

ABOUT THE AUTHORS

Dr. Joanne T. Cao is an Assistant Professor of Marketing at The University of Southern Mississippi. She received her doctorate at Louisiana Tech University. Dr. Cao's research streams include service consumption, value creation and destruction, and service failure and recovery. She has an established record of research, and her work has been presented at international, national, and regional conferences.

Dr. Jamye Foster is the Interim Director and Associate Professor of Marketing at The University of Southern Mississippi. She earned her Ph.D. in marketing from Louisiana State University, and served as lecturer at the University of Canterbury in Christchurch, New Zealand for three years before joining the faculty at USM. Primary areas of research include branding, shopping behavior, and technology facilitated brand communications.

Dr. Gallayanee Yaoyuneyong is an Associate Professor of Merchandising at The University of Southern Mississippi. She received her Ph.D. from Florida State University. Dr. Yaoyuneyong's streams of research can be divided into two separate and distinct categories: Merchandising 2.0, and Classroom 2.0. Her research has been published in various journals in the fields of merchandising, marketing, advertising, and education. Dr. Yaoyuneyong is a particularly innovative instructor and has won numerous teaching awards.

Ms. Alice Townsend is currently pursuing her MBA at The University of Southern Mississippi. She serves as a graduate assistant in the Department of Marketing and Merchandising. Ms. Townsend earned her undergraduate degree in International Business, and recently delivered a presentation at a national marketing conference.

