

Melissa Archpru Akaka, PhD

Associate Dean for Research and Strategic Initiatives | Professor of Marketing
Daniels College of Business | University of Denver
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ADMINISTRATIVE APPOINTMENTS

Associate Dean for Research and Strategic Initiatives (July 2023-Present)

Daniels College of Business, University of Denver

Served as Associate Dean for Research (July 2023-March 2025)

Co-Director, Consumer Insights and Business Innovation Center (2017-present)

Department of Marketing, Daniels College of Business, University of Denver

Director, Master of Science in Marketing (July 2022-December 2024)

Department of Marketing, Daniels College of Business, University of Denver

ACADEMIC APPOINTMENTS

Professor of Marketing (2023-present)

Department of Marketing, Daniels College of Business, University of Denver

Associate Professor of Marketing (2018-2023)

Department of Marketing, Daniels College of Business, University of Denver

Assistant Professor (2012-2018)

Department of Marketing, Daniels College of Business, University of Denver

EDUCATION

Ph.D. University of Hawaii at Manoa (2012)

International Management; Concentration in Marketing

M.B.A. University of Hawaii at Manoa (2007)

Emphasis in Marketing

B.B.A. University of Hawaii at Manoa (2002)

Major in Marketing

RESEARCH INTERESTS

Value Cocreation and Market (Re)formation; Innovation and Practice Diffusion; Entrepreneurial Ecosystems; Consumption Experiences, Journeys, and Cultures

TEACHING INTERESTS

Marketing Research; Design & Innovation; Qualitative Research Methods; Consumer Behavior

PUBLICATIONS/PRESENTATIONS

Google Scholar Citations (as of September 21, 2026)

	<u>All</u>	<u>Since 2021</u>
Citations	16348	7724
h-index	33	31
i10-index	47	44

Journal Articles

- Vargo, Stephen L., Heiko Wieland, and Melissa Archpru Akaka (2026), "Service-Dominant Logic in the AI Era," *Journal of Service Research*, 29(3), 360-376.
- Schau, Hope Jensen, Ignacio Luri, Melissa Archpru Akaka (2025), "Organizational Resiliency through Practice Innovation: Forced Brand Evolution in a Prolonged Exogenous Service Ecosystem Disruption," *Journal of Service Management*, 36(2), 241-269.
- Akaka, Melissa Archpru, and Hope Jensen Schau (2025), "How structures of common difference constrain and create equity in market society: A genealogy of an adroit practice performance." *Journal of Business Research*, 188, 115038.
- Clemins, Valentin, Ralf Wilden, Melissa Archpru Akaka, Johann Nils Foege, Stephan Nüesch (2025), "Multi-level value creation in the sharing economy: A configurational co-creation approach to business model development," *Industrial Marketing Management*, 125, 272-289.
- Danatzi, Ilias, Jennifer D. Chandler, Melissa Archpru Akaka, and Irene Ng (2024), "Designing Digital Platforms for Social Justice: Empowering End-Users through the Dataswyft Platform," *MIS Quarterly*.
- Schau, Hope Jensen, Melissa Archpru Akaka, and Rodrigo Costa Segabinazzi (2023), "Localized globalization through structures of common difference and the in-store curation of a global retailscape." *Journal of Retailing*, 99.4, 634-653.
- Akaka, Melissa Archpru and Hope Jensen Schau (2023), "The Stories You Tell: Crafting Managerially Relevant Articles Based on Qualitative Research," *Journal of Advertising Research*, 63.2, 185-200.
- Randhawa, Krithika, Ralf Wilden and Melissa Archpru Akaka (2022), "Innovation Intermediaries as collaborators in shaping service ecosystems: The importance of dynamic capabilities," *Industrial Marketing Management*, 103, 183-197.
- Akaka, Melissa Archpru, Hope Jensen Schau, and Stephen L. Vargo (2022), "Practice Diffusion." *Journal of Consumer Research*, 48(6), 939-969. (Lead Article)
- Akaka, Melissa Archpru, Kaisa Koskela-Huotari, and Stephen L. Vargo (2021), "Formalizing S-D Logic as a General Theory of Markets: Taking Stock and Moving Forward," *Academy of Marketing Science Review*, 11(3), 375-389.
- Akaka, Melissa Archpru, Stephen L. Vargo, Angeline Nariswari, and Matthew O'Brien (2021), "Microfoundations for Macromarketing: A Metatheoretical Lens for Bridging the Micro-Macro Divide." *Journal of Macromarketing* (2021), 43.1, 61-75.
- Wieland, Heiko, Angeline Nariswari, and Melissa Archpru Akaka (2021), "On Managerial Relevance: Reconciling the Academic-practitioner Divide through Market Theorizing," *Academy of Marketing Science Review*, 11(3-4), 252-271.
- Schau, Hope Jensen and Melissa Archpru Akaka (2020), "From Customer Journeys to

- Consumption Journeys: A Consumer Culture Approach to Investigating Value Creation in Practice Embedded Consumption," *Academy of Marketing Science Review*, 11, 9-22.
- Vargo, Stephen L., Melissa Archpru Akaka and Heiko Wieland (2020), "Rethinking the Process of Diffusion in Innovation: A Service-ecosystems and Institutional Perspective," *Journal of Business Research*, 116(8), 526-534.
- Akaka, Melissa Archpru and Hope Jensen Schau (2019), "Value Creation in Consumption Journeys: Recursive Reflexivity and Practice Continuity," *Journal of the Academy of Marketing Science*, 47(3), 499-515.
- Chandler, Jennifer, Ilias Danatzis, Carolin Wernicke, Melissa Archpru Akaka, and David Reynolds (2018), "How Does Innovation Emerge in a Service Ecosystem?," *Journal of Service Research*, 22(1), 75-89.
- Wilden, Ralf, Siegfried Gudergan, Melissa Archpru Akaka, Thorsten Teichert, Axel Averdung (2019), "The Role of Cocreation and Dynamic Capabilities in Service Provision and Performance: A Configurational Study," *Industrial Marketing Management*, 78, 43-57.
- Wilden, Ralf, Melissa Archpru Akaka, Ingo Karpen and Jan Hohberger (2017), "The Evolution and Prospects of Service-Dominant Logic: An Investigation of Past, Present, and Future Research," *Journal of Service Research*, 20(4), 345-361.
- Akaka, Melissa Archpru, Stephen L. Vargo (2015), "Extending the Context of Service: From Encounters to Ecosystems," *Journal of Services Marketing*, 29(6/7), 453-462.
- Whalen, Peter S. and Melissa Archpru Akaka, (2015) "A dynamic market conceptualization for entrepreneurial marketing: the co-creation of opportunities." *Journal of Strategic Marketing*, 24(1), 61-75
- Akaka, Melissa Archpru, Stephen L. Vargo, Hope Jensen Schau (2015), "The Context of Experience," *Journal of Service Management*, 26(2), 206-223.
- Vargo, Stephen, Heiko Wieland, Melissa Archpru Akaka (2015), "Innovation through Institutionalization: A Service Ecosystems Perspective," *Industrial Marketing Management*, 44(1), 63-72.
- Akaka, Melissa Archpru, Daniela Corsaro, Carol Kelleher, Paul P. Maglio, Yuri Seo, Robert F. Lusch, Stephen L. Vargo (2014) "The Role of Symbols in Value Co-creation," *Marketing Theory*, 14(13), 311-326.
- Akaka, Melissa Archpru and Stephen L. Vargo (2014), "Technology as an Operant Resource in Service (Eco)Systems," *Information Systems and e-Business Management*, 12(3) 367-384.
- Akaka, Melissa Archpru, Stephen L. Vargo and Robert F. Lusch (2013) "The Complexity of Context: A Service Ecosystems Approach to International Marketing," *Journal of International Marketing*, (21)4, 1-20.
- Vargo, Stephen L. and Melissa Archpru Akaka (2012), "Value Co-creation and Service Systems (Re)formation: A Service Ecosystems View," *Service Science*, 4(3), 207-217.
- Kjellberg, Hans, Kaj Storbacka, Melissa Akaka, Jennifer Chandler, John Finch, Sara Lindeman, Helge Lobler, Katy Mason, Janet McColl-Kennedy, and Suvi Nenonen (2012), "Market Futures/Future Markets: Research Directions in the Study of Markets," *Marketing Theory*, 12(2), 219-223.
- Akaka, Melissa Archpru and Jennifer D. Chandler (2011), "Roles as Resources: A Social Roles Perspective of Change in Value Networks," *Marketing Theory*, 11(3), 243-260.

- Akaka, Melissa Archpru and Dana L. Alden (2010), “Global Brand Positioning and Perceptions: International Advertising and Global Consumer Culture,” *International Journal of Advertising*, 29(1), 37-56.
- Vargo, Stephen L. and Melissa Archpru Akaka (2009), “Service-Dominant Logic as a Foundation for Service Science: Clarifications,” *Service Science*, 19(1), 32-41.
- Vargo, Stephen L., Paul P. Maglio and Melissa Archpru Akaka (2008), “On Value and Value Co-creation: A Service Systems and Service Logic Perspective,” *European Management Journal*, 26(3), 145-152.

Peer Reviewed Book Chapters

- Schau, Hope Jensen and Melissa Archpru Akaka (2026), “Qualitative Research on Practices to Inform Public Policy and Elicit Social Change, *Forthcoming*
- Akaka, Melissa Archpru and Hope Jensen Schau (2025), “Consumer Creativity in Crisis: Practice Adaptation in Life-sustaining Care-giving Consumption Journeys” *Consumer Creativity*, eds. Marie Taillard and Chloe Preece, Cham: Springer Nature Switzerland, 91-114.
- Akaka, Melissa Archpru and Hope Jensen Schau (2024), “Telling Stories with Textual and Visual Analyses,” *The Handbook of Qualitative Research Methods*, eds. Cele Otnes and Russel Belk, Edward Elgar Publishing, 460-470.
- Schau, Hope Jensen and Melissa Archpru Akaka (2024), “Ethnomethodology and the Study of Markets,” *The Handbook of Qualitative Research Methods*, eds. Cele Otnes and Russel Belk, Edward Elgar Publishing, 295-308.
- Akaka, Melissa Archpru and Stephen L. Vargo (2023), Marketing: Service-Dominant Logic. In *SAGE Business Foundations*. SAGE Publications, Inc., <https://doi.org/10.4135/9781071909300>
- Akaka, Melissa Archpru and Jennifer D. Chandler (2019), “Reframing Exchange: A Service-Ecosystems Perspective,” in Stephen L. Vargo and Rober F. Lusch (ed), *The SAGE Handbook of Service-Dominant Logic*, London, UK, 135-148.
- Schau, Hope Jensen, Albert M. Muniz Jr. and Melissa Archpru Akaka (2019), “The Cocreation of Brands,” in Stephen L. Vargo and Rober F. Lusch (ed), *The SAGE Handbook of Service-Dominant Logic*, London, UK, 97-117.
- Wieland, Heiko, Stephen L. Vargo, Melissa Archpru Akaka and Brad Barbeau (2019), “A Unifying Perspective for the Technological, Business Model and Market Aspects of Innovation,” in Stephen L. Vargo and Rober F. Lusch (eds), *The SAGE Handbook of Service-Dominant Logic*, London, UK, 508-521.
- Akaka, Melissa Archpru and Glenn Parry (2018), “Value-in-Context: An Exploration of the Context of Value and the Value of Context,” in Paul P. Maglio, Cheryl A. Kieliszewski, Jim C. Spohrer, Kelly Lyons, Lia Patricio, and Yuriko Sawantani (eds), *Handbook of Service Science*, Volume II, Cham, Switzerland, 457-478.
- Akaka, Melissa Archpru, Kaisa Koskela-Huotari and Stephen L. Vargo (2018), “Further Advancing Service Science with Service-Dominant Logic: Service Ecosystems, Institutions, and Their Implications for Innovation,” in Paul P. Maglio, Cheryl A. Kieliszewski, Jim C. Spohrer, Kelly Lyons, Lia Patricio, and Yuriko Sawantani (eds), *Handbook of Service Science*, Volume II, Cham, Switzerland, 641-660.

- Akaka, Melissa Archpru, Stephen L. Vargo and Heiko Wieland (2016), “Extending the Context of Innovation: The Co-creation and Institutionalization of Technology and Markets,” in Tiziana Russo-Spena, Cristina Mele and Maaria Nuutinen (Ed), *Innovating in Practice*, Springer International Publishing, Switzerland.
- Wieland, Heiko, Stephen L. Vargo, Melissa Archpru Akaka (2016), “Zooming Out and Zooming In: Service Ecosystems as Venues for Collaborative Innovation,” *Service Innovation: Novel Ways of Creating Value in Actor Systems*, Springer, 35-50.
- Akaka, Melissa Archpru, Angeline Nariswari (2015), “Value Co-creation: Ethics,” *Encyclopedia of Public Administration and Public Policy*, Third Edition, Taylor & Francis Group.
- Vargo, Stephen L., Robert F. Lusch and Melissa Archpru Akaka (2014), “Rethinking the Roles of Marketing and Operations: A Service-ecosystems View,” in Roland Rust (ed), *Handbook of Service Marketing Research*, Edward Elgar Publishing Ltd. Glos, UK, 467-488.
- Akaka, Melissa Archpru, Hope Jensen Schau and Stephen L. Vargo (2013), “The Co-creation of Value-in-Cultural-Context,” in Russell W. Belk (Ed) *Research in Consumer Behavior*, Volume 15, Emerald, Bingley, UK, 265-284.
- Akaka, Melissa Archpru, Stephen L. Vargo and Robert F. Lusch (2012), “An Exploration of Networks in Value Co-creation: A Service Ecosystems View,” in Stephen L. Vargo and Robert F. Lusch (eds.) *Review of Marketing Research, Special Issue – Toward a Better Understanding of the Role of Value in Markets and Marketing*, Volume 9, Emerald.
- Vargo, Stephen L., Robert F. Lusch, Heiko Wieland and Melissa Archpru Akaka (2012), “Knowledge Service Engineering: A Service-dominant Logic Perspective,” in Jussi Kantola and Waldemar Karwowski (eds.) *Knowledge Service Engineering Handbook*, CRC Press.
- Lusch, Robert F., Stephen L. Vargo, and Melissa Archpru Akaka (2011) “Reframing Marketing with Service-Dominant Logic” in H. M. Pattinson and David R. Low (eds.), *E-Novation for Competitive Advantage in Collaborative Globalization: Technologies for Emerging E-Business Strategies*, Business Science Reference.
- Vargo, Stephen L., Robert F. Lusch, and Melissa Archpru Akaka (2010), “Advancing Service Science with Service-Dominant Logic: Clarifications and Conceptual Development,” in P. Maglio and J. Spohrer, eds) *Handbook of Service Science*, Springer.
- Akaka, Melissa Archpru, Stephen L. Vargo, and Robert F. Lusch (2010), “A Service Perspective of Marketing, Operations, and Value Creation,” in, Waldemar Karwowski and Gavriel Salvendy, (eds.), *Introduction to Service Engineering*, Wiley.
- Vargo, Stephen L., Robert F. Lusch, Melissa Archpru Akaka and Yi He (2010), “The Service-Dominant Logic of Marketing: A Review and Assessment,” *Review of Marketing Research*.

Invited Commentaries

- Akaka, Melissa Archpru, Valtteri Kaartemo, Jaakko Sitaloppi, Stephen L. Vargo (2025), “Guest editorial: How value cocreation and innovation drive service ecosystem evolution,” *Journal of Service Management*, 36 (2) 133-141.
- Vargo, Stephen, L., Melissa Archpru Akaka, Claudia Vaughan (2017), “Conceptualizing Value: A Service-ecosystem View,” *Journal of Creating Value*, 3(2), 117-124.
- Vargo, Stephen L., Heiko Wieland and Melissa Archpru Akaka (2016), “Innovation in Service Ecosystems,” *Journal of Serviceology*, 1(1), 1-5.

Conference Posters/Presentations/Panels/Proceedings

- Akaka, Melissa Archpru (Moderator) with Hope Jensen Schau, Ashok Kaliyamurthy, Martin Key and Lora Louise Broady (Panelists) (2026), “Responsible AI and Market Toxicity: Cocreating Value Through Marketing and Consumer Practices in Service Ecosystems,” *American Marketing Association Summer Conference*, Denver, CO (July)
- Wilden, Ralf, Nidhida Lin, Melissa Archpru Akaka, John Sebesta, and Johann Nils Foege (2026), “When and How Entrepreneurs Value Customer Feedback in their Pivoting Decisions,” *SMS Special Conference*, Hong Kong (June)
- Akaka, Melissa Archpru (Moderator) with Hope Jensen Schau, Martin Key, Allison Clark, and John Sebesta (Panelists) (2026), “Alternative Growth Models in Entrepreneurial Ecosystems: A Practice Theoretic Perspective on Innovation and Value Creation,” *Macromarketing Conference*, Denver, CO (June)
- Key, Martin (Moderator) with Lora Louise Broady, Hope Jensen Schau, and Melissa Archpru Akaka (Panelists) with Martin Key (Moderator) (2026), “Generative AI in Marketing: Exploring Unforeseen Psychological and Social Harms,” *Macromarketing Conference*, Denver, CO (June)
- Martin, Kelly (Moderator) with Akaka, Melissa Archpru, Chris Blocker, Martin Key, Martin Mende, Jordan Moffett, and Maura Scott (Panelists) (2026), “Conducting Responsible, Ethical Research in Marketing,” *Rocky Mountain Marketing Research Symposium*, Fort Collins, CO (April)
- Akaka, Melissa Archpru, Ignacio Luri and Utku Ay (2025), “Belief Alignment in the Wellness Market: How Influencers Reshape Health Narratives and Regimens,” *Association for Consumer Research Conference*, Washington, DC (October)
- Akaka, Melissa Archpru, Hope Jensen Schau and Chadd Clary (2025), “Sensemaking in Complex Patient Journeys: Designing of IoT Devices for Collaboration in Healthcare Ecosystems” *Hawaii International Conference on Service Systems*, Waikoloa, Hawaii (January)
- Akaka, Melissa Archpru and Hope Jensen Schau (2024), “Navigating Life-sustaining Care-giving Consumption Practices,” *Consumer Culture Theory Conference*, San Diego, California (July)
- Chandler, Jennifer, Melissa Archpru Akaka, Hope Jensen Schau, “How Institutional Arrangements Shape Practice Adaptation: IoT Adoption in Service Ecosystems,” *SERVSIG Conference*, Bordeaux, France (June)
- Almodovar, Gwen and Melissa Archpru Akaka (2024), “How Practices Drive Persistence in Service Ecosystems: The Transformation Journey of Native Americans in Higher Education,” *SERVSIG Conference*, Bordeaux, France (June)
- Sebesta, John and Melissa Archpru Akaka (2024), “A Multi-level Collaboration Process for Developing Relationships and Creating Value in an Entrepreneurship Ecosystem,” *Hawaii International Conference on System Sciences*, Honolulu, Hawaii (January)
- Schau, Hope Jensen, Mary Gilly, Melissa Archpru Akaka (2023), “Existential Branding: How Brand Relationships Shape Consumer Maintenance and Transcendence of the Self,” *American Marketing Association Winter Conference*, Nashville, Tennessee (March)
- Akaka, Melissa Archpru, Hope Jensen Schau, and Stephen L. Vargo (2023), “How Practice Diffusion Drives IoT Technology Adoption and Institutionalization of Solutions in Service

- Ecosystems,” *Hawaii International Conference on System Sciences*, Lahaina, Hawaii (January)
- Akaka, Melissa Archpru and Hope Jensen Schau (2022), “Unmasking Gender (In)Equality through Practice Genealogy,” *Consumer Culture Theory Conference*, Corvallis, Oregon (June)
- Chandler, Jennifer, Irene Ng, Melissa Archpru Akaka & Ilias Danatzis (2022) “Data Sharing through Institutions, Property Rights, and Entitlements in Service Ecosystems”, *Forum on Markets and Marketing*, Helsinki, Finland (June)
- Akaka, Melissa Archpru, Heiko Wieland, Stephen L. Vargo, Hope Jensen Schau, Martin Key, “Marketing Impact through Market Theory,” Academy of Marketing Science Conference, Monterey Bay, California (May)
- Schau, Hope Jensen, Melissa Archpru Akaka, and Ignacio Luri (2021), How Should I know? Codifying Brand Practices in Service Encounters,” *Association for Consumer Research Conference*, Paris, France/Online (October)
- Schau, Hope Jensen, Melissa Archpru Akaka, and Ignacio Luri (2021), “Codifying Practices in Service Encounters,” *Naples Forum*, Naples, Italy (July)
- Akaka, Melissa Archpru and Hope Jensen Schau (2020), “Written in the Sand: Tracing Practice Diffusion Across Time and Space,” *Association of Consumer Research*, Paris, France (October)
- Becker, Larissa Carine Braz, Melissa Archpru Akaka, Hope Schau, and Elina Jaakkola (2020), “Understanding Recovery From Compulsive Consumption With Practice Theory”, *Association of Consumer Research*, Paris, France (October)
- Akaka, Melissa Archpru (2020), “Exploring Emerging IoE Perspectives” Panel Chair/Discussant, Panel Included Jeremy De Beer, Hope Jensen Schau, Pierre Berthon, and David Castle, *Hawaii International Conference of System Sciences*, Maui, Hawaii (January)
- Schau, Hope Jensen, Rodrigo Costa Sebinazzi and Melissa Archpru Akaka (2019), “Retailscapes as Structures of Common Difference: How Materiality Shapes Global Markets and Local Communities,” *Association of Consumer Research*, Atlanta, Georgia (October)
- Akaka, Melissa Archpru and Hope Jensen Schau (2018), “Owning the Wave: Use Ownership of Ephemeral Resources,” *Forum on Markets and Marketing*, Tucson, Arizona (December)
- Chandler, Jennifer, Ilias Danatzis, Carolin Wernicke, Melissa Archpru Akaka and David Reynolds (2018), How Does Innovation Emerge in a Service Ecosystem?” *Forum on Markets and Marketing*, Tucson, Arizona (December)
- Nardini, Gia and Melissa Archpru Akaka (2018), “How Consumption Experiences Create Value,” *Association for Consumer Research Conference*, Dallas, Texas (October)
- Akaka, Melissa Archpru, Ana Babic Rosario, and Gia Nardini (2018), “In Experiences We Trust: From Brand-centric Experiences to Experience-centric Brands,” *Association for Consumer Research Conference*, Dallas, Texas (October)
- Akaka, Melissa Archpru and Hope Jensen Schau (2018), “Cultivating Collaboration and Value Cocreation in Consumption Journeys,” *Association for Consumer Research Conference*, Dallas, Texas (October)
- Wilden, Ralf, Siegfried Gudergan, Melissa Archpru Akaka, Axel Averdung and Thorsten Teichert (2018), “Capability Configurations and PSF Performance,” *Frontiers in Service*, Austin, Texas (September)
- Akaka, Melissa Archpru, Ana Babic Rosario and Gia Nardini (2018), “From Consumer to Brand

- Constituent: Transformative Assemblages in Consumption Journeys,” Consumer Culture Theory Conference, Odense, Denmark (June)
- Akaka, Melissa Archpru and Gia Nardini (2017), “What is a Consumption Experience?,” Roundtable Discussion at *Association for Consumer Research Conference*, San Diego, California (October)
- Akaka, Melissa Archpru and Hope Jensen Schau (2017), “Owning the Wave: Use Ownership of Public Spaces and Ephemeral Assets,” *Consumer Culture Theory Conference*, Anaheim, California (July)
- Akaka, Melissa Archpru, Ana Babic-Rosario, Ange Nariswari and Hope Jensen Schau (2017), “The Hybridization of Cultural Forms: A Bottom-up Systems Perspective of Cultural Change,” *Consumer Culture Theory Conference*, Anaheim, California (July)
- Segabinazzi, Rodrigo, Hope Schau, Walter Nique, and Melissa Akaka (2016), “The Global Surf Narrative: Using Narratives in Global Market Strategy”, in *NA – Advances in Consumer Research Volume 44*, eds. Page Moreau and Stefano Puntoni, Tuluth, MN: Association for Consumer Research, Pages: 615-616 (October)
- Chandler, Jennifer D. and Melissa Archpru Akaka (2016), “Service Practices and Firm Performance: Toward a Middle Range Theory Based on Service-Dominant Logic,” *Forum on Markets and Marketing*, Venice, Italy (June)
- Chandler, Jennifer D., Ilias Danatzis, Carolin Wernicke, Melissa Archpru Akaka, David Reynolds, Irene Ng (2016), “Toward a Personal Resource Planning (PRP) Schema in Big Data and the Internet of Things: Data Contextualization through the Hub-of-All-Things (HAT),” *Service Systems Forum*, Venice, Italy (June)
- Akaka, Melissa Archpru, Vi Narapareddy (2016), “Developing Collaborative Advantage with the Base of the Pyramid: The Case of a Social MNE,” *Annual Sustainability, Ethics and Entrepreneurship (SEE) Conference*, Denver, Colorado (May)
- Nariswari, Angeline, Xin Zhao, Melissa Archpru Akaka (2015), “Consumer Resistance and Marketer Acculturation: Embracing Chinese New Year in Indonesia,” *Consumer Culture Theory Conference*, Laffeyete, Arkansas (June)
- Akaka, Melissa Archpru and Stephen L. Vargo (2015), “Market (Re)creation Through Innovation and Entrepreneurship,” Special Session, *Academy of Marketing Science Annual Conference*, Denver, Colorado (May)
- Akaka, Melissa Archpru, Hope Jensen Schau, Stephen L. Vargo (2015), “User Innovation in the Surfing Industry: An Exploration of Marketplace Role Fluidity, *American Marketing Association Winter Educator’s Conference*, San Antonio, Texas (February)
- Akaka, Melissa Archpru, David Goodwin, Jill Tomasson Goodwin, Glenn Stillar (2014), “Developing Relationships in Innovation Ecosystems,” *American Marketing Association Summer Educator’s Conference*, San Francisco, California (August)
- Whalen, Peter S., Melissa Archpru Akaka (2014), “The Customer’s Role in the Co-creation of Opportunities,” *Global Research Symposium on Marketing and Entrepreneurship*, Santa Cruz, CA (July)
- Whalen, Peter S., Melissa Archpru Akaka (2014), “An Entrepreneurial Logic for Marketing,” *Forum on Markets and Marketing*, Karlstad, Sweden (June)

- Baack, Daniel and Melissa Archpru Akaka (2014), "Skin Lightening Practices and Local, Regional and Global Structures of Beauty," *University of Denver's First Annual Internationalization Summit*, Denver, Colorado (April)
- Whalen, Peter S., Melissa Archpru Akaka, and Stephen L. Vargo (2014), "The Co-creation of Opportunities," *Entrepreneurship Research Exemplars Conference*, Keystone, Colorado (March)
- Akaka, Melissa Archpru, Hope Jensen Schau, and Stephen L. Vargo (2014), "The Context of Experience," *American Marketing Association Winter Educators' Conference*, Orlando, Florida (February)
- Akaka, Melissa Archpru, and Vi Naraparaddy (2013), "A Value Co-creation Approach to Global Strategy and Building Sustainable Advantage," *Strategic Management Society Conference*, Atlanta, Georgia (October)
- Akaka, Melissa Archpru, Daniel W. Baack, and Susan M. Mudambi (2013), "Consumer-driven Adaptation in International Markets: A Practices Perspective on Beauty Product Consumption," *2013 Academy of International Business Conference*, Istanbul, Turkey (July)
- Akaka, Melissa Archpru, Daniela Corsaro, Carol Kelleher, Robert F. Lusch, Paul Maglio, Yuri Seo and Stephen L. Vargo (2013), "The Role of Symbols in Value Co-creation," Presented as part of "Building a Bridge: Perspectives from FMM12" a plenary session at the *Naples Forum on Service*, Ischia, Italy (June)
- Akaka, Melissa Archpru, Hope Jensen Schau and Stephen L. Vargo and Robin Canniford (2013), "User Innovation and Symbolic Adaptation: Surfing as a Maker Movement," *Consumer Culture Theory Conference*, Tucson, Arizona (June).
- Akaka, Melissa Archpru, Hope Jensen Schau, Stephen L. Vargo (2013), "The Divergence of Local Institutions in Global Market Cultures," *Consumer Culture Theory Conference*, Tucson, Arizona (June) (Special Session Co-chair).
- Schau, Hope Jensen and Melissa Archpru Akaka (2013), "When Goliath Relies on David: User Innovation and Particularized Entrepreneurship in the Board Sport Industry," presented to the UCI Anthropology in Markets Conference (March).
- Schau, Hope Jensen and Melissa Archpru Akaka (2013), "When Goliath Relies on David: User Innovation and Particularized Entrepreneurship in the Board Sport Industry," Friends of the McGuire Center, Eller College of Management, University of Arizona (March).
- Akaka, Melissa Archpru and Stephen L. Vargo (2012), "Markets as Cultures: An Exploration of Values and Symbols in Value Co-creation and the (Re)contextualization of Markets," *Forum on Markets and Marketing*, University of Auckland, Auckland, New Zealand (December).
- Vargo, Stephen L. and Melissa Archpru Akaka (2012), "A Service Ecosystems Approach for International Marketing," *Keynote Speech at the Forum on Markets and Institutional Logics*, Meiji University, Tokyo, Japan (September).
- Akaka, Melissa Archpru, Hope Jensen Schau, Stephen L. Vargo (2012), "The (Re)Contextualization of a Global Market Culture," *Consumer Culture Theory Conference*, University of Oxford, Oxford, UK (August).
- Nariswari, Angeline, Melissa Archpru Akaka, Stephen L. Vargo (2012), "Glocalization through Value Co-creation: Translating Practices and (Re)contextualizing Markets," *ASA Section on Consumers and Consumption Conference*, Denver, CO (August).

- Akaka, Melissa Archpru and Stephen L. Vargo, (2011) “Complexity and Context in International Marketing: From Standardization/Adaptation to Value Co-creation,” *2011 AMA Summer Educators’ Conference*, San Francisco (August).
- Akaka, Melissa Archpru and Jennifer D. Chandler (2010), “Practices, Processes, Positions and Propositions: A Resource-based Approach to Value Co-creation in Value Networks,” *Forum on Markets and Marketing*, Cambridge, UK (September).
- Alden, Dana, Rajeev Batra and Melissa Archpru Akaka (2010), “The Creolization of Global Brands in Asia,” *Global Brand Management Conference*, Istanbul, Turkey (June).
- Akaka, Melissa Archpru, and Stephen L. Vargo (2008), “Reframing Innovation with Service-Dominant Logic,” *17th Annual Frontiers in Service Conference*, Washington D.C. (October)
- Wu, Lilian, Melissa Archpru Akaka, and Stephen L. Vargo (2008), “Rethinking Value Creation: From Product- to Service-oriented Operations,” *Logic & Science of Service*, Honolulu (June).
- Akaka, Melissa Archpru, and Stephen L. Vargo (2008), “Toward a Service-Dominant Logic for International Marketing,” *AMS Annual Conference*, Vancouver, B.C. (May).
- Lusch, Robert F., Stephen L. Vargo and Melissa Archpru Akaka (2008), “The Service Dominant Logic of Marketing: Progress and Prospects,” *Global Marketing Conference: Marketing in the Dynamic Global World*, Shanghai, China (March).
- Akaka, Melissa Archpru (2008), “An Exploration of Acculturation in Exchange,” *AMS Cultural Perspectives in Marketing Conference*, New Orleans (January).
- Akaka, Melissa Archpru (2007), “The Operant Nature of National Culture: Acculturation through International Exchange,” *12th Cross-cultural Research Conference*, Honolulu, Hawaii (December).
- Vargo, Stephen L., Robert F. Lusch, Melissa Archpru Akaka, and Yi He (2007), “The Service-Dominant Logic of Marketing: Progress and Prospects,” Special Session at the *2007 AMA Summer Educators’ Conference*, Washington D.C. (August).
- Akaka, Melissa Archpru and Stephen L. Vargo (2007), “Creating Service Innovation through Systems Reconfiguration,” *DSI Miniconference on Service Science*, Pittsburgh (May).

TEACHING EXPERIENCE

Qualitative Research Methods (PhD Seminar)

Consumer Behavior (Graduate)

Insights to Innovation (Graduate)

Marketing Research and Analysis (Graduate)

Primary Research Methods (Undergraduate/Graduate)

Getting to Know Your Customer (Undergraduate/Graduate)

Methods of Marketing Research (Undergraduate)

Introduction to Marketing (Undergraduate)

GRANTS, AWARDS AND FELLOWSHIPS

4D Faculty Teaching Fellow, University of Denver (2026)

Daniels Excellence Award for Research, Daniels College of Business (2025)

Highly Commended Paper, with Gwen Almodovar (lead author), ServSig Conference (2024)
 Sidney J. Levy Award, Honorable Mention, Consumer Culture Theory (2023)
 Excellence in Global Marketing Research Award, AMA Global Marketing SIG (2023)
 Institute for Enterprise Ethics Faculty Fellow (2022-2023)
 Project X-ITE Innovation Fellow (2018-2019)
 Elizabeth and Ali Machado Faculty Fellowship, Daniels College of Business, DU (2018)
 Outstanding Faculty Member of the Year, Daniels College of Business, DU (2017)
 Faculty Research Fund Grant, University of Denver (2015)
 Internationalization Grant, University of Denver (2015)
 Joseph I. Moreland Grant, University of Denver (2015)
 Highly Commended Award Winner of 2013 Emerald Outstanding Doctoral Research Awards
 (received in 2014) for dissertation research, titled “Toward a Theory of Market Culture”
 Service Science Best Paper Award, Honorable Mention for paper 2009 with Stephen Vargo,
 “Service dominant logic as a foundation for Service Science: Clarifications” (2013)
 Outstanding Author Contribution Award (2013) for chapter titled “An Exploration of Networks
 in Value Co-creation: A Service-Ecosystems View” in *Review of Marketing Research*
 Internationalization Grant, University of Denver (2013)
 Graduate Student Organization Grant, University of Hawaii at Manoa, for attendance to the
 AMA Summer Educators’ Conference (2011)
 CIBER Research/Travel Grant, University of Hawaii at Manoa, for attendance to the AMA
 Summer Educators’ Conference (2011)
 AMA-Sheth Foundation Doctoral Consortium Fellow (2011)
 Doctoral Student Scholarship Award, Forum on Markets and Marketing (2010)
 Graduate Student Organization Grant, University of Hawaii at Manoa, for attendance to the
 Forum on Markets and Marketing (2010)
 Graduate Student Organization Grant, University of Hawaii at Manoa, for attendance to the
 Frontiers in Service Conference (2008)
 CIBER Research/Travel Grant, University of Hawaii at Manoa, for attendance to the Frontiers in
 Service Conference (2008)
 CIBER Research/Travel Grant, University of Hawaii at Manoa, for attendance to the AMS
 Cultural Perspectives Conference (2008)
 AMS Doctoral Student Travel Award, Academy of Marketing Science, for attendance to the
 AMS Cultural Perspectives Conference (2008)
 CIBER Research Grant, University of Hawaii at Manoa, for attendance to the 12th Cross-cultural
 Research Conference (2007)
 DSI Miniconference Travel Scholarship Award, Decision Science Institute (2007)
 Graduate Student Organization Grant, University of Hawaii at Manoa, for attendance to the DSI
 Miniconference (2007)

PROFESSIONAL SERVICE

Editorial Review Board (2026-Present) – Journal of Service Research
Editorial Review Board (2021-Present) – Academy of Marketing Science Review
Editorial Review Board (2015-Present) – Journal of Services Marketing
Co-chair, Minitrack, Hawaii International Conference on System Science (2027)
Co-chair, Minitrack, Hawaii International Conference on System Science (2026)
Panel Discussant, Association for Consumer Research Conference, Mid-career Panel (2025)
Co-editor, Special Issue for the Journal of Service Management (2025)
Co-chair, Minitrack, Hawaii International Conference on System Science (2025)
Co-chair, Minitrack, Hawaii International Conference on System Science (2024)
Ombudsperson, Consumer Culture Theory Conference (2023)
Co-chair, Rocky Mountain Marketing Research Symposium (2023)
Ombudsperson, Consumer Culture Theory Conference (2022)
Co-chair, Competitive Paper Track, Consumer Culture Theory Conference (2022)
Co-chair, Working Paper Track, Association of Consumer Research (2020)
Co-chair, Minitrack, Hawai'i International Conference on System Science (2020)
Co-chair (with Stephen Vargo and Hope Schau), Forum on Markets and Marketing 2018
Editorial Review Board (2015-2020) –Journal of Service Theory and Practice
Ad-hoc Reviewer (AY20/21) – Journal of Consumer Research; Journal of Service Research; Marketing Theory; Academy of Marketing Science Review; Journal of the Academy of Marketing Science;
Ad-hoc Reviewer (AY19/20) – Journal of Consumer Research; Journal of Service Research; Marketing Theory; Academy of Marketing Science Review; Journal of the Academy of Marketing Science; Journal of Business Research
Ad-hoc Reviewer (AY18/19) – Journal of Service Research; Marketing Theory; Academy of Marketing Science Review; Journal of the Academy of Marketing Science
Ad-hoc Reviewer (AY17/18) – Journal of Service Research; Marketing Theory; Academy of Marketing Science Review; Journal of the Academy of Marketing Science
Ad-hoc Reviewer (AY16/17) – Journal of Service Research; Marketing; Academy of Marketing Science Review; Journal of the Academy of Marketing Science; Journal of International Marketing; Marketing Theory
Ad-hoc Reviewer (AY15/16) – Journal of Service Research; European Journal of Marketing; Marketing Theory; Journal of Services Management; Journal of Marketing Education
Ad-hoc Reviewer (AY14/15) – Journal of Consumer Research; Journal of Business Research; Association of Consumer Research Conference; Academy of Marketing Science Conference; Journal of Association of Consumer Research
Ad-hoc Reviewer (AY13/14) – European Journal of Cross-cultural Competence and Management; Marketing Theory; CCT Conference; European Journal of Marketing; Journal of International Marketing; Managing Service Quality; Service Science
Ad-hoc Reviewer (AY12/13) – Marketing Letters; American Marketing Association Conference;

HICSS Conference; MIS Quarterly; Information Systems Management; Industrial Marketing Management; Journal of International Marketing; Managing Service Quality; Services Industry Journal; European Journal of Marketing

Ad-hoc Reviewer (AY11/12) – Journal of Marketing Education; Journal of Business Research

Ad-hoc Reviewer (AY10/11) – Review of Marketing Research; International Conference on Information Systems; American Marketing Association Summer Educators Conference;

Ad-hoc Reviewer (AY09/10) – Journal of Marketing Management; Journal for Global Business and Community - Consortium for Undergraduate International Business Education

Reviewer (2009) – Forum on Markets and Marketing, Special Combined Issue

President, International Management PhD Association, UHM (2008-2009)

Co-founder and Vice President, International Management PhD Association, UHM (2007-2008)

Volunteer, American Marketing Association DocSig (2008)

Volunteer, PACE, High School Marketing Plan Competition Judge (2008)

Volunteer, DECA, High School Marketing Plan Competition Judge (2007)

COLLEGE AND UNIVERSITY SERVICE ACTIVITIES

Co-Chair, Provost Subcommittee for Reputation and Enrollment for University of Denver (2026)

Strategic Advisor, Knoebel Institute for Healthy Aging, University of Denver (2026)

Co-Chair, Provost Hiring Committee (2025)

Strategic Hiring Committee, Daniels (2022-Present)

Intellectual Property Council, DU (2021-Present)

Scholarship Enhancement Committee, Daniels (2019- Present)

4D Student Committee, DU (2021-2022)

Faculty Advisor, Entrepreneurship@DU (2020-2021)

Chair, Search Committee, Marketing Teaching Assistant Professor, DU (2020-2021)

Search Committee, Vice Chancellor of Marketing and Communications, DU (2020)

Search Committee, Ritchie School of Engineering and Computer Science Dean, DU (2020)

Faculty Director, Project X-ITE (2019-2020)

Search Committee, Daniels College of Business Dean (2018-2019)

Search Committee, Marketing Department Faculty (2015-2016)

PROF Grant Selection Committee (2016)

OTHER ACADEMIC EXPERIENCE

Graduate Instructor, University of Hawaii at Manoa (Spring and Fall 2010)

Course: Principles of Marketing

Graduate Assistant, University of Hawaii at Manoa (Jan. 2007 – Dec. 2010)

Program: International Management PhD Program

Graduate Assistant, University of Hawaii at Manoa (Jul. 2005 – Dec. 2006)

Program: Pacific Asian Management Institute, Center for International Business Research

INDUSTRY EXPERIENCE

Marketing Manager, Goodwill Industries of Hawaii, Inc. (Aug. 2003 – Jul. 2005)

Raised agency funds through promotions, private trust/foundation grants and special events.

Project Coordinator, Hawaii Visitors & Convention Bureau (Aug. 2002 – Aug. 2003)

Assisted member organizations with developing online marketing communications.

Marketing Assistant, School of Accountancy (SOA), UH Manoa (May 2001 – May 2002)

Marketed programs for the SOA through advertising and public relations.

Assistant Manager, Town & Country Surf Recreations (Oct. 2000 – May 2001)

Promoted from Sales, Cashier, Supervisor, and Manager Trainee (Oct. 1997 – Oct. 2000).

PROFESSIONAL MEMBERSHIPS

American Marketing Association

Association of Consumer Research

Consumer Culture Theory