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Dr Wirtz holds a Ph.D. in services marketing from the London Business School and has worked in the field of services for over 25 years. Professor Wirtz was the founding director of the dual degree UCLA–NUS Executive MBA Program (ranked globally #4 in the Financial Times 2015 EMBA rankings, and # 3 in the EIU 2015 rankings) from 2002 to 2014, an Associate Fellow at the Saïd Business School, University of Oxford from 2008 to 2013, and a founding member of the NUS Teaching Academy (the NUS ...

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Wirtz, Jochen and Lovelock Christopher (2017), "Essentials of Services Marketing", Essentials of Services Marketing, 3rd edition., Pearson Education; Wirtz, Jochen (2017), "Winning in Service Markets: Success Through People, Technology, Strategy", Winning in Service Markets: Success Through People, Technology, Strategy, Available at Amazon

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