

Stephen L. Vargo, Ph.D
Biography

Stephen L. Vargo is a Shidler Distinguished Professor and Professor of Marketing at the University of Hawai'i at Manoa. His primary areas of research are marketing theory and thought and consumers' evaluative reference scales. He has had articles published in the *Journal of Marketing*, the *Journal of the Academy of Marketing Science*, the *Journal of Service Research*, and other major marketing journals and serves on six editorial review boards, including the *Journal of Marketing*, *Journal of the Academy of Marketing Science*, and the *Journal of Service Research*. Professor Vargo has been awarded the *Best Article of the Year Award* by the Australia and New Zealand Marketing Academy and the *Harold H. Maynard Award* by the American Marketing Association for "significant contribution to marketing theory and thought." His 2004 article in the *Journal of Marketing* titled "Evolving to a New Dominant Logic for Marketing" is the most-cited marketing article published in the last 10 years.