



## OVERVIEW

Friday

24 JUNE

Conference Registration: 7:45 am - 12:00pm (Sorenson)  
Conference Registration: 12:00 - 5:00 pm (Olin Hall)

07:30 am	Bus departs Marriott (Marriott guests only)
07:30 – 08:15 am	Breakfast/Snack Sorenson
08:15 – 08:30 am	Welcome Sorenson
08:30 – 10:00 am	Plenary Session 1: Entrepreneurial Leadership in a Service Organization Sorenson
10:00 – 10:15 am	Coffee Break Sorenson
10:15 – 11:45 am	Plenary Session 2: Future of Technology & Analytics in Services Sorenson
12:00 – 01:00 pm	Lunch Knight Auditorium (Malloy)
12:00 – 01:00 pm	JSR/ERB Lunch Wellesley Room (Olin)
01:00 – 03:00 pm	Concurrent Sessions Olin & Malloy Halls
03:00 – 03:15 pm	Coffee Break Wellesley Room (Olin)
03:15 – 05:15 pm	Concurrent Sessions Olin & Malloy Halls
05:30 pm	Bus departs for Marriott (Marriott guests only)
06:30 – 07:30 pm	Reception Marriott
07:30 – 10:00 pm	Awards, dinner & dancing Marriott

# OVERVIEW

## Saturday 25 JUNE

Conference Registration: 8:00 am - 12:00 pm (Sorenson)  
Conference Registration: 12:00 - 5:00 pm (Olin Hall)

<b>07:45 am</b>	Bus departs Marriott (Marriott guests only)
<b>07:45 – 08:30 am</b>	Breakfast/Snack <i>Sorenson</i>
<b>08:30 – 10:00 am</b>	<b>Plenary Session 3: Marketing for the Greater Good</b> <i>Sorenson</i>
<b>10:00 – 10:15 am</b>	Coffee Break <i>Sorenson</i>
<b>10:15 – 11:45 am</b>	<b>Plenary Session 4: Retailing, Online and Social Media</b> <i>Sorenson</i>
<b>12:00 – 01:00 pm</b>	Lunch <i>Knight Auditorium (Malloy)</i>
<b>01:30 – 03:00 pm</b>	Concurrent Sessions <i>Olin &amp; Malloy Halls</i>
<b>03:00 – 03:15 pm</b>	Coffee Break <i>Wellesley Room (Olin)</i>
<b>03:15 – 05:15 pm</b>	Concurrent Sessions <i>Olin &amp; Malloy Halls</i>
<b>05:30 pm</b>	Bus departs for Marriott (Marriott guests only)
<b>06:15 pm</b>	Bus departs for Cruise
<b>07:00 - 11:00 pm</b>	<i>Cruise</i>
<b>11:00 - 11:15 pm</b>	Bus departs for Marriott

# OVERVIEW

## Sunday 26 JUNE

<b>08:00 am</b>	Bus departs Marriott (Marriott guests only)
<b>08:30 – 10:30 am</b>	Concurrent Sessions <i>Olin &amp; Malloy Halls</i>
<b>10:30 - 11:00 am</b>	Coffee Break <i>Needham Room (Olin)</i>
<b>11:00 – 12:30 pm</b>	<b>Plenary Session 5: Field Research in Retailing &amp; Service Research</b> <i>Winn Auditorium (Olin)</i>
<b>12:30 - 01:00 pm</b>	Boxed Lunch
<b>01:00 pm</b>	Bus departs for Marriott (Marriott guests only)

**FRIDAY, 24 JUNE** | 08:30 – 10:00 am

Room: Sorenson

PLENARY SESSION 1

Session Chair: Anne Roggeveen

**Entrepreneurial Leadership in a Service Organization**

Stephen Spinelli, President Babson College, “Are We Relevant? Challenging the Academy to Evolve.”

Sherill Kaplan, Chief Digital Officer, Planet Fitness, “Planet Fitness: Accelerating Growth by Digitally Engaging Customers.”

Niren Chaudhary, CEO Panera Bread, “Leading Through Adversity.”

**FRIDAY, 24 JUNE** | 10:15 – 11:45 am

Room: Sorenson

PLENARY SESSION 2:

Session Chair: Werner Kunz

**Future of Technology & Analytics in Services**

Roland Rust, University of Maryland, and Ming-Hui Huang, National Taiwan University “AI and the Feeling Economy--Implications for Business and Society.”

Praveen Kopalle, Dartmouth College, “Complementing Human Effort in Online Reviews: A Deep Learning Approach to Automatic Content Generation and Review Synthesis.”

Martin Wetzels, EDHEC, "Mapping Artificial Intelligence."

**FRIDAY, 24 JUNE** | 01:00 – 03:00 pm

Room Malloy 101

**CONCURRENT SESSION: AI & Technology**

Demystifying Data and AI for Service Innovation

Nur Yildirim, Deniz Sayar, Susanna Zlotnikov, James McCann, John Zimmerman and Jodi Forlizzi

Investigating Control Perceptions in AI-Based Data Disclosure Processes

Johanna Zimmermann, Jan H. Schumann, Thomas Widjaja and Kelly D. Martin

A practitioner's viewpoint on personalised digital signage communication in retail stores

Stephanie Van de Sanden, Kim Willems and Malaika Brengman

High-Tech Meets High-Touch: A Service Research Agenda for Future Value Creation in a Digitalized World

T. Böhmann, A. Roth, G. Satzger, M. Schymanietz, C. Benz, C. Kurtz and M. Schemmer

Room: Malloy 102

**CONCURRENT SESSION: Service (Ro)bots**

When Lack of Agency Makes Robots the Preferred Service Delivery Channel: Examining Consumer-

Service-Robot Interactions in Embarrassing Encounters Valentina Pitardi, Werner Kunz, Stefanie Paluch and Jochen Wirtz

Mapping the Evolution of Service Robot Research: A Meta-Mining Approach

Ruud Wetzels, Dhruv Grewal, Jos Lemmink, Benjamin Lucas and Martin Wetzels

What's In The Name: Unraveling The Impact Of Personification Of Service Robots On The Overall Service Experience

Mark Steins, Gaby Odekerken-Schröder, Dominik Mahr, Frank Mathmann and Rebekah Russell-Bennett

Served by a Cyborg: How Consumers Respond to Human Enhancement Technologies in Service Interactions

Nicole Hess, Martin Mende, Maura Scott, Dhruv Grewal and Anne Roggeveen

Room: Malloy 201

**CONCURRENT SESSION: Branding & Experience**

“Will High Expectations Backfire?”—The Role of Overoptimism, Disconfirmation, and Affective Reactions When Resolving a Mystery Deal

Florian Brodschelm, Sebastian Schubach, Jan Hendrik Schumann and Verena Hüttl-Maack

How does other customers' negative copresence affect customer experience?

Olivier Furrer, Chloé Baillod, Mikèle Landry and Jie Yu Kerguignas

Feels Like Heaven – The Role of Anticipated and Immediate Emotions in Customer Inspiration

Carina Nennstiel, Matthias Gouthier and Nora Kern

“Me, Myself and I” – Measuring Customers' Perception of Hyper-Personalized Communication

Nora Kern, Matthias Gouthier and Carina Nennstiel

Room: Olin 225

**CONCURRENT SESSION: TSR & Well-Being**

Environmental, Social and Governance (ESG) Metrics Don't Serve Services: The Missing Link Between Sustainability Metrics and Customer Perceptions of Social Innovation

Lerzan Aksoy, Alexander Buoye, Maja Fors, Timothy Keiningham and Sara Rosengren

Enabling Transformative Service Ecosystems: An Ecological Perspective

Andrew Gallan, Linda Alkire, Raymond Fisk and Kristina Heinonen

Full throttle! Engaging ethnic minority and majority consumers in car sharing

Marie-Julie De Bruyne, Katrien Verleye, Hendrik Slabbinck and Saskia Crucke

Room: Olin 120

**CONCURRENT SESSION: Services Employees**

Overload, Burnout, and Frontline Employee Errors: Implications from Two Experience Sampling Studies  
Jonathan Beck, Clay Voorhees, Riley Krotz and Benjamin Prijatel

An Empirical Synthesis of Frontline Problem-Solving Effectiveness

Yves Van Vaerenbergh, Chiara Orsingher, Anja Van den Broeck and Bart Larivière

Poker Face or Smiley Face? The Interplay of Employees' Emotional Expressiveness and Personality in Shaping Job Skills

David Bourdin, Ilona Pezenka and Christian Weismayer

S-D Orientation and Firm Performance – The Role of Perceived Value and Industry Contingencies

Kwabena Frimpong, Obaid Shuridah, Omar Al-Titi, Samuel Adomako and Robert Opoku

Room: Olin 220

**CONCURRENT SESSION: Sharing Economy**

Sharing economy engagement drivers – the moderating role of the sharing industry

Dominik Georgi, Larissa Dahinden, Marcel Zbinden, Carmen Grebmer and Laura Oswald

Dark side of sharing economy: The privacy concerns of coworking service providers in UK

Donia Waseem, Kuttimani Tamilmami and Shijiao Chen

The Impact of Power Distance on Service Evaluations

Ellen Kim, Kwanglim Seo and Jenna Lee

Servitization with Digital Twins

Erika Parn, Mohamed Zaki, Alexander Leischnig and Michael Grieves

**FRIDAY, 24 JUNE** | 03:15 – 05:15 pm

Room: Malloy 101

**CONCURRENT SESSION: AI**

Corporate Digital Responsibility in Service Organizations and Their Ecosystems  
Werner Kunz, Jochen Wirtz, Nicole Hartley and James Tarbit

Improving Customer Service Delivery in Call Centers, an AI Algorithm to Detect Lies in Natural Speech  
Fabian Thaler, Heiko Gewalt and Stefan Faußer

The application of AI to revolutionize brand's social media and customer engagement strategy  
Mohamed Zaki and David Diaz Solis

Deciphering Value-in-Use from Big Data in Access-Based Services: A Machine Learning Approach  
Ilias Danatzis, Kristina Lindsey-Hall, Valtteri Kaartemo and Bo Edvardsson

Room: Malloy 102

**CONCURRENT SESSION: Service (Ro)bots & Technology**

Smart provision and customers' value in experience: A narrative analysis of conversational agents  
Angelo Ranieri, Cristina Mele and Anu Helkkula

Eeriness or Rapport: In-Group Favoritism toward Mr. Android in Solo Service Consumption  
Do Khoa, Kimmy Chan, Chen-Ya Wang and Priyanko Guchait

Just a Little of That Human Touch: A Research Agenda for Emotional Communication by Service Robots  
Marc Becker, Emir Efendić and Gaby Odekerken-Schröder

More than clicks and bricks: Consumer oriented value through phygitalisation  
Sarah Montano and Sue Cronshaw

Room: Malloy 201

**CONCURRENT SESSION: Branding & Experience**

Voice types and their influence on marketing outcomes  
Maximilian Bruder and Michael Paul

Optimizing Customer Equity Through Customer Engagement  
Yayu Zhou and Edward Malthouse

How will I know? Overcoming information asymmetries to promote sustainable travel behaviors  
Maxi Bergel, Christian Brock and Edna Ozuna

Multisided Retail Platforms: Attribution of Service Failures  
Khadija Ali Vakeel and K Sivakumar

Room: Olin 225

**CONCURRENT SESSION: TSR & Well-Being**

How to engage the unengaged? Expanding engagement research for advancing financial well-being  
Adriana Maeve Barrett, Jonas Heller, Elina Jaakkola and Elisabeth Christine Brügger

The Transformative Potential of Personalization in a Data Rich World  
Khalid Mehmood, Katrien Verleye, Arne De Keyser and Bart Larivière

Customer engagement with preventive health technologies: uncovering customer motivations to engage  
Lisa Baiwir, Laurence Dessart and Cécile Delcourt

Room: Olin 120

**CONCURRENT SESSION: Service Employees**

Lying behavior in service encounters: In the ears of the beholder  
Lars Witell, Hannah Snyder and Anders Gustafsson

Behind the Special Request: Customer Motives and Influence Tactics  
Liliana Bove, Sijun Wang and Sharon Beatty

A Bibliometric Evaluation of Research on Empathy  
Katrin Scherschel, Sabine Benoit and Arne Floh

Extremely Negative Customer Experience Outcomes with Sharing Economy Firms: Were They  
in Fact by “Design”?  
Tao Gao

Room: Olin 220

**CONCURRENT SESSION: SDL & B2B**

Making, breaking and maintaining institutionalized rules of resource integration – enablers and  
challenges for circular product development in a B2B service ecosystem  
Ann Vellesalu, Nicklas Salomonson, Daniel Hjelmgren and Olga Chkanikova

Managerial Dilemmas after an Exogenous Shock: Digitalization Patterns of B2B Solution  
Practices  
Torsten Bornemann, Laura Ingrid Maria Colm and Andrea Ordanini

The Negative Effects of Changes in Customer Participation Levels in Co- Created Service  
Exchanges  
Kimberly Hutcheson, Thomas Baker and Elissa Shults

Factors influencing SMEs’ readiness to adopt hyperlocal on-demand delivery  
platforms in the United Kingdom.  
Kuttimani Tamilmani, Vincent Charles, Nripendra Rana and Donia Waseem

**SATURDAY, 25 JUNE** | 08:30 – 10:00 am

Room: Sorenson

PLENARY SESSION 3

Session Chair: Dhruv Grewal

**Addressing Global Challenges from a Marketing Lens**

Vikas Mittal, Rice University and Simon Seaton, CEO of Sodexo Energy Worldwide,  
“Developing a Resonating Focus with Service Excellence.”

Maura Scott, Florida State University, “Leveraging Services, Marketing, and Society Research to Promote the Greater Good”

Cait Lamberton, University of Pennsylvania, “Beyond System 1 and 2: The Drive for Dignity in Marketing.”

**Saturday, 25 JUNE** | 10:15 – 11:45 am

Room: Sorenson

PLENARY SESSION 4

Session Chair: Elisa Schweiger

**Retailing, Online and Social Media**

Maureen (Mimi) Morrin, Rutgers University, “Scent and Consumer Behavior: Learnings and Future Directions.”

Anne L. Roggeveen, Babson College, “The Retail Reset”

Stephanie M. Noble, University of Tennessee, "Service Technonomy: A Framework and Directions for Further Research.”



**SATURDAY, 25 JUNE** | 01:00 – 03:00 pm

Room: Olin 120

**CONCURRENT SESSION: Meet the Editors**

Ming-Hui Huang, *Journal of Services Research*

Cait Lambertson, *Journal of Marketing*

Maureen (Mimi) Morrin, *Journal of Marketing Research*

Anne L. Roggeveen, *Journal of Retailing*

Maura Scott, *Journal of Public Policy & Marketing*

Room: Olin 101

**CONCURRENT SESSION: Service (Ro)bots & AI**

Boosting the Sales Performance through Contextualized Service Robot Experiences

Bart Larivière and Katrien Verleye

Collaborative Intelligence: Designing Frontline Employee-Conversational Agent Teams For Customer Services Through The Lens Of Interdependence Khanh Le, Laszlo Sajtos, Karen Fernandez and Werner Kunz

Citizens' preferences for digital vs human enabled public services: the role of ethnicity

Tana Licsandru, Ileana Steccolini and Elina Meliou

Combining AI and Service Personnel to Address Retail Availability

Thomas Gruen

Room: Olin 102

**CONCURRENT SESSION: Branding & Experience**

Measuring Customer Experience as a Managerial Task – Findings from Two International Studies

Matthias Gouthier and Juliane Koeninger

Offsetting Low Online Prices with Communication! The Effect of Relational Model Appeals to Counter Competitive Showrooming.

Janina Kleine and Michael Paul

From Consumer-brand to Consumer-Product Relationships: the role of smart signage to create value

Franklin Velasco, Hannah Marriott, Eleonora Pantano and Daniele Scarpi

Transforming an unstructured customer communication center to an uncompromising customer-oriented customer care unit: a completely change of mind

Juergen Kitz and Wolfgang Seidel

Room: Olin 220

**CONCURRENT SESSION: Innovation & Technology**

What's Next? Analytics for Pattern Discovery in Digital Innovation Contests

Katja Hutter, Benjamin Lucas, Karin Teichmann, Martin Wetzels and Dhruv Grewal

Combining strategies of service productivity and new service development: A multiple case study in financial services

Johannes Hofmeister, Malte Schneider, Dominik Kanbach and Sascha Kraus

Augmenting Service with Exoskeletons: A Multi-Discipline Literature Review and Directions for Future Service Research

James Tarbit, Nicole Hartley and Josephine Previte

Skip the Line: How Social Comparison Impacts the Mobile App Ordering Experience

Ryann Reynolds-McInay and Jessica Keech

Room: Olin 202

**CONCURRENT SESSION: SDL & B2B**

Digitalized touchpoint management for B2B customer journeys

Lisa Lundin, Daniel Kindström and Harald Brege

Shaping Circular Service Ecosystems

Julia Fehrer and Joya Kemper

"Co-creating Value for a Rapidly Changing and Demanding World: Case Study of a Leading Textile Company in Peru"

Lucio Lescano Duncan and Manuel Ortiz

The Impact of CRM Adoption in Customer Engagement Explained by Salespeople Hedonic Motivations.

Gustavo Martínez-Lira, Alfonso Valdez-Cervantez, Martin Reimann and Margarita Orozco-Gómez.

**Saturday, 25 JUNE** | 03:15 – 05:15 pm

Room: Olin 120

**CONCURRENT SESSION: AI**

Building Robust Customer-Service Provider Relationships with AI-Human Hybrids: A Theoretical Framework and Research Agenda

Deniz Sayar and John Zimmerman

The Effect of Virtual Agency Type on Customers' Deceitful Behaviors

Maria S Jaramillo and Della Garner

AI: Friend or Foe? Effect of AI and Automation on Consumers' Willingness to Pay

Yusuf Oc and Nick Goh

Big Boss AI: The Impact of AI Coach Monitoring on Frontline Worker Productivity and Customer Interaction Experience

Kiwoong Yoo and Avishek Lahiri

Room: Olin 101

**CONCURRENT SESSION: Service (Ro)bots & Co-Production**

The search for AI-enabled virtual agent value: Do customers hold different value perceptions based on user context?

Elizabeth Manser Payne and Colleen O'Brien

Home as a Consumption Hub: A Conceptual Model

Rodoula H. Tsiotsou and Achilleas Boukis

When consumers learn too much: exploring how service co- production can lead to prosumption

Christina Kuchmaner, Colin Campbell and Jennifer Wiggins

Aren't services supposed to help?: The role of services in decision- making endurance

Heejae Lee and Dee Warmath

Room: Olin 102

**CONCURRENT SESSION: TSR, Well-Being & Price**

Embodied interaction in service production: extending the current understanding of disabling marketplaces

Per Echeverri and Nicklas Salomonson

Aligning Corporate Social Responsibility Metrics with Stakeholder Expectations: A Scorecard Approach

Charles Colby and Gina Woodall

Climate-friendly consumer behaviors with minimal "pain": A cross- country utility-based market segmentation approach

Katharina Saborowski and Michael Paul

A Matter of Price? How Multichannel Price Differentiation and Self- Matching Influence Customer Reactions in the Offline Channel

Alisa Keller

Room: Olin 220

**CONCURRENT SESSION: Healthcare**

Digital Frontline Actors in the Service Ecosystem: Evidence from the Health Care Industry  
Janet McColl-Kennedy, Chiara Orsingher, Teegan Green, Amy Ostrom, Marlien Varnfield, Mohamed Zaki, David Hansen, Jane Li, Kaley Butten and Jason Titman

Measuring Consumer Perceptions and Attitudes toward Intellectually Disabled Frontline Employees in Mexico.

Lucila Osorio and Tatiana Elizondo

Relational Communication as Performance Indicators in Health-Related Service Encounters

Katrin Scherschel, Sabine Benoit and Arne Floh

The Effects of Perceived Channel Integration On Omnichannel Customer Experience From The Retailer And Customer Perspective

Lizet González, Ana Franco and Margarita Orozco-Gómez

Room: Olin 202

**CONCURRENT SESSION: Prosocial**

How Compassion Influences Privacy-Related Decision-Making in Health Services – Prosocial Data Disclosure in Covid-19 Contact Tracing Apps

Klara Greinwald, Eileen Dauti, Alisa Keller, Eva Pieringer and Dirk Totzek

Testing the Added Value of Telehealth Service Delivery: The Experience of Caregivers During COVID

Ben Kragen and Lauren Hajjar

Donate your Data: Increasing Consumer Engagement for Public Service Innovation

Louisa Peine and Jens Hogleve

Room: Olin 225

**CONCURRENT SESSION: Recovery & Failure**

Session Chair – Larry Cunningham

Do Consumers Cancel Brands to Feel Better About Themselves?

Krista Hill Cummings and Lauren Beitelspacher

Less is More?!: A Longitudinal Analysis of Good versus Bad Referral Behavior

Severin Bischof, Bart Larivière, Marc Linzmajer and Jochen Wirtz

The client's defection after a service failure: break or break- up of the relationship?

Anthony Chung Chai Man

**Sunday, 26 JUNE** | 08:30 – 10:30 am

Room: Olin 120

**CONCURRENT SESSION: AI, Robots, & Customer Focus**

Service AI: Exploring the new drivers of customer satisfaction

Reda Hassan

Understanding the impact of Artificial Intelligence in Omnichannel Retail Experiences.

Ana Valeria Calvo and Ana Franco

Social Norms and Tipping Practices

Shanyu Kates and Paul Fombelle

Tipping, Disrupted: Review, Phenomenological Integration, and Research Agenda

Nathan Warren and Sara Hanson

Room: Olin 101

**CONCURRENT SESSION: TSR & Well-Being**

Looking Behind the Curtain: How Process Transparency Enhances Customer Trust and Willingness to Pay

Tongxi Wang

The Services SMEs' Use of Mobile and Online Technologies to Sail Through the COVID-19 Pandemic in México.

Andrea Trujillo-León, Jorge Vera-Martínez, Alejandro Alvarado-Herrera, Margarita Orozco-Gómez

Data blueprinting: Mapping service in digital service ecosystems

Christian Kurtz and Tilo Böhmann

New challenges on waiting lines and servicescapes during the COVID-19 pandemic

Meier Emanuele and Dubosson Magali

Room: Olin 102

**CONCURRENT SESSION: Healthcare**

NextGen Mobile Telecare Technology in Service to Aging Adults

Walfried Lassar, Joseph Patton, Attila Hertelendy and Tofazzal Hossain

Coping with Uncertainty in High-Risk Services

Jana Grothaus, Sören Köcher and Sarah Köcher

How Artificiality and Intelligence Affect Voice Assistant Evaluations

Abhijit Guha, Timna Bressgott, Dhruv Grewal, Dominik Mahr, Martin Wetzels, and Elisa Schweiger.

Reading between the Lines: A Refined Methodology for Measuring Language Style Matching in Service Interactions

Sandro Arnet, Anne Scherer and Florian von Wangenheim

Room: Olin 220

**CONCURRENT SESSION: Online Reviews**

An empirical investigation of managerial response patterns to online consumer reviews  
Ali Tamaddoni and Brianna Jeewon Paulich

You better think twice: when review certification does more harm than good  
Anna Mardumyan and Iris Siret

The effect of emotional language and review valence on perceived review credibility and helpfulness – an experimental analysis  
Maarten Volkers and Sabria Can

Customer segmentation for SMEs aftersales development: a service-oriented framework  
Davide Gamba, Tommaso Minola and Matteo Kalchschmidt

Room: Olin 202

**CONCURRENT SESSION: Potpourri**

Traveling in the post-COVID era: The role of intelligent technologies in enhancing travelers' service experience

Heiko Holz and Stefanie Paluch

Beyond Influencers: Impact of Viewer Herd Behaviors and Sales Assortment on Performance of Livestream Events

Ming Cheng, Zhen Zhu and Quan Jin

A case study on digital service failure

Zakaria Dakhli and Mohamed Zaki

Is It Cool to Be a Local, Global Or Glocal Brand? The Mediation Role of Attitude Toward a Global / Local Consumer Culture.

Carlos Agredano González, Miguel Ángel Montoya Bayardo and Miguel Ángel López Lomelí

**SUNDAY, 26 JUNE** | 11:00 – 12:30 pm

Room: Winn Auditorium (Olin)

**PLENARY SESSION 5**

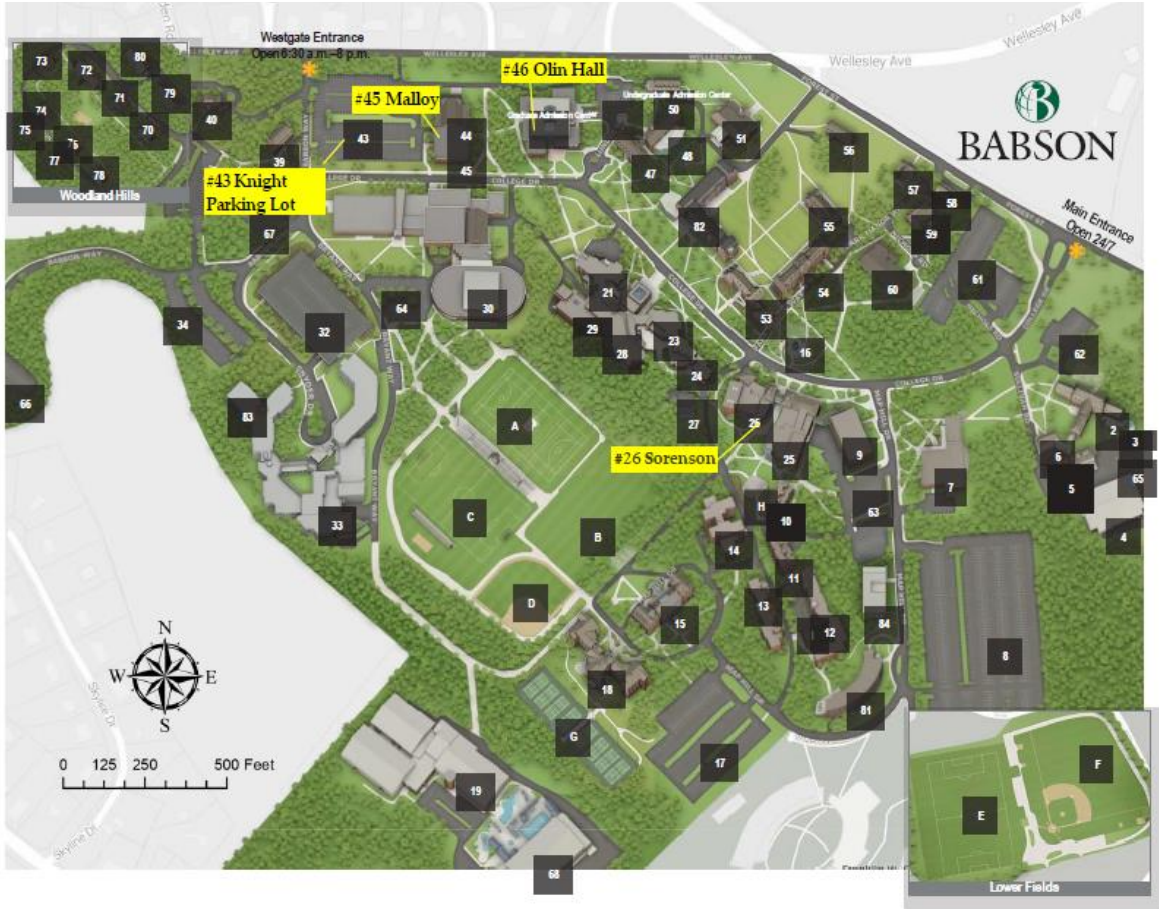
Session Chair: Elisa Schweiger

Field Research In Retailing and Service Research

Martin Mende, Florida State University, “Conducting Field Research... is a Roller Coaster.”

Koen Pauwels, Northeastern University, “MEME: Convincing Management to Field Experiment.”

Jens Nordfaldt, University of Bath, “Field Studies: Insights and Challenges.”



# BABSON CAMPUS MAP

## BUILDINGS

- 21 Babson Hall\*
- 33 Babson Executive Conference Center\*
- 68 Babson Skating Rink\*
- 48 Blank Center\*
- 19 Boston Sports Club\*
- 39 Bryant Hall\*
- 10 Canfield Hall
- 4 Central Services
- 15 Coleman Hall\*
- 59 Cruickshank Alumni Hall\*
- 2 Forest Hall\*
- 3 Forest Hal Annex
- 23 Gerber Hall\*
- 27 Glavin Chapel\*
- 9 Holister Building\*
- 28 Hon Library\*, Babson Commons, and Cutler Center
- 29 Hon Computer Center\*
- 11 Keith Hall
- 16 Kerry Murphy Healey Park
- 44 Knight Auditorium\*
- 24 Kriebel Hall\*
- 47 Luksic Hall\*
- 50 Lunder Undergraduate Admission Center at Mustard Hall
- 45 Malloy Hall\*
- 81 Mandel Family Hall\*
- 56 Mattos Hall
- 13 McCullough Hall
- 57 Millea Hall\*
- 60 Nichols Building\*

- 46 Olin Hall\* (Graduate Admission Center)
- 53 Park Manor South
- 54 Park Manor Central
- 55 Park Manor North
- 82 Park Manor West & Innovation Center\*
- 14 Pietz Hall\*
- 58 Post Office\*
- 6 Public Safety Building
- 12 Putney Hall\*
- 25 Reynolds Campus Center\*
- 26 Sorenson Center for the Arts\*
- 5 Sullivan Building\*
- 51 Tomasso Hall\*
- 7 Trim Dining Hall & Roger's Pub
- 18 Van Winkle Hall\*
- 30 Webster Center and Babson Recreation and Athletics Complex.
- 84 Weissman Foundry
- 40 Westgate Hall\*
- 70 Woodland Hill 1
- 71 Woodland Hill 2
- 72 Woodland Hill 2A
- 73 Woodland Hill 3
- 74 Woodland Hill 4
- 75 Woodland Hill 5
- 76 Woodland Hill 6
- 77 Woodland Hill 7
- 78 Woodland Hill 8
- 79 Woodland Hill 9
- 80 Woodland Hill 10
- 83 Woodside

