

Novedades en ‘Service Journals’ | Agosto 2018

Estimados amigos,

Les presentamos las novedades de investigación publicadas el mes anterior en las revistas académicas relacionadas con el servicio.

Al inicio de la lista estamos resaltando cinco artículos que creemos serán de su interés.

Si desean conocer más del *Service Research Center* y nuestras actividades, pueden hacer clic [aquí](#).

Service Research Center

Co-creating services—conceptual clarification, forms and outcomes

By Anna-Sophie Oertzen, Gaby Odekerken-Schröder, Saara A. Brax y Birgit Mager.



The purpose of this paper is to assess, clarify and consolidate the terminology around the co-creation of services, establish its forms and identify its outcomes, to resolve the conceptual pluralism in service co-creation literature....

[Más Detalle →](#)



Institutional types and institutional change in healthcare ecosystems

By Oana Maria Pop, Sara Leroi-Werelds, Nadine Roijackers and Tor W. Andreassen.



How CSR impact meaning of work and dysfunctional customer behavior

By Jiyoung Kim, Hae-Ryong Kim, Russell Lacey y Jaebeom Suh.



Service enterprise productivity in action: measuring service productivity

By Moira Scerri y Renu Agarwal.



Technology readiness of teenagers: a consumer socialization perspective

By Anubhav Mishra, Satish S. Maheswarappa y Charles L. Colby.

Otros artículos publicados este mes:

Challenges and opportunities for services marketers in a culturally diverse global marketplace

Customer response to service encounter linguistics

Perceived cultural distance in intercultural service encounters:
does customer participation matter?

Attributions of service quality: immigrant customers' perspective (*open access*)

Intercultural competence and customer facial recognition

Does language homophily affect migrant consumers' service usage intentions?

Australian Muslim women and fitness choices – myths debunked

Service models and culture: impact on work behaviours

Power, resource dependencies and capabilities in intercultural B2B
relationships

Shaping service ecosystems: exploring the dark side of agency

A systemic logic for platform business models

Game-changers: dynamic capabilities' influence on service ecosystems

Boundary objects for institutional work across service ecosystems

Assessing the effects of multichannel service provider corporate reputation on
customer new product adoption and RFM value

Flow revisited: process conceptualization and a novel application to service
contexts

How price fairness and fit affect customer tariff evaluations

When service failure leads to sin:
Exploring service transgression and customer forgiveness in a multi-faith
context

Incorporating visual methods in longitudinal transformative service research

The impact of switching costs on customer complaint behavior and service
recovery evaluation

Is transparency a double-edged sword in citizen satisfaction with public
service?
Evidence from China's public healthcare

Challenges and opportunities for services marketers in a culturally diverse
global marketplace