

Novedades en ‘Service Journals’

Estimados amigos,

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

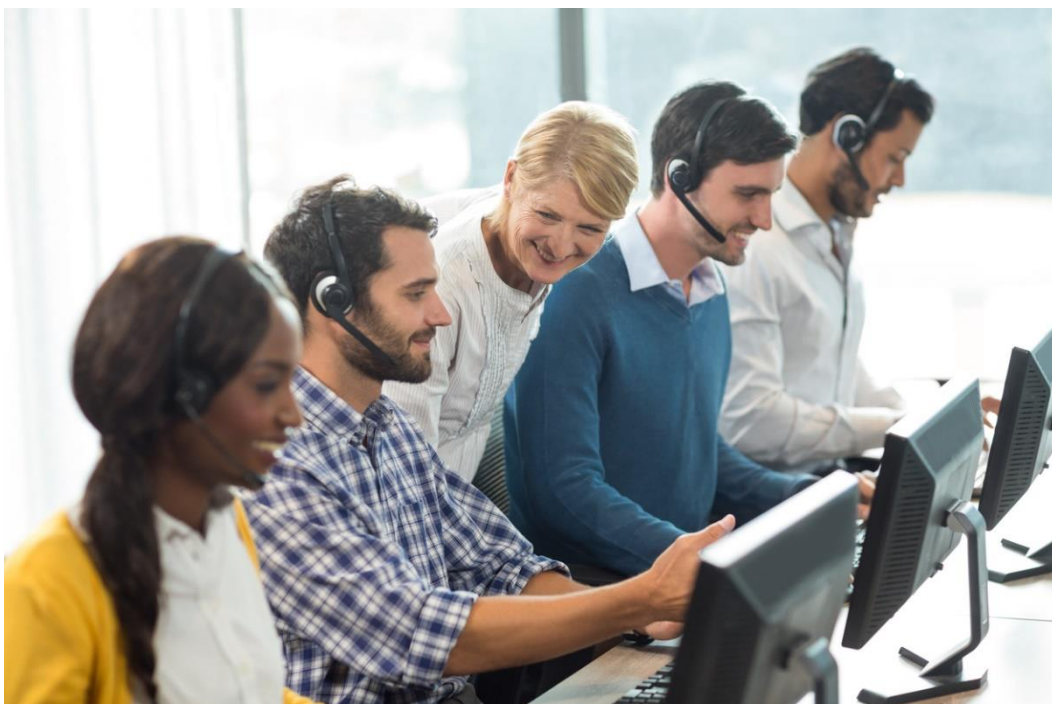
Al inicio de la lista estamos resaltando cinco artículos que creemos serán de su interés.

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Service Research Center

Enabling customer satisfaction in call center teams: the role of transformational leadership in the service-profit chain

By Flavia Cavazotte, Valter Moreno & Luis Cesar Chehab Lasmar.



The importance of the effect of work climate and employee attitude on customer satisfaction has attracted the attention of practitioners and researchers, and, hence, lead to the development of the service-profit...

[Más Detalle](#)



TMX, social loafing, perceived accountability and OCB

By You-De Dai, Yu-Hsiang Hou, Ching-Hua Wang, Wen-Long Zhuang & Ying-Chan Liu.



The two-way integration between manufacturing and services

By Claudio Di Bernardino & Gianni Onesti.



Service action research: review and guidelines

By Mattias Elg, Ida Gremyr, Árni Halldórsson & Andreas Wallo.



Opportunities for ethnographic methodologies in B2B service research

By Joona Keränen & Daniel D. Prior

Otros artículos publicados este mes:

How different advertising formats and calls to action on videos affect advertising recognition and consequent behaviours

The service smile chain: linking leader emotions to customer outcomes

Conceptualization and assessment of E-service quality for luxury brands

Guest editorial: a new dawn for qualitative service research

The evolution and impact of qualitative research in *Journal of Services Marketing*

Commentary: exposing a research bias or a relic of research practice

Text mining analysis roadmap (TMAR) for service research

Exploring the ZMET methodology in services marketing

Design fiction diegetic prototyping: a research framework for visualizing service innovations

Increasing rigor and relevance in service research through ethnography

Ten lessons for qualitative transformative service researchers

Viewpoint: getting your qualitative service research published

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