

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

An integrative approach to relationship marketing, customer value, and customer outcomes in the retail banking industry: a customer-based perspective from Turkey

By Emine Mediha Sayil, Ayse Akyol, Christoph F. Breidbach & Gulhayat Golbasi Simsek



Given how important it is to provide superior value to customers and to maintain customer loyalty for a sustainable competitive advantage, the aim of this paper is to examine the relationships among...

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Engaging employees for quality of life: mediation by psychological capital

By Manish Gupta, Musarrat Shaheen & Manoj Das



Customer-to-customer value co-creation and co-destruction in sporting events

By Kyungyeol (Anthony) Kim, Kevin K. Byon & Wooyeul Baek.



Determinants of consumers' intentions to use smartphones apps for flight ticket bookings

By Hyeon-Mo Jeon, Faizan Ali & Shin-Woo Lee.



Workplace bullying, psychological distress, resilience, mindfulness, and emotional exhaustion

By Elham Anasori, Steven. W. Bayighomog & Cem Tanova.

Otros artículos publicados este mes:

The shopping list in goal-directed shopping: scale development and validation

Reviving calm technology in the e-tourism context

Developing smart service concepts: morphological analysis using a Novelty-Quality map

The impact of emotional dissonance on quality of work life and life satisfaction of tour guides

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