



Novedades en ‘Service Journals’

Estimados amigos,

Les presentamos las novedades de investigación publicadas el mes de noviembre 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

Customer experience challenges: bringing together digital, physical and social realms

By Ruth N. Bolton, Janet R. McColl-Kennedy, Lilliemay Cheung, Andrew Gallan, Chiara Orsingher, Lars Witell, and Mohamed Zaki.



The purpose of this paper is to explore innovations in customer experience at the intersection of the digital, physical and social realms. It explicitly considers experiences involving new technology-enabled services, such as digital twins and automated social presence...

[Más Detalle](#)



Drivers, types and value outcomes of customer-to-customer interaction: An integrative review and research agenda

By Kristina Heinonen, Elina Jaakkola, and Irina Neganova.



Communicating value to enhance service visualization

By Vai Shiem Leong, Sally Hibbert, and Christine Ennew.



Operating without operations: how is technology changing the role of the firm?

By Cristoph Breidbach, Sunmee Choi, Benjamin Ellway, Byron W. Keating, Katerina Kormusheva, Christian Kowalkowski, Chiehveon Lim, and Paul



Examining how context change foster service innovation

By Bo Edvardsson, Pennie Frow, Elina Jaakkola, Timothy Lee Keiningham, Kaisa Koskela-Huotari, Cristina Mele, and Alastair Tombs.,

Otros artículos publicados este mes:

Dynamics of intellectual capitals and bank efficiency in India

Workplace gossip and frontline employees' proactive service performance

Growth of KIBS and non-KIBS firms: evidences from university spin-offs

Banks' unfairness and the vulnerability of low-income unbanked consumers

Does transformational leadership always matter in frontline service roles?

Outperformed: how the envy reflex influences status seeking service consumers' engagement

Does online service failure matter to offline customer loyalty in the integrated multi-channel context? The moderating effect of brand strength

Theorizing beyond the horizon: service research in 2050

Design for service inclusion: creating inclusive service systems by 2050

Future scenarios of the collaborative economy: Centrally orchestrated, social bubbles or decentralized autonomous?

Business model innovation and value-creation: the triadic way

Brave new world: service robots in the frontline

Service work in 2050: toward a work ecosystems perspective

Netnography as a tool for understanding customers: implications for service research and practice

Enhancing customers' continued mobile app use in the service industry

No one rides for free! Three styles of collaborative consumption

Exploring the application of co-design to transformative service research

The effects of interpersonal attraction on service justice

Consumption or prosumption? A question of resources

Timing and compensation strategies in service recovery

Dining alone? Solo consumers' self-esteem and incidental similarity

Orchestrating service brand touchpoints and the effects on relational outcomes

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