

Novedades en ‘Service Journals’

Estimados amigos,

Les presentamos las novedades de investigación publicadas el mes de diciembre 2019 en las revistas académicas relacionadas con el servicio.

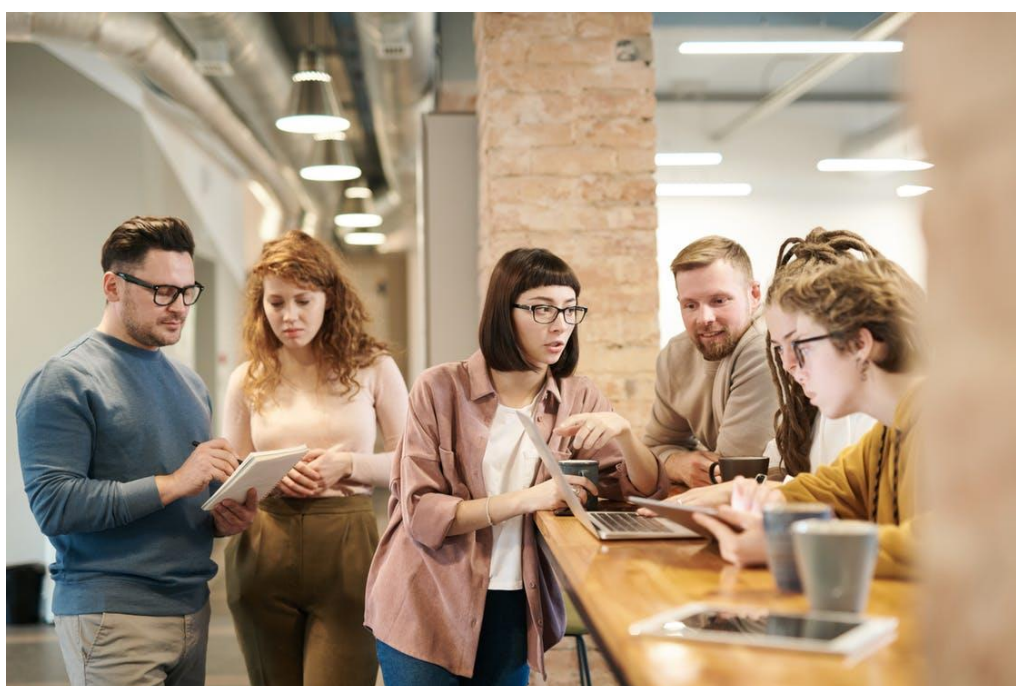
Al inicio de la lista estamos resaltando cinco artículos que creemos serán de su interés.

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Service Research Center

Managing customer-to-customer interaction (CCI)- insights from the frontline

By Richard Nicholls & Marwa Gad Mohsen.



The purpose of this study is to explore the capacity of frontline employees (FLEs) to provide insights into customer-to-customer interaction (CCI) and its management in service organisations...

[Más Detalle](#)



Bringing the individual into the co-creation of value

By Kumar Rakesh Ranjan & Stuart Read



The role of customer engagement facets on the formation of attitude, loyalty and price perception

By Maxi Bergel, Phillip Frank & Christian Brock.



Online/offline information search patterns and outcomes for services

By Alberto Sa Vinhas & Douglas Bowman.



Error management in service security breaches

By Wei Wei, Lu Zhang & Nan Hua.

Otros artículos publicados este mes:

Services marketing practices in diverse cultures: Canada compared to Qatar

Rate my firm: cultural differences in service evaluations

The role of technology in collaborative consumer communities

Enhancing online rapport experience via augmented reality

Value co-destruction: a typology of resource misintegration manifestations

Recovering co-created service failures: the missing link of perceived justice and ethicalness

Frontline backlash: service employees' deviance from digital processes

Understanding employee sabotage while serving refugees: the case of Syrian refugees in Turkey

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