

Novedades en ‘Service Journals’

Estimados amigos,

Les presentamos las novedades de investigación publicadas el mes de junio 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

Employees’ perception of corporate social responsibility (CSR) and its effects on internal outcomes

By Asante Boadi, E., He, Z., Bosompem, J., Opata, C. N., & Boadi, E. K.



Based on the Means-End Chain Theory, this paper tested the relationship between Employee perception of CSR and its effects on firms' internal outcomes (Employee Performance and Employee Corporate Identification) with Employee...

[Más Detalle](#)



Visitors' perceived trust in sincere, authentic, and memorable heritage experiences

By Taheri, B., Gannon, M. J., & Kesgin, M.



The impact of live video streaming on online purchase intention

By Zhang, M., Qin, F., Wang, G. A., & Luo, C.



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

By Kim, K., Byon, K. K., & Baek, W.



Value creation and destruction in social marketing services: a review and research agenda

By Zainuddin, N. & Gordon, R.

Otros artículos publicados este mes:

Commentary: future directions of the service discipline

Viewpoint: service marketing research priorities

Twenty-seven years of service research: a literature review and research agenda

Artificial intelligence: disrupting what we know about services

Service environment research opportunities

Service research: progress toward interdisciplinary collaboration

The institutional turn in service research: taking stock and moving ahead

AI voice bots: a services marketing research agenda

A critical analysis of service ecosystems research: rethinking its premises to move forward

New directions for service research: refreshing the process of theorizing to increase contribution

Mapping new service development: A review and synthesis of literature

Predicting turnover intention among auditors: Is WIPL a mediator?

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