

Novedades en ‘Service Journals’

Estimados amigos,

Les presentamos las novedades de investigación publicadas el mes de mayo 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 informal service organizations at the base of the pyramid (BoP)

By Javier Reynoso & Karla Cabrera



The study reports findings of an empirical research conducted in 16 cities in Mexico during a two-year period. Managerial practices in 327 micro-businesses were identified and analyzed after conducting direct observation and personal interviews with...

[Más Detalle](#)



Making sense of customer service experiences: a text mining review

By Dominik Mahr, Susan Stead & Gaby Odekerken-Schröder



Customer participation and service outcomes: mediating role of task-related affective well-being

By Aswathy Asokan et al.



Defining the antecedents of experience co-creation as applied to alternative consumption models

By Holger Schallehn, Stefan Seuring, Jo chen Strähle & Matthias Freise



Technology in use – characterizing customer self-service devices (SSDS)

By Johanna Gummerus, Michaela Lipkin, Aparamey Dube & Kristina Heinonen

Otros artículos publicados este mes:

Cross-country differences in new service development: The moderating effects of national culture

Beyond brand fit: The influence of brand contribution on the relationship between service brand alliances and their parent brands

Service recovery system antecedents: a contingency theory investigation

Introducing the transformative service mediator: value creation with vulnerable consumers

Empathy for service: benefits, unintended consequences, and future research agenda

Triggers and motivators of privacy protection behavior on Facebook

Two routes of service modularization: advancing standardization and customization

Viewpoint: conveying managerial relevance into service research

Refugee migration and service industries: Advancing the research agenda

The global refugee crisis: how can transformative service researchers help?

Refugee-focused service providers: improving the welcome in New Zealand

Understanding the challenges of refugee entrepreneurship in tourism and hospitality

Unraveling refugee entrepreneurship and its role in integration: empirical evidence from the hospitality industry

Which firms provide jobs for unemployed non-Western immigrants?

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