

Novedades en ‘Service Journals’

Estimados amigos,

Les presentamos las novedades de investigación publicadas el mes de abril 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

Brand engagement and experience in online services

By Imran Khan, Linda D. Hollebeek, Mobin Fatma, Jamid Ul Islam & Zillur Rahman



The purpose of this study is to assess the mediating role of brand trust and commitment in the relationship of brand engagement and brand experience with brand loyalty in the online service context...

[Más Detalle](#)



Ethical Climate at the Frontline: A Meta-Analytic Evaluation

By Scott B. Friend, Fernando Jaramillo & Jeff S. Johnson.



The Customer Isn't Always Right: The Implications of Illegitimate Complaints

By Kawon Kim & Melissa A. Baker.



Co-competition, learning, and business strategy for new service development

By Chih-Hsing Liu, Angela Ya-ping Chang, Jeou-Shyan Horng, Sheng-Fang Chou & Yung-Chuan Huang.



COVID-19: fear appeal favoring purchase behavior towards personal protective equipment

By Prince Clement Addo, Fang Jiaming, Nora Bakabbey Kulbo & Li Liangqiang.

Otros artículos publicados este mes:

Determinants of negative customer engagement behaviours

Managing negative word-of-mouth: the interplay between locus of causality and social presence

Testing complexity theory in service research

Does stress matter in mall experience and customer satisfaction?

A transformative perspective of financial services for the unbanked

Why organizational loyalty programs cannot prevent switching

Increasing the independence of vulnerable consumers through social support

Intellectual property extensions in entertainment services: Marvel and DC comics

Witnessing verbal aggression: role of customers' self-conscious emotions

Drivers and relationship benefits of customer willingness to engage in CSR initiatives

The role of health locus of control in value co-creation for standardized screening services

Habitus as a value lens to link customer engagement and value cocreation

Fintech: research directions to explore the digital transformation of financial service systems

Service innovation implementation: a systematic review and research agenda

Cultural orientations and product innovation in the Ghanaian banking sector

New perspective on informal knowledge sharing in the self-service environment

The role of oil prices, growth and inflation in bank profitability

Are Neighbors Friends or Foes? Assessing Airbnb Listings' Agglomeration Effect in New York City

Customer Motivation and Response Bias in Online Reviews

Examining the Step-Up Brand Extensions of Budget Hotels: The Reciprocal Spillover Effects

Technological Heterogeneity and Hotel Efficiency: A Bayesian Approach

Assessing Consumer Perceptions of Neolocalism: Making a Case for Microbreweries as Place-Based Brands

Overcoming Job Insecurity: Examining Grit as a Predictor

Does Willingness to Pay for Rate Conditions Depend on the Booking Window? A Novel Time-Dependent Conjoint Analysis Approach

The Effect of Subjective and Objective Tasting Sheet Descriptors on Tasting Room Sales in New York State

Customer Advocacy: A Distinctive Form of Word of Mouth

The Dark Side of Customer Participation: When Customer Participation in Service Co-Development Leads to Role Stress

Customer Equity Drivers, Customer Experience Quality, and Customer Profitability in Banking Services: The Moderating Role of Social Influence

Customer Ethnic Bias in Service Encounters

Shifting Arrays of a Kaleidoscope: The Orchestration of Relational Value Cocreation in Service Systems

The Trajectory Touchpoint Technique: A Deep Dive Methodology for Service Innovation

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