

## Novedades en ‘Service Journals’

Estimados amigos,

Les presentamos las novedades de investigación publicadas el mes de octubre 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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## An examination of market orientation and environmental marketing strategy: the case of Chinese firms

By Yi Wang, Si Shi, Yang Chen & Dogan Gursoy



This study examines whether market orientation, as an organizational capability, plays an enabling role in environmental marketing strategy and then contributes to financial performance. Utilizing the natural resource-based view (NRBV) as the conceptual foundation and drawing on previous...

[Más Detalle](#)



### Fostering sustainable performance in services through systems thinking

By Ayham A. M. Jaaron & Chris J. Backhouse



### Consumer choices among service brands offering ethical attributes

By Eileen Bridges, Mary Schramm & Abhik Roy.



### Internal capabilities, external cooperation and proactive CSR on financial performance

By Janthorn Sinthupundaja, N. Chiadamrong & Y. Kohda



### Digital nudging to overcome cognitive resistance in innovation adoption decisions

By Carola Stryja & Gerhard Satzger

## Otros artículos publicados este mes:

Scaring the bras off women

Applying Schema Resonance Model in live chat e-service

Customer value cocreation activities

Customers' value co-creation with healthcare service network partners

How does dysfunctional customer behavior affect employee turnover

A transformative value co-creation framework for online services

Exploring the moderating role of construal levels on the impact of process vs outcome attributes on service evaluations

Evolving service thinking: disruption and opportunity in hospitality and tourism

Platforms in the peer-to-peer sharing economy

Technological disruptions in services: lessons from tourism and hospitality

Beyond reciprocal: the role of platforms in diffusing data value across multiple stakeholders

Innovations to advance sustainability behaviours

A neuroscientific perspective of consumer responses to retail greenery

Continued use of wearables for wellbeing with a cultural probe

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