

Novedades en ‘Service Journals’

Estimados amigos,

Les presentamos las novedades de investigación publicadas el mes de septiembre 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

Peer engagement behaviors conceptualization and research directions

By Meizhen Lin, Li Miao, Wei Wei & Hyoungeun Moon



Using social network theory as a theoretical root, this study introduces the concept of peer engagement behaviors and discusses its characteristics in relation to customer, employee, and actor engagement behaviors. This study identifies several sets of foundational research questions related to...

[Más Detalle](#)



Future service technologies: is service research on track with business reality?

By Kunz, W., Heinonen, K. & Lemmink, J.



Digital transformation: harnessing digital technologies for the next generation of services

By Mohamed Zaki.



Factors for and against resistance to smart services: role of consumer lifestyle and ecosystem related variables

By Chouk, I. & Mani, Z.



New perspective on customer orientation of service employees: a conceptual framework

By Morales Mediano, J., & Ruiz-Alba, J. L.

Otros artículos publicados este mes:

A big data approach to examining social bots on Twitter

How location-based advertising elicits in-store purchase

Digital advertising as service: introducing contextually embedded selling

Trust and its predictors within a cyber-physical system context

Persuaded self-tracking with wearable technology: carrot or stick?

Value of social robots in services: social cognition perspective

Interactivity in online pension planners enhances engagement with retirement planning – but not for everyone

Future service technologies and value creation

Trust in humanoid robots: implications for services marketing

Simultaneous effects of multiple cues in restaurant reviews

Subtle but spotted? Influencing factors of customer-perceived weight discrimination

Responding to service failures with prevention framed donations

Consumers' willingness to purchase online mental health services

Developing substantive theories into formal theories via disruption

Boosting service performance by dark chocolate seduction

Role of customer attributes on absolute price thresholds

Temporarily vulnerable consumers in a bank services setting

Reducing service sabotage and improving employee commitment to service quality

Viewpoint: service research priorities – bridging the academic and practitioner perspectives

The Survival Benefits of Service Intensity for New Manufacturing Ventures: A Resource-Advantage Theory Perspective

An Investigation of Nonbeneficiary Reactions to Discretionary Preferential Treatments

Service Robots: Drivers of Perceived Responsibility for Service Outcomes

Service Recovery on Stage: Effects of Social Media Recovery on Virtually Present Others

Short- and Long-Term Effects of Nonconsciously Processed Ambient Scents in a Servicescape: Findings From Two Field Experiments

The Staging of Contested Servicescapes

Microcelebrity: The Impact of Information Source, Hotel Type, and Misleading Photos on Consumers' Responses

Big Data in Hotel Revenue Management: Exploring Cancellation Drivers to Gain Insights Into Booking Cancellation Behavior

Millennial Attitudes Toward Online and Traditional Training Methods: The Role of Training Utility and Satisfaction

Financing Decisions and Performance of Italian SMEs in the Hotel Industry

The Impact of Religious Freedom Laws on Destination Image

Organic Versus Solicited Hotel TripAdvisor Reviews: Measuring Their Respective Characteristics

The Value of Timing Flexibility in Restaurant Reservations

Matching service failures and recovery options toward satisfaction

Innovation source, advancement stage and company stock returns

The relationship between Internet addiction and negative eWOM

Factors affecting users' continuance intention of mobile social network service

Multigroup validation of the service quality, customer satisfaction and performance links in higher education

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