



Novedades en ‘Service Journals’

Estimados amigos,

Les presentamos las novedades de investigación publicadas el mes de agosto 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

Driving users’ behaviours and engagement in co-creating services

By Oertzen, A.-S., Odekerken-Schröder, G. & Mager, B.



Dispositional and demographic factors can predict users' behaviours during services co-creation. A proposed framework details drivers and inhibitors of users' engagement...

[Más Detalle](#)



COVID-19 restrictions and consumers' psychological reactance toward offline shopping freedom restoration

By Akhtar, N., Nadeem Akhtar, M., Usman, M., Ali, M., & Iqbal Siddiqi, U.



Customer-to-customer interaction quality, promotion emotion, prevention emotion and attitudinal loyalty in mass services

By Choi, B. & Kim, H.S.



Healthcare service users as resource integrators: investigating factors influencing the co-creation of value at individual, dyadic and systemic levels

By Virlée, J.B., Hammedi, W. & van Riel, A.C.R.



Trust and customer engagement in the banking sector in Ghana

By Kosiba, J. P., Boateng, H., Okoe, A. F., & Hinson, R.

Otros artículos publicados este mes:

Decoding service brand image through user-generated images

I've got an idea! Exploring the antecedents of suggestion sharing in consumer services

The halo effect of C2C interaction quality in prolonged close-proximity service settings

How anthropomorphic cues affect reactions to service delays

The value disruption of uncivil other-customers during online service recovery

The 4Cs of mass customization in service industries: a customer lens

Reducing referral leakage: an analysis of health-care referrals in a service ecosystem

Services under new management: the myth of a fresh start

Institutional change and routine dynamics in service ecosystems

COVID-19 and undeclared work: impacts and policy responses in Europe

Customer engagement and employee engagement: systematic review and future directions

Impacts of network relationships on absorptive capacity in the context of innovation

The role of conflicting online reviews in consumers' attitude ambivalence

Influence of country of origin and type of information exchanged on consequences of offshore service sentiment

Inertia, group conformity and customer loyalty in healthcare in the information age

Tough but not terrific: value destruction in men's health

Service robots, customers and service employees: what can we learn from the academic literature and where are the gaps?

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