



Novedades en ‘Service Journals’

Estimados amigos,

Les presentamos las novedades de investigación publicadas el mes de setiembre 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

SERVBID: the development of a B2C service brand identity scale

By Pareek, V. & Harrison, T.



This paper re-conceptualizes and measures brand identity (BI) from a services perspective. This paper aims to develop and test a psychometrically valid and reliable scale to measure service brand identity (SERVBID)...

[Más Detalle](#)



Does emotional labor color service actions in customer buying?

By Seger-Guttman, T. & Medler-Liraz, H.



Transformative service research at the BoP: the case of Etawa goat farmers in Indonesia

By Dean, A. & Indrianti, N.



Buffering negative impacts of jaycustomer behavior on service employees

By Tan, A.J.M., Loi, R., Lam, L.W. & Chow, C.C.



New Classification System for the U.S. Restaurant Industry: Application of Utilitarian and Hedonic Continuum Model

By Parsa, H. G., Shuster, B. K., & Bujisic, M.

Otros artículos publicados este mes:

Child helplines: exploring determinants and boundary conditions of volunteer encounter satisfaction

Relationship between retailers' return policies and consumer ratings

Consumer territorial responses in service settings

Health literacy and its effects on well-being: how vulnerable healthcare service users integrate online resources

Service encounter microblog word of mouth and its impact on firm reputation

Unpacking the efficacy of organizational routines in the financial services industry

Toward Improving Hotel Prognostications Through the Application of Probabilistic Methodologies

The More the Merrier? Understanding How Travel Frequency Shapes Willingness to Pay

Psychological Diversity Climate, Organizational Embeddedness, and Turnover Intentions: A Conservation of Resources Perspective

Experienced Buyers, Long-Term Fee Contracts, and the Value of Property Transactions in the Hotel Industry

The Influence of Green Message Types on Advertising Effectiveness for Luxury and Budget Hotel Segments

From automats to algorithms: the automation of services using artificial intelligence

Accountable algorithms? The ethical implications of data-driven business models

Estimating numerical scale ratings from text-based service reviews

Human-like communication in conversational agents: a literature review and research agenda

The impact of augmented reality on overall service satisfaction in elaborate servicescapes

Half human, half machine – augmenting service employees with AI for interpersonal emotion regulation

Robots or frontline employees? Exploring customers' attributions of responsibility and stability after service failure or success

An artificial-intelligence-based method for assessing service quality: insights from the prosthodontics sector

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