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

Brand experience and consumers' social interactive engagement with brand page: An integrated-marketing perspective

By Widya Paramita, Huynh Ba Chan Nhu, Liem Viet Ngo, Quan Ha Minh Tran, Gary Gregory

As consumers increasingly go online to communicate about brands, brand marketers have been utilizing a popular platform to interact with them and create brand communities, namely a brand page. Prior studies have examined factors...
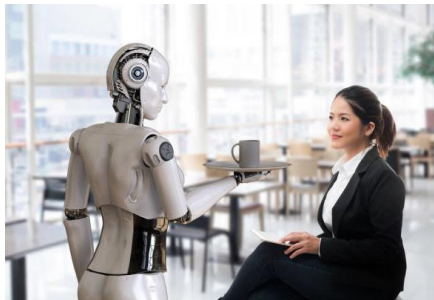
Más Detalle

An exploration of the drivers of employee motivation to facilitate value co-creation

By Donia Waseem, Sergio Biggemann, Tony Garry

The impact of hotel attributes, well-being perception, and attitudes on brand loyalty: Examining the moderating role of COVID-19 pandemic

By Jinkyung Jenny Kim, Heesup Han, Antonio Ariza-Montes

To Err Is Human(-oid): How Do Consumers React to Robot Service Failure and Recovery?

By Sungwoo Choi, Anna S. Mattila, Lisa E. Bolton

Assessing the Effects of Service Variability on Consumer Confidence and Behavior

By Clay M. Voorhees, Jonathan M. Beck, Praneet Randhawa, Kristen Bell DeTienne, Sterling A. Bone

Otros artículos publicados este mes:

- "Alexafying" shoppers: The examination of Amazon's captive relationship strategy
- A cognitive social capital explanation of service separation distress
- A psychological approach to Bitcoin usage behavior in the era of COVID-19: Focusing on the role of attitudes toward money
- A typology of conspicuous donation on Facebook
- Activity apprehension in experiential purchases
- All's well that ends well: Effective recovery from failures during the delivery phase of e-retailing process
- Analysing the drivers of customer happiness at authorized workshops and improving retention

- Antecedents and consequences of customer flexibility: Establishing the link to firm competitive advantage
- Are Black Restaurant Servers Tipped Less Than White Servers? Three Experimental Tests of Server Race Effects on Customers' Tipping Behaviors
- Bridging employee curiosity and service creativity: a new lens
- Building Reflexivity Using Service Design Methods
- Co-creating dementia care: manoeuvring fractured reflexivity in service design
- Collaborative consumption in China: An empirical investigation of its antecedents and consequences
- Competing models of quality management and financial performance improvement
- Contract Length Determination in the B2B Service Industry: Role of Economic Factors, Business Relationship, and Learning
- Customer engagement and purchase intention in live-streaming digital marketing platforms
- Determinants and consequences of service experience toward small retailer platform business model: Stimulus–organism–response perspective
- Determinants of purchase luxury counterfeit products in social commerce: The mediating role of compulsive internet use
- Digital coupon promotion and platform selection in the presence of delivery effort
- Do Customer Discounts Affect Frontline Employees?
- Do self-monitors experience less emotional exhaustion? Testing the role of supervisor-rated performance and perceived competitive climate
- Employee Reactions to Preservice Tips and Compliments
- Evolving impacts of COVID-19 vaccination intentions on travel intentions
- Examining the impacts of touristification on quality of life (QOL): the application of the bottom-up spillover theory
- Examining the relationship between customer bonding, customer participation, and customer satisfaction
- Exploring Customers' Luxury Consumption in Restaurants: A Combined Method of Topic Modeling and Three-Factor Theory
- Exploring regulatory fit between service relationships and appeals in co-production
- External pressure or internal culture? An innovation diffusion theory account of small retail businesses' social media use
- Gamification in tourism and hospitality research in the era of digital platforms: a systematic literature review
- Green innovation research in the field of hospitality and tourism: the construct, antecedents, consequences, and future outlook
- Hotel Analytics: The Case for Reverse Competitive Sets
- How does shopping duration evolve and influence buying behavior? The role of marketing and shopping environment
- Industry 4.0 in services: challenges and opportunities for value co-creation
- Investigating consumer binge-watching behavior: A valence framework perspective
- Investigating customers' system justifying responses: application of system justification theory
- Legal and Ethical Issues of Collecting and Using Online Hospitality Data
- Meeting of the minds: research priorities for value co-creation in dialogical conferences

- Mixed emotional appeal enhances positive word-of-mouth: The moderating role of narrative person
- Perception value of product-service systems: Neural effects of service experience and customer knowledge
- Predicting resilience in retailing using grey theory and moving probability based Markov models
- Price and quality decisions in a vertically-differentiated supply chain with an "Online-to-Store" channel
- Promoting customer engagement in service settings through identification
- Pursuit of loyalty in service recovery: The roles of brand equity and cognitive reappraisal as moderators
- Retailers with traits of consumer: Exploring the existence and antecedents of brand loyalty in small unorganized retailers
- Revisiting food delivery apps during COVID-19 pandemic? Investigating the role of emotions
- Revisiting the Age Construct: Implications for Service Research
- Role of mobile food-ordering applications in developing restaurants' brand satisfaction and loyalty in the pandemic period
- Service co-creation on social media: varieties and measures among nonprofit organizations
- Service Research Priorities: Managing and Delivering Service in Turbulent Times
- Social distancing in retail: Influence of perceived retail crowding and self-efficacy on employees' perceived risks
- The effect of mindfulness on service encounter quality
- The impact of weather on consumer behavior and retail performance: Evidence from a convenience store chain in China
- The panic buying behavior of consumers during the COVID-19 pandemic: Examining the influences of uncertainty, perceptions of severity, perceptions of scarcity, and anxiety
- The rise of the grocerant: Patrons' in-store dining experiences and consumption behaviors at grocery retail stores
- The Tao of consumption: private self in a collective culture
- Transforming the role of frontline service employees for cross-selling
- Using food pictorial metaphor in the advertising of non-food brands: An exploratory investigation of consumer interpretation and affective response
- Using online data for offline decisions: A geostatistical approach for evaluating the patronage potential of a baby-care retailer
- When Heroes and Villains Are Victims: How Different Withdrawal Strategies Moderate the Depleting Effects of Customer Incivility on Frontline Employees
- When should star power and eWOM be responsible for the box office performance? - An empirical study based on signaling theory
- Your receipt is in the bag: Service and temporal effects as factors of customer engagement formation during acquisition