

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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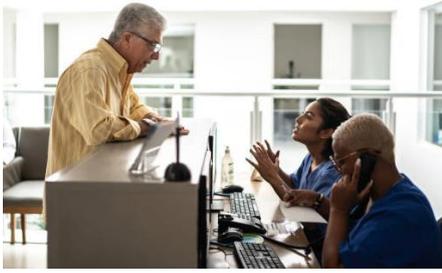
Does educating customers create positive word of mouth?

By Xiaochi Sun, Thomas Foscht, Andreas B. Eisingerich



This research theorizes and empirically examines whether and how educating customers—a brand's efforts to enhance customers' product-related knowledge—affects customer word of mouth (WOM). In two lab experiments across service and retailing contexts, we find that educating customers...

Más Detalle



The role of human interaction in complaint handling

By Sophie Jeanpert, Laure Jacquemier-Paquin, Sophie Claye-Puaux



Who do you choose? Comparing perceptions of human vs robo-advisor in the context of financial services

By Lixuan Zhang, Iryna Pentina, Yuhong Fan



Why do consumers buy green apparel? The role of dispositional traits, environmental orientation, environmental knowledge, and monetary incentive

By Mohd Sadiq, Kumkum Bharti, Mohd Adil, Ramendra Singh



COVID-19 and retail: The catalyst for e-commerce in Belgium?

By Joris Beckers, Simon Weekx, Philippe Beutels, Ann Verhetsel

Otros artículos publicados este mes:

- ‘From technology adoption to consumption’: Effect of pre-adoption expectations from fitness applications on usage satisfaction, continual usage, and health satisfaction
- “Yes, we do. Why not use augmented reality?” customer responses to experiential presentations of AR-based applications
- Actor Ecosystem Readiness: Understanding the Nature and Role of Human Abilities and Motivation in a Service Ecosystem
- Actual consumers' response to purchase refurbished smartphones: Exploring perceived value from product reviews in online retailing
- Analyzing the effects of private-label supplier disclosure on retailer image

- Big social data and customer decision making in vegetarian restaurants: A combined machine learning method
- Change Management Communication: The Role of Meaningfulness, Leadership Brand Authenticity, and Gender
- Competitive (versus loyal) showrooming: An application of the push-pull-mooring framework
- Consumer Job Journeys
- Consumer perceptions to support IoT based smart parcel locker logistics in China
- Contamination fear and ABS during COVID-19
- Depicting eaters and non-eaters of abnormal fruits and vegetables: Reflections of self-identity and food culture
- Drinking “Green”: What Drives Organic Wine Consumption in an Emerging Wine Market
- Eco depletion: The impact of hunger on prosociality by means of environmentally friendly attitudes and behavior
- Estimating the Foreclosure Discount in Financially Distressed Hotels
- Exploring how internet services can enhance elderly well-being
- Forecasting intermittent demand for inventory management by retailers: A new approach
- Hedonic prices for the fruit market in Bangladesh: Lessons from guava and hog plum purchase decisions
- Hofstede's individual-level indulgence dimension: Scale development and validation
- How can Indian small-scale fashion retailers survive COVID-19 disruption?-A Brand Portfolio Optimization Perspective
- How does the biophilic design of building projects impact consumers’ responses? – Case of retail stores
- How scolding can encourage consumer engagement with plastic waste issue? The moderating role of consumers’ mindset
- How the destination short video affects the customers' attitude: The role of narrative transportation
- Incorporating sales and marketing considerations into a competitive multi-echelon distribution network design problem with pricing strategy in a stochastic environment
- Is self-knowledge the ultimate prize? A quantitative analysis of participation choice in online ideation crowdsourcing contests
- Measuring the role of factors on website effectiveness using vector autoregressive model
- Mobile contextual marketing in a museum setting
- Robotic service quality – Scale development and validation
- Satellite fans: Does sport nostalgia influence purchase intention toward sponsors’ products?
- Service authenticity and its effect on positive emotions
- Service Research Priorities: Designing Sustainable Service Ecosystems
- Service with improper requests: How fellow customers interpret Employee's judgment call
- Social capital, user motivation, and collaborative consumption of online platform services

- Social commerce: Is interpersonal trust formation similar between U.S.A. and Spain?
- Social media content strategy for sport clubs to drive fan engagement
- Subscription and casual customers' differential sensitivity to meteorological characteristics
- Support for small businesses during a health crisis
- The Case of the Chelsea Grand: Card-Check Neutrality, Management Contracts, and The Duties of Owners and Operators
- The effect of carers' healthcare practices on the categorization of elderly patients as vulnerable
- The Effect of Internationalization on Firm Performance: A Moderating Role of Heterogeneity in TMTs' Nationality
- The effects of age cues on preferences for organic food: The moderating role of message claim
- The impact of social visibility of VIP services on satisfaction
- The Impact of the Public Disclosure of Curved Inspection Scores Using Emojis on Hygiene Violations in Food Establishments
- The Influence of Occupancy Change on Hotel Market Equilibrium
- The role of salesperson emotional behavior in value proposition co-creation
- Touch Versus Tech in Service Encounters
- Turning Discounts Into Profits: Factors Influencing Online Purchasing Decisions for Hotel Add-on Items
- Underpricing Luxury: When a Lower Price Results in Higher Reputation

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