

## Novedades en ‘Service Journals’

Estimados amigos,

Les presentamos las novedades de investigación publicadas el mes de octubre 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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### Effect of customer involvement on co-creation of services: A moderated mediation model

By Millissa F.Y. Cheung, W.M. To



The study explored the influence of customer involvement on co-creation directly and indirectly through three customer engagement dimensions, namely identification, interaction, and absorption from lens of customer-dominant logic and stimulus-organism-response framework. Data were collected from ...

Más Detalle



## Online purchase intention in Chinese social commerce platforms: Being emotional or rational?

By Umair Akram, Muhammad Junaid, Abaid Ullah Zafar, Zhiwen Li, Mingyue Fan



## Does sustainability really matter to consumers? Assessing the importance of online shop and apparel product attributes

By Theresa Maria Rausch, Daniel Baier, Stefanie Wening



## Determinants of customer brand loyalty in the retail industry: A comparison between national and private brands in South Korea

By Syjung Hwang, Minyoung Lee, Eunil Park, Angel P. del Pobil



## Quality of channel integration and customer loyalty in omnichannel retailing: The mediating role of customer engagement and relationship program receptiveness

By Mengjia Gao, Lin Huang

### Otros artículos publicados este mes:

- Adopting autonomous vehicles: The moderating effects of demographic variables
- Balancing service inclusion for primary and secondary customers experiencing vulnerabilities
- Building value with packaging: Development and validation of a measurement scale
- Channel-level resource allocation decision in multichannel retailing: A U.S. multichannel company application
- Conflict management capabilities in franchising
- Consumer acceptance of irradiated food and information disclosure – A retail imperative

- Consumer perceived value and impulse buying behavior on mobile commerce: The moderating effect of social influence
- Consumers with vulnerabilities: in-store satisfaction of visually impaired and legally blind
- Customer captivity, negative word of mouth and well-being: a mixed-methods study
- Dealing with poor online ratings in the hospitality service industry: The mitigating power of corporate social responsibility activities
- Defining and explicating value re-creation to solve marketplace problems for consumers with vulnerabilities
- Do myriad e-channels always create value for customers? A dynamic analysis of the perceived value of a digital information product during the usage phase
- Equifinal causes of sustainable clothing purchase behavior: An fsQCA analysis among generation Y
- Ethics support through rapport: Elaborating the impact of service provider rapport on ethical behaviour intention of the tourists
- Factors affecting the diffusion of mobile social network services in an aging society: value of informative, hedonic and ubiquitous services
- Greater patience and monetary expenditure: How shopping with companions influences purchase decisions
- Harmonious homegoings: alleviating consumer vulnerability through service fluidity and compassion
- Horizontal mergers under uniform resource constraints
- How mobile augmented reality applications affect continuous use and purchase intentions: A cognition-affect-conation perspective
- How positive service experiences contribute to service captivity
- Impact of apps aesthetics on revisit intentions of food delivery apps: The mediating role of pleasure and arousal
- Jean-Charles Shalom Chebat, (1945–2019) ז"ל: An intimate perspective into his life
- Legitimacy Processes and Trajectories of Co-Prosumption Services: Insights from Coworking Spaces
- Mixed emotions and credence service use: insights from at-risk gamblers
- Modeling behavioral intention to use travel reservation apps: A cross-cultural examination between US and China
- Purchasing natural personal care products in the era of fake news? The moderation effect of brand trust
- Risk perception before travelling: solutions for consumers with vulnerabilities
- Shop-hop till you drop! The effect of the image gap on spillover patronage within retail agglomerations
- Show me your mobile and I will tell you who you are: Forecasting consumer compassion and altruism behaviour through smartphone type and usage
- South African consumers' willingness to pay a premium for Karoo Lamb: The influence of subjective and objective knowledge, label information and demographics
- Tell me a story about yourself: The words of shopping experience and self-satisfaction
- The abandonment behaviour of the branded app consumer: A study using interpretive structural modelling approach
- The curious case of productivity orientation: The influence of advertising stimuli on affect and preference for subscription boxes
- The effects of ad heuristic and systematic cues on consumer brand awareness and purchase intention: Investigating the bias effect of heuristic information processing

- The Effects of Service Crises and Recovery Resources on Market Reactions: An Event Study Analysis on Data Breach Announcements
- The moderating impact of taste award on the interplay between perceived taste, perceived quality and brand trust
- The provenance of loyalty card data for urban and retail analytics
- The young and the reckless: Social and physical warning messages reduce dangerous driving behavior in a simulator
- Using structural topic modelling to predict users' sentiment towards intelligent personal agents. An application for Amazon's echo and Google Home
- Vulnerability in in-vitro fertilisation transformative services: an interplay of individual and institutional factors
- What drives diners' eco-friendly behaviour? The moderating role of planning routine
- What's inside matters: The impact of ingredient branding on consumers' purchasing behaviours in services
- Why do people purchase from food delivery apps? A consumer value perspective

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