

Novedades en ‘Service Journals’

Estimados amigos,

Les presentamos las novedades de investigación publicadas el mes de noviembre 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

Believe to go the extra mile: the influence of internal CSR initiatives on service employee organizational citizenship behaviors

By En-Yi Chou, Haw-Yi Liang, Jiun-Sheng Chris Lin



Leveraging the power of corporate social responsibility (CSR) is strategically important to corporations. Although various studies have explored the positive effects of CSR, few have been devoted to the investigation of CSR related to service employees ...

Más Detalle



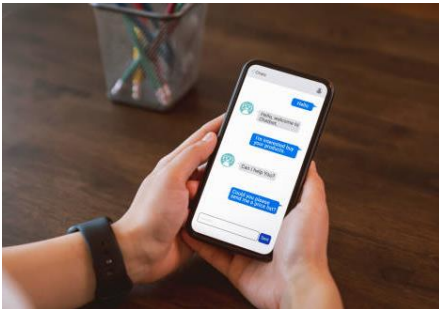
Exploring an in-store customer journey for customers shopping for outdoor apparel

By Nic S. Terblanche, Martin Kidd



Customer experience research: intellectual structure and future research opportunities

By Jorge H.O. Silva, Glauco H.S. Mendes, Paulo A. Cauchick Miguel, Marlene Amorim, Jorge Grenha Teixeira



Exploring the impact of chatbots on consumer sentiment and expectations in retail

By Anh D. Tran, Jason I. Pallant, Lester W. Johnson



I don't want to be a rule enforcer during the COVID-19 pandemic: Frontline employees' plight

By William Magnus Northington, Stephanie T. Gillison, Sharon E. Beatty, Shiri Vivek

Otros artículos publicados este mes:

- 'I'm like you, and I like what you like' sustainable food purchase influenced by vloggers: A moderated serial-mediation model
- A methodological framework for crafting situated services
- A purchase decision support model considering consumer personalization about aspirations and risk attitudes
- A two-generation new product model by considering forward-looking customers: Dynamic pricing and advertising optimization
- AI-chatbots on the services frontline addressing the challenges and opportunities of agency
- Appreciation vs. apology: When and why does face covering requirement increase revisit intention?

- Augmented reality shopping application usage: The influence of attitude, value, and characteristics of innovation
- Authenticity, fit and product type: Testing a celebrity brand extension model cross-culturally
- Background music tempo effects on food evaluations and purchase intentions
- Beyond classical van Westendorp: Assessing price sensitivity for variants of algae-based meat substitutes
- Carrots or sticks in debt collection services? A voice metrics and text analysis of debt collection calls
- Conceptualising employee involvement in service innovation: an integrative review
- Cute brand logo enhances favorable brand attitude: The moderating role of hope
- Deciphering in-store-online switching in multi-channel retailing context: Role of affective commitment to purchase situation
- Determinants of store patronage: The roles of political ideology, consumer and market characteristics
- Experiencing atmospherics: The moderating effect of mall experiences on the impact of individual store atmospherics on spending behavior and mall loyalty
- Exploring the involvement-patronage link in the phygital retail experiences
- Hierarchy of customer goals: conceptual framework and new insights
- How close do we feel to virtual product to make a purchase decision? Impact of perceived proximity to virtual product and temporal purchase intention
- How do restaurant atmospherics influence restaurant authenticity? An integrative framework and empirical evidence
- International resource configuration of product-related services in the digital age – An analysis of its antecedents
- It's not there, I love it! How relevance to objective needs of an unavailable item impacts emotions, store image, and behavior
- Mobile shopping intensity: Consumer demographics and motivations
- Positive and negative word of mouth (WOM) are not necessarily opposites: A reappraisal using the dual factor theory
- Positive gender congruency effects on shopper responses: Field evidence from a gender egalitarian culture
- Predictors of consumers' willingness to share personal information with fashion sales robots
- Purchasing veg private labels? A comparison between occasional and regular buyers
- Revisiting the patient–physician relationship under the lens of value co-creation and defensive medicine
- Robotic involvement in the service encounter: a value-centric experience framework and empirical validation
- Should we cooperate? Game theory insights for servitization
- Social commerce website design, perceived value and loyalty behavior intentions: The moderating roles of gender, age and frequency of use
- Social media and sustainable purchasing attitude: Role of trust in social media and environmental effectiveness
- Standing up for or against: A text-mining study on the recommendation of mobile payment apps
- Taking advantage of the gluten-free opportunity: Assortment as the key driver for modern grocery retailers

- The effect of employees' politeness strategy and customer membership on customers' perception of co-recovery and online post-recovery satisfaction
- The effects of service quality, perceived value and trust in home delivery service personnel on customer satisfaction: Evidence from a developing country
- The impact of online celebrity in livestreaming E-commerce on purchase intention from the perspective of emotional contagion
- The influences of cooperative climate, competitive climate and customer empowerment on service creativity
- The link between extraversion and service outputs: a moderated mediation model of work vigor and coworker support
- The mediating effects of program loyalty in loyalty rewards programs: an experimental design in coffee shops
- The perception of discount sales promotions – A utilitarian and hedonic perspective
- Trajectories of influential conceptual articles in service research

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