Novedades en 'Service Journals'

Estimados amigos,

Les presentamos las novedades de investigación publicadas el mes de diciembre en las revistas académicas relacionadas con el servicio.
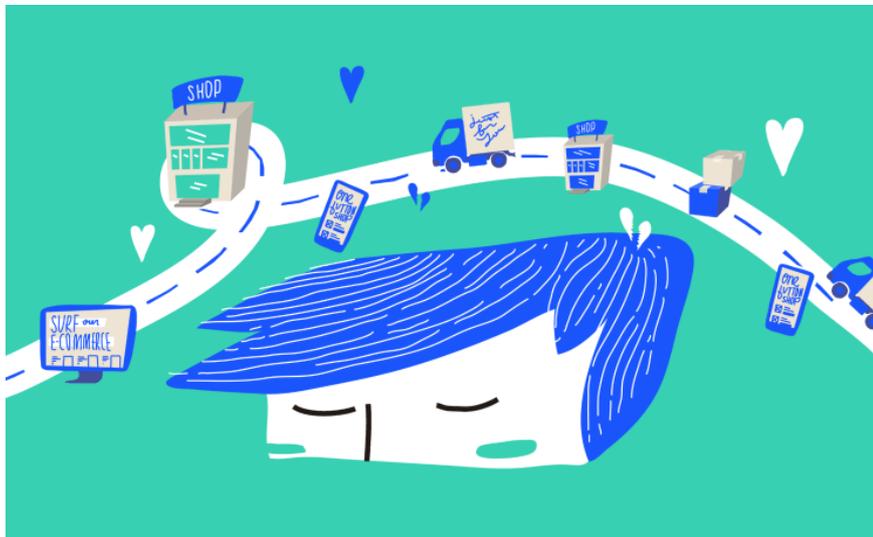
Al inicio de la lista estamos resaltando cinco artículos que creemos serán de su interés.

Si desean conocer más del *Service Research Center* y nuestras actividades, pueden hacer clic aquí.

Service Research Center

Service journey quality: conceptualization, measurement and customer outcomes

By Elina Jaakkola, Harri Terho

The quality of the customer journey has become a critical determinant of successful service delivery in contemporary business. Extant journey research focuses on the customer path to purchase, but pays less attention to the touchpoints related to service delivery and consumption that are key for understanding customer experiences in service-intensive contexts...

Más Detalle

Value co-creation activities in retail ecosystems: well-being consequences

By Pilar Gardiazabal, Constanza Bianchi

Better support for supportive jobs. How to improve brand performance through better compensation and training for in-store merchandisers

By Jan-Hinrich Meyer, Eva M. González, Miguel A. Lopez-Lomelí

Customer happiness as a function of perceived loyalty program benefits - A quantile regression approach

By Reeti Agarwal, Ankit Mehrotra, Dheeraj Misra

What drives consumers to customize products? The mediating role of brand experience

By Jessica L. Pallant, Ingo O. Karpen, Sean J. Sands

Otros artículos publicados este mes:

- A phenomenological exploration into sustainability in the foodservice industry in the MEA region
- A sound brand identity design: The interplay between sound symbolism and typography on brand attitude and memory
- ActS – Service design based on human activity sets
- Additive omnichannel atmospheric cues: The mediating effects of cognitive and affective responses on purchase intention
- Aesthetic Work as Cultural Competence: Chasing Beauty in the Coproduction of Aesthetic Services
- Applying Property Pricing Models to Estimate a Foreclosure Discount in the Hotel Real Estate Sector
- Artificial intelligence acceptance in services: connecting with Generation Z
- Building homes and hopes: the transformative service of YouthBuild Las Vegas

- Carsharing: a systematic literature review and research agenda
- Chatbot service usage during a pandemic: fear and social distancing
- Commentary: enabling service wisdom for MEA organizations and society
- Consumers' health-locus-of-control and social distancing in pandemic-based e-tailing services
- Creating and detecting fake reviews of online products
- Customer experience quality in African B2B contexts
- Difficulty is a possibility: turning service recovery into e-WOM
- Drivers of the experience value of mobile money transfer service: Senegaleseuser perspectives
- Effects of Internal and External CSR on Supportive and Harmful Employee Attitudes
- Effects of internal branding and brand-oriented leadership on work-related outcomes
- Effects of internal branding management in a hospital context
- Emotional costs of service labor: do consumers care?
- Enhancing volunteer experiences: using communitas to improve engagement and commitment
- Ethical issues in service robotics and artificial intelligence
- Financial services experience and consumption in Nigeria
- Food Experience Design to Prevent Unintended Consequences and Improve Well-being
- Free-to-Fee Transformation of Industrial Services
- Gender's moderating role in the relationship between organisational form and performance in the Spanish supermarket industry
- How can I Be as attractive as a Fitness YouTuber in the era of COVID-19? The impact of digital attributes on flow experience, satisfaction, and behavioral intention
- How industry and occupational stereotypes shape consumers' trust, value and loyalty judgments concerning service brands
- I read, therefore I buy? Analyzing the impact of flyer distribution and readership on purchase behaviour
- Imperfect produce: retailer actions and service outcomes
- Inclusion of Condominium Units in Luxury Hotels as a Diversification Strategy: Property Performance Perspective
- Interaction value formation spaces: configurations of practice-theory elements in service ecosystems
- Interactivity, Inspiration, and Perceived Usefulness! How retailers' AR-apps improve consumer engagement through flow
- It Went Downhill From There: The Spillover Effect from Previous Customer Mistreatment on Frontline Employees' Service Delivery
- Learning from the resourceness blind spot for service innovation at the base of the pyramid
- Learning, contractual capabilities, and contract duration changes in franchise networks
- Linking atmospherics to shopping outcomes: The role of the desire to stay
- Mental health of UK hospitality workers: shame, self-criticism and self-reassurance