

## Novedades en ‘Service Journals’

Estimados amigos,

Les presentamos las novedades de investigación publicadas el mes de enero 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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### Seamless experience in the context of omnichannel shopping: scale development and empirical validation

By Ya Ping Chang, Jingwen Li



In recent years, delivering a superior seamless experience (SE) for customers has become one of the most crucial aspects of omnichannel marketing for omnichannel retailers. However, research lacks a common understanding of what the SE is and how customers evaluate the SE throughout their omnichannel shopping journeys, and the effects of the SE ...

Más Detalle



## Building brand credibility: The role of involvement, identification, reputation and attachment

By Sebastian Molinillo, Arnold Japutra, Yuksel Ekinci



## Impact of customer experience on attitude and repurchase intention in online grocery retailing: A moderation mechanism of value Co-creation

By Kumari Anshu, Loveleen Gaur, Gurmeet Singh



## From employee engagement to customer engagement: A multilevel dual-path model of engagement spillover effects in service ecosystems

By Xiaoyun Han, Shuping Chen, Bing Chen



## Crowding in the time of COVID: Effects on rapport and shopping satisfaction

By Sevgin A. Eroglu, Karen A. Machleit, Emma G. Neybert

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- An investigation into online atmospherics: The effect of animated images on emotions, cognition, and purchase intentions
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- Brand personality appeal in retailing: Comparing fashion- and grocery retailing
- Challenging the "integration imperative": A customer perspective on omnichannel journeys

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