

Novedades en ‘Service Journals’

Estimados amigos,

Les presentamos las novedades de investigación publicadas el mes de febrero 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

To trust or not to trust? The interplay between labor-related CSR claim type and prior CSR reputation of apparel retailers

By Whitney Ginder, Sang-Eun Byun



Prevalent human rights violations in supply chains have tarnished apparel retailers' reputations, heightening skepticism toward CSR communication. We examine the effect of labor-related CSR claim type (associative vs. substantive) on message credibility, skepticism, and retailer trust. Moreover, to determine whether CSR reputation plays a role in vulnerability to criticism, we investigate how. ...

Más Detalle



Effects of confidence and social benefits on consumers' extra-role and in-role behaviors: A social identity and social exchange perspective

By Utkarsh, Roopak Kumar Gupta



Understanding the omnichannel customer journey: The effect of online and offline channel interactivity on consumer value co-creation behavior

By Xingwen Cui, Qinghong Xie, Jing Zhu, Mahmud Akhter Shareef, M. Awais Shakir Goraya, Muhammad Shakaib Akram



Service brand coolness in the construction of brand loyalty: A self-presentation theory approach

By Jano Jiménez-Barreto, Sandra Maria Correia Loureiro, Natalia Rubio, Jaime Romero



Online customer relationships: switching cost drivers for different relationship lengths

By Mohd A Al-Hawari

Otros artículos publicados este mes:

- “Do not impose on others what you desire.” Research on the influence of service Personnel's interactive orientation on customer comfort
- “Is it all just lip service?”: on Instagram and the normalisation of the cosmetic servicescape
- A green experience with eco-friendly cars: A young consumer electric vehicle rental behavioral model
- An investigation of influencer body enhancement and brand endorsement
- Building engagement in online brand communities: The effects of socially beneficial initiatives on collective social capital
- Changes in consumption patterns during the COVID-19 pandemic: Analyzing the revenge spending motivations of different emotional groups
- Clean labeling: Is it about the presence of benefits or the absence of detriments? Consumer response to personal care claims

- Combining sell-out data with shopper behaviour data for category performance measurement: The role of category conversion power
- Comparison of localized and foreign restaurant brands for consumer behavior prediction
- Critical factors characterizing consumers' intentions to use drones for last-mile delivery: Does delivery risk matter?
- Cross-national differences in travelers' continuance of knowledge sharing in online travel communities
- Destination risk news framing effects – the power of audiences
- Detection of potential customers' empathy behavior towards customers' reviews
- Do tech products have a beauty premium? The effect of visual aesthetics of wearables on willingness-to-pay premium and the role of product category involvement
- Does impact of campaign and consumer guilt help in exploring the role of national identity and purchase decisions of consumers?
- Editorial: the “nip and tuck” service framework: bright and dark side of beautification/modification services
- Examining consumer experience in using m-banking apps: A study of its antecedents and outcomes
- Exploring consumer purchase intentions and behavior of buying ayurveda products using SOBC framework
- Exploring the e-shopping geography of Lisbon: Assessing online shopping adoption for retail purchases and food deliveries using a 7-day shopping survey
- Fashion shopping on the go: A Dual-stage predictive-analytics SEM-ANN analysis on usage behaviour, experience response and cross-category usage
- Forty years of The Service Industries Journal: a bibliometric review
- Hedonic consumption experience in videogaming: A multidimensional perspective
- How online reviews and coupons affect sales and pricing: An empirical study based on e-commerce platform
- Is bigger better? How the scale effect influences green purchase intention: The case of washing machine
- Is the shopper always the king/queen? Study of omnichannel retail technology use and shopping orientations
- Keep fighting or give up? An investigation of consumer regret over repetitive failures in weight loss services
- Keep it vague? New product preannouncement, regulatory focus, and word-of-mouth
- Less light, better bite: How ambient lighting influences taste perceptions
- Managing advertising investments in marketing channels
- Online shopping adoption during COVID-19 and social isolation: Extending the UTAUT model with herd behavior
- Optimal seller strategy in overlapping auctions
- Pick a card: Price ranges and gift card choice
- Rude customers and service performance: roles of motivation and personality
- Shopping in the omnichannel supply chain under price competition and product return
- Short and sweet: Effects of pop-up stores' ephemerality on store sales
- Social anxiety as a moderator in consumer willingness to accept AI assistants based on utilitarian and hedonic values
- Social distancing and store choice in times of a pandemic
- Stakeholder engagement and business model innovation value
- Study on the steady state of the propagation model of consumers' perceived service quality in the community group-buying
- Studying the impact of food values, subjective norm and brand love on behavioral loyalty
- The customer retail app experience: Implications for customer loyalty
- The effect of a Halal label and label size on purchasing intent for non-Muslim consumers
- The facets of consumer-based food label equity: Measurement, structure and managerial relevance

- The geography of lifestyle center growth: The emergence of a retail cluster format in the United States
- The relative impact of advertising and referral reward programs on the post-consumption evaluations in the context of service failure
- Through the looking glass: perceiving risk and emotions toward cosmetic procedure engagement
- To smile or not to smile: The role of facial expression valence on mundane and luxury products premiumness
- Unifying technology and people: revisiting service in a digitally transformed world
- Viewpoint: forever young-Gay men and cosmetic medical treatments
- What does it mean to “shop local”? Examining the experiences of shoppers and store owners within the framework of downtown revitalization
- When can interaction orientation create more service value? The moderating role of frontline employees' trust in managers and employee deep acting
- When e-commerce becomes more human by transposing the hospitality concept to merchant websites
- WOW, the make-up AR app is impressive: a comparative study between China and South Korea

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