

## Novedades en ‘Service Journals’

Estimados amigos,

Les presentamos las novedades de investigación publicadas el mes de marzo 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*

---

### The omni-channel approach: A utopia for companies?

By Monika Hajdas, Joanna Radomska, Susana C. Silva



There has been a shift towards providing a seamless consumer journey experience in the retail industry, resulting from a customer-centric approach. In the new paradigm, channels are becoming more intertwined and intricate, and ultimately more companies are embracing the omni-channel alternative. However, this alternative seems to be difficult for companies to operationalize. Such difficulty is due to several factors that need to be identified and ...

Más Detalle



## Importance of offline service quality in building loyalty of OC service brand

By Joonyong Park, Renee B. Kim



## Why do consumers become providers? Self-determination in the sharing economy

By Bodo Lang, Joya Kemper, Rebecca Dolan, Gavin Northey



## Service integration in omnichannel retailing and its impact on customer experience

By Sara Quach, Mojtaba Barari, Dann Vit Moudrý, Ken Quach



## Effects of characteristics of in-store retail technology on customer citizenship behavior

By Taeshik Gong, Chen-Ya Wang, Kangcheol Lee

### Otros artículos publicados este mes:

- “My colleague is a robot” – exploring frontline employees' willingness to work with collaborative service robots
- A collaborative application of design thinking and Taguchi approach in restaurant service design for food wellbeing
- AI as customer
- Are privacy concerns still relevant? Revisiting consumer behaviour in omnichannel retailing
- Boundary work in value co-creation practices: the mediating role of cognitive assistants
- Can't touch this? Conceptualizing the customer touchpoint in the context of omni-channel retailing
- Change in technology-enabled omnichannel customer experiences in-store
- Co-owned resources: IP and data in smart cities
- COVID-19 vaccination: engagement behavior patterns and implications for public health service communication
- Customer acceptance of frontline service robots in retail banking: A qualitative approach

- Customers who misbehave: Identifying restaurant guests “acting out” via asymmetric case models
- Does social trust always explain the active use of sharing-based programs?: A cross-national comparison of Indian and U.S. rideshare consumers
- Enhancing the role of flow experience in social media usage and its impact on shopping
- Financial services and globalisation in belt and road countries
- First-time versus repeat tourists: resistance to negative information
- How a “China-made” label influences Chinese Youth's product evaluation: The priming effect of patriotic and nationalistic news
- How does mindfulness boost work engagement and inhibit psychological distress among hospital employees during the COVID-19 pandemic? The mediating and moderating role of psychological resilience
- How looking forward over the short period to-go affects consumer enjoyment: Role of temporal scarcity in access-based services
- Identifying multi-channel value co-creator groups in the banking industry
- I'm no expert, but ... ? Consumer use of supportive digital tools in health services
- Influencer marketing: Homophily, customer value co-creation behaviour and purchase intention
- Information effects of warehouse automation on sales in omnichannel retailing
- Intention to use analytical artificial intelligence (AI) in services – the effect of technology readiness and awareness
- International services marketing: an integrative assessment of the literature
- Introducing a sensemaking perspective to the service experience
- Is a gift on sale “heart-discounted”? Givers’ misprediction on the value of discounted gifts and the influence of service robots
- Living and working with service robots: a TCCM analysis and considerations for future research
- Marketplace, reseller, or web-store channel: The impact of return policy and cross-channel spillover from marketplace to web-store
- Qualitative analysis of big data in the service sectors
- Restaurant employees' attitudinal reactions to social distancing difficulties: a multi-wave study
- Revisiting the showrooming effect on online and offline retailers: The strategic role of in-store service
- Same but different - The effect of the unit of measure on the valuation of a unit price
- Search, purchase, and satisfaction in a multiple-channel environment: How have mobile devices changed consumer behaviors?
- Service robots, agency and embarrassing service encounters
- Spillover effects of a mega shopping complex on pre-existing, small retail shops over space, over time and across retail types
- Technology readiness and technology paradox of unmanned convenience store users
- The convenience of shopping via voice AI: Introducing AIDM
- The determinants of Women's redemption of geo-targeted m-coupons
- The impact of channel integration on consumers’ channel preferences: Do showrooming and webrooming behaviors matter?
- The informational value of multi-attribute online consumer reviews: A text mining approach
- The missing link between analytics readiness and service firm performance
- The role of brand experience, brand resonance and brand trust in luxury consumption
- The role of meaning in service innovation: a conceptual exploration
- The role of perceived enjoyment and perceived informativeness in assessing the acceptance of AR wearables
- The service triad: an empirical study of service robots, customers and frontline employees
- The synergistic effects of LMX and procedural justice climate on employee motivation and customer loyalty in a retail service context
- To serve and protect: a typology of service robots and their role in physically safe services

- Trust me, I'm a bot – repercussions of chatbot disclosure in different service frontline settings
- Value co-creation and employee service behaviours: The moderating role of trust in employee - hotel relationship
- Value co-creation in the B2B context: a conceptual framework and its implications
- Will artificial intelligence replace human customer service? The impact of communication quality and privacy risks on adoption intention

Si no desea recibir este boletín del *Service Research Center* en su correo o ha recibido este mensaje por error, responda a este email indicando en el asunto la palabra **REMOVER**. Si tuviera alguna consulta, la puede hacer llegar al correo [src@udep.edu.pe](mailto:src@udep.edu.pe)