

Novedades en ‘Service Journals’

Estimados amigos,

Les presentamos las novedades de investigación publicadas el mes de abril 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

Reconceptualizing value creation: Exploring the role of goal congruence in the Co-creation process

By Margaret L. Sheng, Natalia Natalia, C.Y. Hsieh



As companies gradually shift from the exchange view to the resource integration view, the creation of value also shifts from the customer sphere to the joint sphere. As a result, the customer and service provider are responsible for co-creating value through resource integration. However, it raises the question of whether customers are ...

Más Detalle



Determinants of switching intention from web-based stores to retail apps: Habit as a moderator

By Mohammad Iranmanesh, Connie Low Min, Madugoda Gunaratne Senali, Davoud Nikbin, Behzad Foroughi



Assessing co-creation based competitive advantage through consumers' need for differentiation

By Gurjeet Kaur Sahi, Rita Devi, Mahesh C. Gupta, T.C.E. Cheng



Customer engagement in the context of retail mobile apps: A contingency model integrating spatial presence experience and its drivers

By Xuan Huong Ho, Dong Phong Nguyen, Julian Ming Sung Cheng, Angelina Nhat Hanh Le



Why Service Recovery Fails? Examining the Roles of Restaurant Type and Failure Severity in Double Deviation With Justice Theory

By Suiwen (Sharon) Zou, Steven J. Migacz

Otros artículos publicados este mes:

- (Im)Balanced customer-oriented behaviors and AI chatbots' Efficiency–Flexibility performance: The moderating role of customers' rational choices
- “I can get no e-satisfaction”. What analytics say? Evidence using satisfaction data from e-commerce
- “I follow what you post!”: The role of social media influencers' content characteristics in consumers' online brand-related activities (COBRAs)
- “Take it or leave it?”: Evidence on cultural differences affecting return behaviour for Gen Z
- A strategic framework for technological innovations in support of the customer experience: A focus on luxury retailers
- Are 1-endings the new 9-endings? An alternative for generating price discount perceptions
- Being Moved or Being Satisfied? The Effect of Unexpected Acts of Personal Kindness in Hospitality Service Encounters
- Building user engagement to mhealth apps from a learning perspective: Relationships among functional, emotional and social drivers of user value
- Contactless but loyal customers: The roles of anxiety and sociability in the hotel service context

- Corporate Social Responsibility in franchise chains: Specificities, insights from French franchise chains' CSD, and avenues for future research
- Developing and validating a multidisciplinary scale of E-retailing website elements
- Do I Deserve to Spend? Online Social Support and Spending Pleasure
- Effects of Visual Cues and Social Density on Beverage Consumption: A Field Experiment in a Bar
- Enhancing frontline employee support during a product-harm crisis: Evidence and strategic managerial implications for firms
- Examining the role of receptivity to green communication, altruism and openness to change on young consumers' intention to purchase green apparel: A multi-analytical approach
- Explaining the willingness of consumers to bring their own reusable coffee cups under the condition of monetary incentives
- Exploring passenger and flight characteristics' impacts on airport retail income: Evidence from Incheon International Airport
- Facial expressions of beneficiaries and donation intentions of potential donors: Effects of the number of beneficiaries in charity advertising
- From Customer-, to Actor-, to Stakeholder Engagement: Taking Stock, Conceptualization, and Future Directions
- Frontline Employees' Display of Fake Smiles and Angry Faces: When and Why They Influence Service Performance
- Game meats: Consumption values, theory of planned behaviour, and the moderating role of food neophobia/neophilic behaviour
- Harvesting Online Reviews to Identify the Competitor Set in a Service Business: Evidence From the Hotel Industry
- How customers motive attributions impact intentions to use an interactive kiosk in-store
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- Joint modeling of effects of customer tier program on customer purchase duration and purchase amount
- Judging a book by its cover? The role of unconventional appearance on social media influencers effectiveness
- Key influencing factors of green vegetable consumption in Beijing, China
- Linking Motivation, Emotional Labor, and Service Performance From a Self-Determination Perspective
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- The Effect of Private Customer-Manager Social Engagement Upon Online Booking Behavior

- The impact of customised mobile marketing on passenger shopping behaviour in the airport terminal
- The manifestation of luxury value dimensions in brand engagement in self-concept
- The role of utilitarian and hedonic aspects in the continuance intention to use social mobile apps
- Understanding Consumer Enchantment via Paranormal Tourism: Part I—Conceptual Review
- Understanding Consumer Enchantment via Paranormal Tourism: Part II—Preliminary Rasch Validation
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