

Novedades en ‘Service Journals’

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Les presentamos las novedades de investigación publicadas el mes de julio 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

People–planet–profits for a sustainable world: integrating the triple-P idea in the marketing strategy, implementation and evaluation of service firms

By Bart Larivière, Edith G. Smit



Numerous requests to also take care of people (i.e. societal impact) and planet (i.e. environmental impact) in addition to making profits (i.e. economic impact) urge service firms to rethink their marketing. In this paper, the authors therefore develop an organizing framework that integrates the people–planet–profits – also referred to as the “Triple-P” ...

Más Detalle



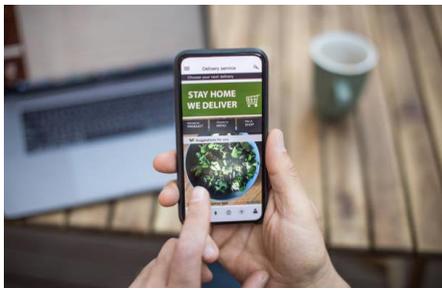
SafeCX: a framework for safe customer experience in omnichannel retailing

By Syed Mahmudur Rahman, Jamie Carlson, Noman H. Chowdhury



Sustainability in retail services: a transformative service research (TSR) perspective

By Sarah Dodds, Nitha Palakshappa, Loren M. Stangl



The role of proximity in omnichannel customer experience: a service logic perspective

By Ilaria Dalla Pozza



In this together: the long-term effect of a collective crisis on the retail and service sector

By Carla Ferraro, Sean Sands, Alexander Schnack, Jonathan Elms, Colin L. Campbell

Otros artículos publicados este mes:

- “There is no place like my mall”: consumer reactions to the absence of mall experiences
- Accommodating ethnic minority consumers during service encounters: the fine line
- Affordances advancing user-created communication (UCC) in service: interactivity, visibility and anonymity
- Better together: involving consumers in the ideation, creation and dissemination of transformative value
- Cause for pause in retail service: a respond, reimagine, recover framework
- Communication in service ecosystems through value propositions: dilemmas and future research avenues
- Comparison of Customer Reviews for Local and Chain Restaurants: Multilevel Approach to Google Reviews Data
- Consumers’ decision-making self-efficacy for service purchases: construct conceptualization and scale
- Consumers’ perceptions of food ethics in luxury dining

- Creating harmony through a plethora of interests, resources and actors: the challenging task of orchestrating the service ecosystem
- Crisis communication in service ecosystems: perspectives and future challenges
- Customer incivility and employee outcomes in the new service marketplace
- Customer interaction strategy, brand purpose and brand communities
- Customer responses to service failures on social media
- Delineating transformative value creation through service communications: an integrative framework
- Do Brand-Affiliated Hotels Have Lower Cash-Flow Risk?
- Does Virtual Reality Trigger Visits and Booking Holiday Travel Packages?
- Emotional communication by service robots: a research agenda
- Environmental, Social and Governance (ESG) metrics do not serve services customers: a missing link between sustainability metrics and customer perceptions of social innovation
- Exploring the frontiers in reality-enhanced service communication: from augmented and virtual reality to neuro-enhanced reality
- Gift card types and willingness to spend more
- How and when do the ambidextrous frontline sales employees achieve superior sales performance?
- How communications by AI-enabled voice assistants impact the customer journey
- Implicit and Explicit Attitudes Toward Service Robots in the Hospitality Industry: Gender Differences
- Necessary evil: a strategy to manage dysfunctional customer behavior
- Online student engagement and place attachment to campus in the new service marketplace: an exploratory study
- Opportunities for social activism in transformative service research: a research agenda
- Optimizing Handwritten Font Style to Connect With Customers
- Relational cohesion between users and smart voice assistants
- Rethinking nonprofit service disintermediation through service communication interactions
- Technologies in service communication: looking forward
- The effects of companies' face mask usage on consumers' reactions in the service marketplace
- The effects of hotel employee ternary safety behavior on negative safety outcomes: the moderation of job vigor and emotional exhaustion
- The Impact of Free-Play: A Longitudinal Study of Trip-Level Visitation and Wagering Behavior
- The Impact of Tourist–Robot Interaction on Tourist Engagement in the Hospitality Industry: A Mixed-Method Study
- The role of public relations in shaping service ecosystems for social change
- The role of recommender systems in fostering consumers' long-term platform engagement
- The straw that breaks the camel's back: service provider vulnerability to customer incivility
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- Transformative value positioning for service brands: key principles and challenges
- Value co-creation through social media: a multistakeholder, communication perspective
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- Viewpoint: a transformative view for small service firms in the new Latin American service marketplace
- Viewpoint: applying pragmatism to stimulate service research and practice – a European perspective
- Viewpoint: cost-effective health care developments and research opportunities in China, India and Singapore
- Viewpoint: internet revolution lessons applied to post-pandemic service delivery (a North American perspective)
- Viewpoint: plotting a way forward for service research in and out of Africa

- Viewpoint: shaping resilient service ecosystems in times of crises – a trans-Tasman perspective
- Viewpoint: the need to evolve to a service logic mindset in Latin America

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