

Novedades en ‘Service Journals’

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Les presentamos las novedades de investigación publicadas el mes de agosto en las revistas académicas relacionadas con el servicio.

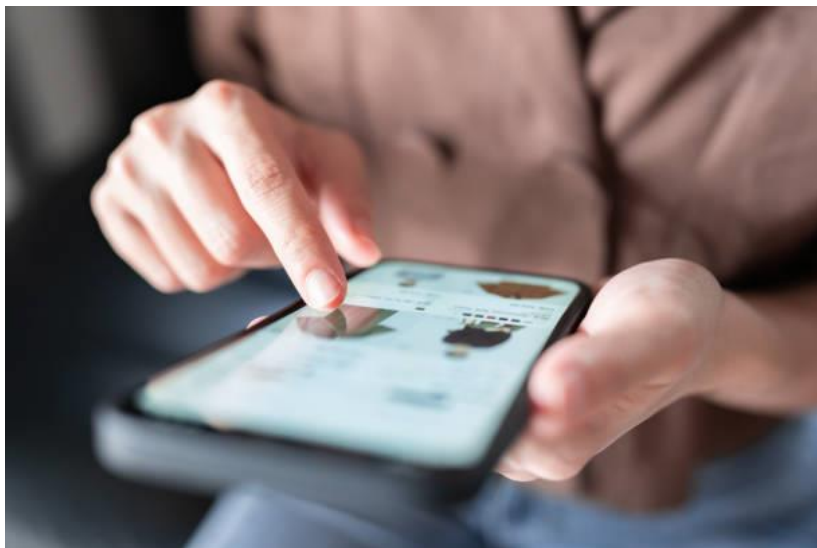
Al inicio de la lista estamos resaltando cinco artículos que creemos serán de su interés.

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Service Research Center

Understanding the impact of online customers’ shopping experience on online impulsive buying: A study on two leading E-commerce platforms

By Muhammad Bilal Gulfraz, Muhammad Sufyan, Mekhail Mustak,
Joni Salminen, Deepak Kumar Srivastava



Research offers some indication that the online customers' shopping experience (OCSE) can be a strong predictor of online impulsive buying behavior, but there is not much empirical support available to form a holistic understanding; whether, and indeed how, the effects of the OCSE on online impulsive buying behavior are ...

Más Detalle



Corporate Social Responsibility and Individual Outcomes: The Mediating Role of Gratitude and Compassion at Work

By Renata F. Guzzo, Xingyu Wang, JéAnna Abbott



The golden mean: Research on the mechanism of customer participation in employee service innovation

By Dewen Liu, Shenghao Han, Jieqiong Zhang



Understanding the role of situational factors on online grocery shopping among older adults

By Fifi Kvalsvik



A Cross-National Service Strategy to Manage Product Returns: E-Tailers' Return Policies and the Legitimizing Role of the Institutional Environment

By Jana Gäthke, Katja Gelbrich, Shan Chen

Otros artículos publicados este mes:

- A novel data-driven weighted sentiment analysis based on information entropy for perceived satisfaction
- A study on promotion with strategic two-stage customized bundling
- Addressing customer misbehavior contagion in access-based services
- Behavioural intention to use a contact tracing application: The case of StopCovid in France
- Better or Worse? Effects of online promotion habits on customer value: An empirical study
- Chatbots and service failure: When does it lead to customer aggression
- Combining strategies for high service productivity with successful service innovation
- Consumer choice in online vegetable distribution terminals: A Planned Behavior approach
- Consumer responses to environmental corporate social responsibility and luxury
- Convenience stores in the digital age: A focus on the customer experience and revisit intentions
- Does green morality lead to collaborative consumption behavior toward online collaborative redistribution platforms? Evidence from emerging markets shows the asymmetric roles of pro-environmental self-identity and green personal norms

- Economic corollaries of personalized recommendations
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- Emotions in service research: evolutionary analysis and empirical review
- Enhancing playful customer experience with personalization
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- Factors that influence manufacturer and store brand behavioral loyalty
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- How customer engagement in the live-streaming affects purchase intention and customer acquisition, E-tailer's perspective
- How did COVID-19 change what people buy: Evidence from a supermarket chain
- Impact of Casino Free Play on the Wagering Behavior of Light- and Medium-User Groups: The Importance of Winning at the Bottom of the Database
- Improving service brand personality with augmented reality marketing
- Lessons from the COVID19 pandemic: The case of retail and consumer service firms
- Linking ostracism with employee negligence behavior: a moderated mediation model
- Orchestrating retail in small cities
- Reenergizing Through Angel Customers: Cross-Cultural Validation of Customer-Driven Employee Citizenship Behavior
- Sentiment, Confidence and Uncertainty: The Case of Tourism and Leisure Stocks
- Social Listening to Create Bespoke Customer Experiences: Best Practices for Hospitality Operators
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- The Gender Wage Gap in Hospitality: New Evidence From Spain
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- Understanding the role of frontline employee felt obligation in services
- User preference mining based on fine-grained sentiment analysis
- Value co-creation in services for animal companions
- Which Type of M&A Makes an Acquiring Restaurant Firm a Star? Profit-Driven Versus Growth-Driven M&A
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