

## Novedades en ‘Service Journals’

Estimados amigos,

Les presentamos las novedades de investigación publicadas el mes de setiembre 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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## Customer Experience: Conceptualization, Measurement, and Application in Omnichannel Environments

By Markus Gahler, Jan F. Klein, Michael Paul



Managing customer experiences has become a key strategic priority for service research and management. Yet researchers and managers lack a customer experience (CX) measure that applies to the different experience partners, touchpoints, and journey stages in the omnichannel environments of today’s service industries. Without such a common measure, empirical research on CX remains fragmented...

Más Detalle



## Why do we prefer humans to artificial intelligence in telemarketing? A mind perception explanation

By Sixian Li, Alessandro M. Peluso, Jinyun Duan



## Customer service co-creation literacy for better service value: evidence from the health-care sector

By Tram-Anh Ngoc Pham, Hau Nguyen Le, Dung Tien Nguyen, Thuy Ngoc Pham



## Does green inclusive leadership promote hospitality employees' pro-environmental behaviors? The mediating role of climate for green initiative

By Wael Mohammed Thabet, Kamal Badar, Mohammed Aboramadan, Ahmad Abualigah



## Promoting social resilience in service communities: a molecular biology perspective

By Elina Tang, Christopher Blocker

### Otros artículos publicados este mes:

- Frontline employee expectations in working with physical robots in retailing
- Designing augmented reality services for enhanced customer experiences in retail
- Supervisor negative gossip and employees' thriving at work
- Guest editorial: The Triple-A framework for serving humanity with service research
- Commentary – The ServCollab Perspective on Elevating Human Experience
- Human enhancement technologies and the future of consumer well-being
- Macroservicing: a commentary on services as constructive engagement for sustainable peace, prosperity and well-being
- A systematic literature review of service-related research on refugees
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- A transformative service research perspective on caste-based discrimination in microcredit lending in India

- Service inclusion for tourists with disabilities: scale development and validation
- A voice for the silent: uncovering service exclusion practices
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- Robotic technologies and well-being for older adults living at home
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- Videogames-as-a-service: How does in-game value co-creation experience for players?
- The impact of voice assistants' intelligent attributes on consumer well-being: Findings from PLS-SEM and fsQCA
- Integrated concepts of the UTAUT and TPB in virtual reality behavioral intention
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- How social capital builds online brand advocacy in luxury social media brand communities
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- Impact of seller- and buyer – created content on product sales in the electronic commerce platform: The role of informativeness, readability, multimedia richness, and extreme valence
- Towards a typology of negative engagement behavior in social media
- An integrative framework for business model innovation in the tourism industry
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- Is doing right all that matters in sustainability marketing? The role of fit in sustainable marketing strategies
- Understanding fraudulent returns and mitigation strategies in multichannel retailing
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