

Novedades en ‘Service Journals’

Estimados amigos,

Les presentamos las novedades de investigación publicadas el mes de octubre 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

The influence of the ethics of E-retailers on online customer experience and customer satisfaction

By Emerson Wagner Mainardes, Ananda Raquel Silva Coutinho, Helena Maria Batista Alves



The COVID-19 pandemic and the lockdown pushed people to buy more online. With the increase in online shopping, there was also an increase in ethical issues with electronic retailers resulting from problems with products, misleading price practices, lack of customers' personal and financial data protection, non-delivery of goods, and misleading advertising. This study aimed to determine...

Más Detalle



The effect of customer ethnocentrism and customer participation on global brand attitude: The perspective of Chinese customer

By EunPyo Hong, Jungkun Park, Pensri Jaroenwanit, Kampanat Siriyota, Arpasri Sothonvit



Exploring customer concerns on service quality under the COVID-19 crisis: A social media analytics study from the retail industry

By Xinwei Li, Mao Xu, Wenjuan Zeng, Ying Kei Tse, Hing Kai Chan



The effects of employee behavior in sustainable service organizations

By Isabel Kittyma Disse, Hürrem Becker-Özcamlica



Can you ask “too much” of your customers?

By V. Myles Landers, Colin B. Gabler, Haley E. Hardman, William Magnus Northington

Otros artículos publicados este mes:

- Navigating through difficult times with ethical marketing: Assessing consumers' willingness-to-pay in the sharing economy
- Continuance intention to use self-delivery boxes: An empirical study in Tianjin, China
- Understanding the effect of art infusion type on retail product shopping: An attention to the intervening role of customers' financial wealth
- Drivers and impact of big data analytic adoption in the retail industry: A quantitative investigation applying structural equation modeling
- Reciprocity in upward product line extensions: A longitudinal study
- Does 'chicken soup for the soul' on the product packaging work? The mediating role of perceived warmth and self-brand connection
- Designing marketing content for social commerce to drive consumer purchase behaviors: A perspective from speech act theory

- Corporate Digital Responsibility in Service Firms and Their Ecosystems
- The extended reality technology (ERT) framework for designing customer and service experiences in phygital settings: a service research agenda
- Constructing a value co-destruction behavior scale in business-to-customer service context
- Work-leisure conflict and emotional labor in hospitality: a moderated-mediation model
- Preloved is reloved: investigating predispositions of second-hand clothing purchase on C2C platforms
- Flirting in service encounters: does the server's sex matter?
- Service design in healthcare: a segmentation-based approach
- Can in-store recommendations for online-substitutive products integrate online and offline channels?
- Determinants of intention to use autonomous vehicles: Findings from PLS-SEM and ANFIS
- The role of interactivity from Instagram advertisements in shaping young female fashion consumers' perceived value and behavioral intentions
- Bridging two tales of engagement: a meta-analytic review of employee engagement and customer engagement in service contexts
- Effects of logistics service quality and price fairness on customer repurchase intention: The moderating role of cross-border e-commerce experiences
- Don't tell me you are sorry with a gift: The negative consequences of apology gifts
- Exploring determinants of the green smart technology product adoption from a sustainability adapted value-belief-norm perspective
- Editorial: Research priorities in the new service marketplace
- Understanding consumer perceptions and attitudes toward smart retail services
- How gun control policies influence consumers' service business evaluations
- Stepping up, stepping out: the elderly customer long-term health-care experience
- Investigating the role of customer forgiveness following a double deviation
- Mobile payment adoption in Latin America
- Online service failure: antecedents, moderators and consequences
- Dynamic customer-oriented relational capabilities: how do they impact internationalizing firm performance?
- Fostering positive customer attitudes and usage intentions for scheduling services via chatbots
- Low-frequency, high-impact: Discovering important rare events from UGC
- Impact of streamers' characteristics on sales performance of search and experience products: Evidence from Douyin
- Understanding over-ordering behaviour in social dining: integrating mass media exposure and sense of 'Mianzi' into the norm activation model
- Providing positive individuating information to reduce stereotype-based negativity in service encounters
- Show me insides: investigating the influences of product exploded view on consumers' mental imagery, comprehension, attitude, and purchase intention
- Higher expectations of passengers do really sense: development and validation a multiple scale-FliQual for air transport service quality
- An integrative framework of cooperative advertising with reference price effects
- May robots be held responsible for service failure and recovery? The role of robot service provider agents' human-likeness
- Crowdfunding pricing and quality overstatement in the presence of platform regulation
- Consumers and service robots: Power relationships amid COVID-19 pandemic
- The impact of live streamers' improvisational responses to unexpected events on their entrepreneurial performance
- You are being watched! Using anthropomorphism to curb customer misbehavior in access-based consumption
- Entrepreneurial team diversity and start-up growth in consulting and hospitality