

## Novedades en 'Service Journals'

Estimados amigos,

Les presentamos las novedades de investigación publicadas el mes de noviembre 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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### Chatbots in e-commerce: The effect of chatbot language style on customers' continuance usage intention and attitude toward brand

By Meichan Li, Rui Wang



The utilization of chatbots has grown in popularity in recent years, leading to an increasing interest among academics and practitioners. This study investigates the effect of chatbot language style on customers' continuance usage intention and attitude toward brand. Two scenario-based experiments were conducted ...

Más Detalle



## Role of customer perceived brand ethicality in inducing engagement in online brand communities

By Vikas Kumar, Vikrant Kaushal, Shashi



## Together or alone: should service robots and frontline employees collaborate in retail-customer interactions at the POS?

By Laurens De Gauquier, Kim Willems, Hoang-Long Cao, Bram Vanderborght, Malaika Brengman



## Social and personal factors influencing green customer citizenship behaviours: The role of subjective norm, internal values and attitudes

By E. Van Tonder, S. Fullerton, L.T. De Beer, S.G. Saunders



## Driving service-oriented organizational citizenship behavior through error management culture

By Arun Aggarwal, Weng Marc Lim, Dinesh Jaisinghani, Kamrunnisha Nobil

### Otros artículos publicados este mes:

- Service robots in organisational frontlines – a retail managers' perspective
- A sustainable step forward: Understanding factors affecting customers' behaviour to purchase remanufactured products
- Hedonic service consumption and its dynamic effects on sales in the brick-and-mortar retail context
- Channel strategies for dual-channel firms to counter strategic consumers
- Understanding consumers' mobile shopping continuance intention: new perspectives from Sotuh Africa
- How and why a touchscreen interface impacts psychological ownership and its downstream consequences
- Customer-salesperson price negotiations during exceptional demand contractions
- Which loyalty program do customers prefer: a coalition program or a single-firm program?
- How perceived attributes of livestreaming commerce influence customer engagement: a social support perspective

- The role of information for the customer journey in mobile food ordering apps
- “Best Employers”: The impacts of employee reviews and employer awards on job seekers’ application intentions
- Exploring the factors influencing consumer engagement behavior regarding short-form video advertising: A big data perspective
- Text mining-based four-step framework for smart speaker product improvement and sales planning
- Pathways to service system smartness for firms
- Effectuation, SME service innovation, and business customers’ value perception
- Effects of the manager’s goal orientation on frontline service employees’ service sales ambidexterity conversion
- I know you, you know me: the effects of customer empathy and employee self-disclosure on customer citizenship behavior
- The reference price effect of historical price lists in online auctions
- Exploring the choice between in-store versus online grocery shopping through an application of Semi-Compensatory Independent Availability Logit (SCIAL) model with latent variables
- It’s the little “stings”: Racial microaggressions against Asian American customers in retail and their effects
- The role of social commerce for enhancing consumers’ involvement in the cross-border product: Evidence from SEM and ANN based on MOA framework
- What’s in the box? Investigating the benefits and risks of the blind box selling strategy
- The intermediating role of big data analytics capability between responsive and proactive market orientations and firm performance in the retail industry
- How does the retailing industry decide the best replenishment strategy by utilizing technological support through blockchain?
- The effect of local food consumption of domestic tourists on sustainable tourism
- Effects of in-store information quality and store credibility on consumer engagement in green retailing
- Understanding the user satisfaction and loyalty of customer service chatbots
- Psychological pricing: Myth or reality? The impact of nine-ending prices on purchasing attitudes and brand revenue
- Assessing customer passion, commitment, and word-of-mouth intentions in digital assistant usage: The moderating role of technology anxiety
- Improving KIBS performance using digital transformation: study based on the theory of resources and capabilities
- Where is customer experience (CX) research heading? A personal commentary
- Dynamic customer-oriented relational capabilities: how do they impact internationalizing firm performance?
- Customer acceptance of service robots under different service settings
- How do online review valence and ratings interact with consumer-generated visuals?
- Putting Data Privacy Regulation into Action: The Differential Capabilities of Service Frontline Interfaces
- Constructive Resistance in the Frontlines: How Frontline Employees’ Resistance to Customer Incivility Affects Customer Observers

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