



## Novedades en ‘Service Journals’

Estimados amigos,

Les presentamos las novedades de investigación publicadas el mes de diciembre 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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### Investigating the impact of social media images’ value, consumer engagement, and involvement on eWOM of a tourism destination: A transmittal mediation approach

By Amir Zaib Abbasi, Rodoula H. Tsiotsou, Khalil Hussain, Raouf Ahmad Rather, Ding Hooi Ting



Tourism organizations use social media to promote their destinations and attract new customers. However, there is a challenge in how tourism organizations can choose or create social media images to successfully attract consumers' attention, induce their engagement with the destination, and motivate their ...

Más Detalle



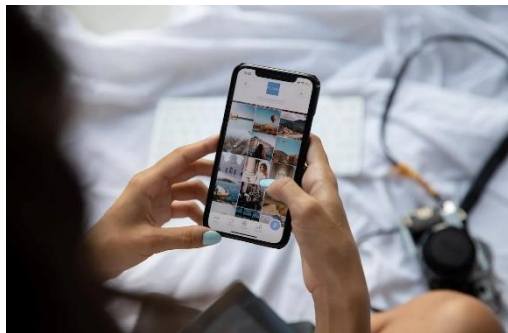
How do relational bonds affect user engagement in e-commerce livestreaming? The mediating role of trust

By Mengfan Zhai, Yuan Chen



Do online peer reviews stimulate diners' continued log-in behavior: Investigating the role of emotions in the O2O meal delivery apps context

By Adnan Muhammad Shah, Amir Zaib Abbasi, Xiangbin Yan



Mediating service experiences with online photos: the role of consumers' perceptions of the mediated servicescape

By Zeya He, Laurie Wu, Xiang (Robert) Li



Understanding how mindfulness sustains customer cocreation effort and transforms service value to well-being

By Nguyen-Hau Le, My-Quyen Thi Mai, Tram-Anh Pham

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- The diffusion of mobile payments: Profiling the adopters and non-adopters, Roger's way
- Development of methodology for classification of user experience (UX) in online customer review
- Fashion consumption using minimalism: Exploring the relationship of consumer well-being and social connectedness
- Consumers' choice of private label considering reference price and moderating effect
- Factors influencing buying behavior of Lebanese consumers towards fashion brands during economic crisis: A qualitative study

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- Examining the effects of authenticity fit and association fit: A digital human avatar endorsement model
- Advertisement policy for dual-channel within emissions-controlled flexible production system
- The development and validation of a scale to measure perceived value of mobile commerce (MVAL-SCALE)
- Effects of human versus virtual human influencers on the appearance anxiety of social media users
- What motivates users' viewing and purchasing behavior motivations in live-streaming: A stream-streamer-viewer perspective
- Trust me. I'm an influencer! - Causal recipes for customer trust in artificial intelligence influencers in the retail industry
- Investigating older consumers' acceptance factors of autonomous vehicles
- From surviving to co-creating: the effects of the reshaped physical and social servicescape on customer citizenship behavior
- Antecedents of destination advocacy using symmetrical and asymmetrical modeling techniques
- Can Alexa serve customers better? AI-driven voice assistant service interactions
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- Utilitarian motivations to engage with travel websites: an interactive technology adoption model
- Engraving customer experiences through digital technologies
- Antecedents and consequences of consumer hope for digital payment apps services
- The impact of service climate on gratitude in driving customer outcomes
- I see myself in my leader: transformational leadership and its impact on employees' technology-mediated knowledge sharing in professional service firms

- Digitalization processes in small professional service firms: drivers, barriers and emerging organisational tensions
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- Well-being creation by senior volunteers in a service provider context

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