

Novedades en 'Service Journals'

Estimados amigos,

Les presentamos las novedades de investigación publicadas el mes de febrero 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

Unraveling customer repurchase intention in OFDL context: An investigation using a hybrid technique of SEM and fsQCA

By Nikhil Dogra, Mohd Adil, Mohd Sadiq, Ganesh Dash, Justin Paul



This research proposes a conceptual model based on the stimulus-organism-response (S-O-R) theoretical framework which links perceived website/app quality and image (stimuli) to satisfaction and trust (organism) which in turn influence customer repurchase intention (response). The data was collected from 680 consumers...

Más Detalle



The impact of buy-online-and-return-in-store channel integration on online and offline behavioral intentions: The role of offline store

By Chaohong Xie, Chung-Yean Chiang, Xianhao Xu, Yeming Gong



Influencing factors of customer loyalty in mobile payment: A consumption value perspective and the role of alternative attractiveness

By Qi Zhang, Shaizatulaqma, Kamalul Ariffin, Christopher Richardson, Yuling Wang



Perceived customer care and privacy protection behavior: The mediation role of trust in self-disclosure

By Nuria Rodríguez-Priego, Lucia Porcu, María Belén Prados Peña, Esmeralda Crespo Almendros



Mapping knowledge management research in hospitality: a bibliometric analysis

By Mert Gürlek, Mehmet Ali Koseoglu

Otros artículos publicados este mes:

- Active or avoidance coping? Influencing mechanisms of streamers' coping strategies on viewers' word of mouth after livestreaming e-commerce failures
- Does product involvement drive consumer flow state in the AR environment? A study on behavioural responses
- The new wave of AI-powered luxury brands online shopping experience: The role of digital multisensory cues and customers' engagement
- Reducing waste management challenges: Empirical assessment of waste sorting intention among corporate employees in Ghana
- Avatar-mediated service encounters: impacts and research agenda
- Trauma's effects on shopper choice confusion: The role of psychological hardness and retailer strategies as mitigating factors
- Negative customer engagement behaviour in a service content

- CSR attributions and the moderating effect of perceived CSR fit on customer trust, identification, and loyalty
- Empathy with influencers? The impact of the sensory advertising experience on user behavioral responses
- The competing roles of variety seeking in new brand adoption
- Determining influences of information overload and communication overload on WeChat discontinuance intention: The moderating role of exhaustion
- Understanding antecedents of continuance and revisit intentions: The case of sport apps
- Understanding information disclosures and privacy sensitivity on short-form video platforms: An empirical investigation
- Revenue analytics: The problem with fixed-tier pricing
- Finding a fit between CXO's experience and AI usage in CXO decision-making: evidence from knowledge-intensive professional service firms
- Why switch? The role of customer variety-seeking and engagement in driving service switching intention
- This doesn't make sense! Does illegitimate tasks affect innovative behaviour?
- To automate or not automate? A contingency approach to service automation
- Stopping the spread: how blame attributions drive customer-to-customer misbehavior contagion and what frontline employees can do to curb it
- Customer deviance in retailing: Managers' emotional support and employees' affective wellbeing
- Accelerating new product diffusion: How lead users serve as opinion leaders in social networks
- Where to internationalise and why: Country selection by restaurant franchises
- Social media user behavior analysis applied to the fashion and apparel industry in the big data era
- Benefit versus risk: a behavioural model for using robo-advisors
- A common identity intervention to improve service quality for consumers experiencing vulnerabilities
- Memorable customer experiences and autobiographical memories: From service experience to word of mouth
- Care management to improve retail customers' and employees' satisfaction
- Less is more! A pathway to consumer's transcendence
- A cross-cultural investigation of the relationship between eco-innovation and customers' boycott behaviour
- Review reader segmentation based on the heterogeneous impacts of review and reviewer attributes on review helpfulness: A study involving ZIP code data
- A decision support model for buying battery electric vehicles considering consumer learning and psychological behavior
- "New and old": Consumer evaluations of co-branding between new brands and Chinese time-honored brands
- A technology-people-integrated toolkit for retail care management during a crisis
- Leaders' knowledge hiding and front-line employee service sabotage
- Metaverse for climbing the ladder toward 'Industry 5.0' and 'Society 5.0'?
- Responsible leadership, organizational ethical culture, strategic posture, and green innovation
- Smart technology and service employees' job crafting: Relationship between STARA awareness, performance pressure, receiving and giving help, and job crafting
- The neurophysiological mechanisms underlying brand personality consumer attraction: EEG and GSR evidence

- Logistics mode strategy of firms selling fresh products on e-commerce platforms with private brand introduction
- Humanitarian Crises: The (un)certainty of servicescapes and their impact on frontline actors
- Flourishing digital technology in professional services firms: multidisciplinary perspectives in India
- Failure to maintain customers: antecedents and consequences of service downgrades

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