

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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Service Research Center

Unlocking the Full Potential of Transformative Service Research by Embedding Collaboration Throughout the Research Process

By Weaver, J., Hunter-Jones, P., & Donnelly, R.



This article presents a review of published articles on Transformative Service Research (TSR), incorporating insights from user-led research to further understand how collaboration within the TSR process can improve wellbeing. Our analysis of 111 articles reveals mixed approaches to the way user collaboration has been documented, with only a small number of articles reporting extensive collaboration across every stage of the TSR process...

[Más Detalle](#)



The Intuitive and Counterintuitive Effects of Supportive and Abusive Supervision on Hotel Employees

By Chan, E. K., Li, S., Way, S. A., & Donahue, R.



Demonstrating the influencing factors and outcomes of customer experience in omnichannel retail

By Zhang, X., Park, Y., Park, J., & Zhang, H.



How do social media influencers induce the urge to buy impulsively? Social commerce context

By Shamim, K., Azam, M., & Islam, T.



Do sales control systems affect service–sales ambidexterity and salesperson performance? A job demands–resources perspective

By Makoto Fujii

Otros artículos publicados este mes:

- Understanding the Chasm in the Diffusion of Online Food Benefit Ordering: A Service Ecosystem Approach
- Unlocking the Full Potential of Transformative Service Research by Embedding Collaboration Throughout the Research Process
- Optimizing Service Productivity With Substitutable and Limited Resources
- Unveiling consumer preferences in automotive reviews through aspect-based opinion generation
- Demonstrating the influencing factors and outcomes of customer experience in omnichannel retail
- Do sales control systems affect service–sales ambidexterity and salesperson performance? A job demands–resources perspective
- How do social media influencers induce the urge to buy impulsively? Social commerce context

- Shaping destination marketing with norms and personality
- Content marketing in the social media platform: Examining the effect of content creation modes on the payoff of participants
- Coupon promotion and inventory strategies of a supplier considering an e-commerce platform's omnichannel coupons
- Retail store location screening: A machine learning-based approach
- What are the Primary Drivers of Marketing Success?: Evidence From Brand-Level Data on Restaurants
- The Influence of Linguistic Styles in Property Titles on Room Rates: A Hedonic Pricing Model
- The Intuitive and Counterintuitive Effects of Supportive and Abusive Supervision on Hotel Employees
- The Role of Hubris in Explaining Tourism Policy Failure: Some Observations and New Research Directions

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