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## 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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*Service Research Center*

### Editorial: Embracing the future of services marketing

By Heinonen, K.







## Mapping Tourists' Evaluations of a Hotel: An Analysis of Branded Versus Non-Branded Hotels

By Seo, K., & Shulga, L.

### Otros artículos de este mes:

- [Metaverse friends with social benefits: Effects of social identity on the intention to purchase virtual products through site attachment, user engagement, and public self-consciousness](#)
- [Interactive product presentation in an immersive environment: The influence of functional control on hedonic aspects](#)
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- Bridging the intention-behavior-gap through digitalized information (?) - Two laboratory experiments in the textile industry
- Understanding how narrative attributes of sponsored food vlog affect viewers' engagement: Evidence from Egypt
- How social crowding undermines happiness from experiential purchases more than material purchases
- Product-independent or product-dependent: The impact of virtual influencers' primed identity on purchase intention
- Exploring participation intentions in metaverse-based retail stores: Implications for commute reduction
- The busier, the more outcome-oriented? How perceived busyness shapes preference for advertising appeals
- Online retailing and the metaverse: Addressing stakeholder impediments in e-commerce
- Cafe geography tells how locations vary across retail models
- I bought it and I feel good! An examination of fit factors and self-evaluation related to confident clothing decisions and psychological well-being
- Elevating service research in Africa
- The Interactive Effects of Divestiture Socialization and Self-Monitoring Personality on Newcomers' Authenticity, Well-Being, and Creativity
- The social assumption in service redefined by AI-mediated zero-social-touch services
- Customer trust and willingness to use shopping assistant humanoid chatbot

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