

Novedades en ‘Service Journals’

Estimados amigos,

Les presentamos las novedades de investigación publicadas el mes de junio 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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How and when effective customer journeys drive brand loyalty: the role of consumer-brand identification

By Reitsamer, B. F., Stokburger-Sauer, N. E., & Kuhnle, J. S.



Effective customer journey design (ECJD) is considered a key variable in customer experience management and an essential source of brand meaning and pro-brand behavior....

[Más Detalle](#)



Customer transformation in services: conceptualization and research agenda

By Robledo, M. A.



Dualities of digital services: everyday digital services as positive and negative contributors to customer well-being

By Kemppainen, T., & Paananen, T. E.



Empowering employee creativity in service organizations: unlocking the role of ownership, employee vitality and supportive leadership

By Azila-Gbettor, E. M., Nutsugah, F. F., Novixoxo, J. D., Glate, S. N., & Mensah, C.



Beyond templates: methodological reporting practices and their impact in qualitative service research

By Valtakoski, A., & Glaa, B.

Otros artículos publicados este mes:

- Steady Hand at the Wheel: How Perceived Movement Influences Consumer Responses to Brand Failures
- An Inconvenient Truth: Understanding Service Inconvenience in Digital Platforms
- Company Innovativeness — A Radically New Perspective on an Old Concept
- Countering Virtual Brand Sabotage: The Power of Informative Responses
- Is webcare good for business? A study of the effect of managerial response strategies to online reviews on hotel bookings
- Blending access-based services and triadic frameworks: an empirical evaluation of Packaging-as-a-Service
- Brand transgression in corporate social responsibility era: empirical evidence from hospitality industry
- Ethics in services: an historical perspective and new research arcs

- Ageing and wellbeing co-creation: systematic literature review and future avenues for Transformative Service Researchers
- Editorial: Stop saying “vulnerable consumers/customers”!
- Viewpoint: the evolving landscape of peer review
- Conceptualization and validation of customer participation in health care: a study on chronic illnesses management
- Mediating roles of frontline employees in transformative service processes
- Improving donation service design: expanding choice to increase perceived justice and satisfaction
- The influence of seamless shopping experience on customers’ word of mouth on social media
- How do physical and social servicescapes shape the effects of positive affective displays on customer purchase outcomes?
- Service robot acceptance in museums: an empirical study using the service robot acceptance model (sRAM)
- Exploring the fear of missing out (FOMO) and customer bonds in service relationships
- A systematic literature review on transformative practices and well-being outcomes in healthcare service
- Dualities of digital services: everyday digital services as positive and negative contributors to customer well-being
- Disentangling composite influences of social connectivity and system interactivity on continuance intention in mobile short video applications: The pivotal moderation of user-perceived benefits
- Text mining analysis of retail and consumer service leaders' sustainability narratives: Are they actually true?
- Embracing new energy vehicles: An empirical examination of female consumer perspectives
- Minority service providers serving majority group customers: The relations between power attribution, empathy and emotional labor
- Born for marketing? The effects of virtual versus human influencers on brand endorsement effectiveness: The role of advertising recognition
- A hybrid stochastic data envelopment analysis and decision tree for performance prediction in retail industry
- Hospitality for prime consumers and others under the retail management
- Self as source: The interplay of sharing eWOM with consumer engagement and incentive acceptance
- Different roles of two kinds of digital coexistence: The impact of social presence on consumers' purchase intention in the live streaming shopping context
- The Role of Ambivalent Identification on Service Recovery: A Study of the Hotel Industry
- Not Just Survive, But Thrive: Examining Livelihood Capital, Poverty Reduction, and Sustainable Development in Ethnic Tourism Destinations
- What Makes Consumers Purchase Social Media Influencers Endorsed Organic Food Products
- Utilize OCB-C-Driven Learning Mechanism to Empower Employees as Good Citizens: Perspective of Trial-and-Error Learning Theory

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