

Novedades en ‘Service Journals’

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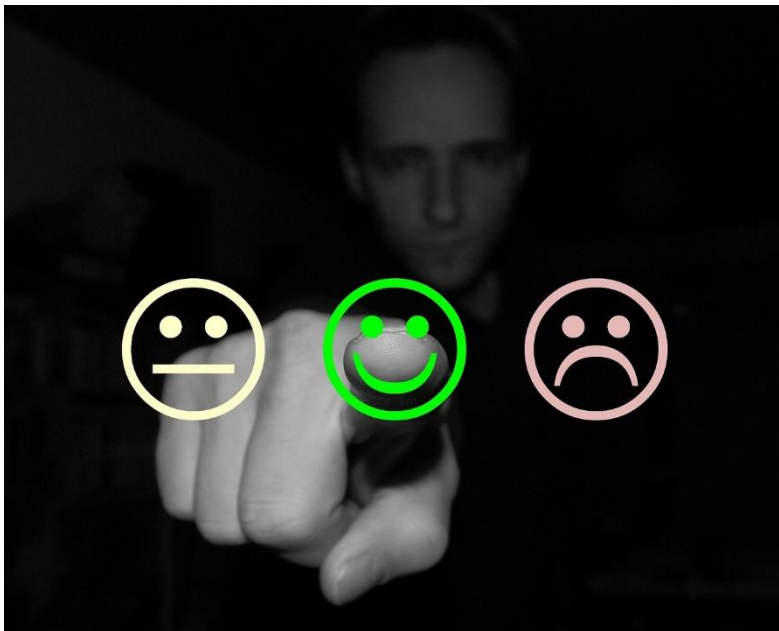
Les presentamos las novedades de investigación publicadas el mes de octubre en las revistas académicas relacionadas con el servicio.

Al inicio de la lista estamos resaltando cinco artículos que creemos serán de su interés.

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Service Research Center

How and when effective customer journeys drive brand loyalty: the role of consumer-brand identification



By Reitsamer, B.F.,
Stokburger-Sauer, N.E.
and 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. Although previous research has confirmed its importance for driving brand attitudes and loyalty, the role of consumer-brand identification...

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Drivers of strategic green marketing orientation: An SME owner-manager perspective

By Lay Peng Tan, Riza Casidy, Denni Arli



Unlocking emotional labor: how organizational control systems shape frontline service employees' emotional labor

By Hur, W.-M., Park, H. and Chung, J.-h.



Acquisition as a mode for servitisation: servitisation integration and consequences

By Öberg, C.



The impact of multimodal information features of short sales videos on consumer engagement behavior: A multi-method approach

By Xiao, Q., Huang, W., Qu, L., & Li, X.

Otros artículos publicados este mes:

- Responding to Cyberattacks: The Persuasiveness of Claiming Victimhood
- From Premium to Mass: How Service Robots Shift Brand Premiumness
- Beyond templates: methodological reporting practices and their impact in qualitative service research
- Blending access-based services and triadic frameworks: an empirical evaluation of Packaging-as-a-Service
- Is webcare good for business? A study of the effect of managerial response strategies to online reviews on hotel bookings
- The impact of ChatGPT's competencies on users' intention to use
- Invasion of privacy in smart services: the role of interaction mode and privacy commitment
- Does employee intervention encourage or discourage the spread of dysfunctional customer behavior?
- Elevated emotions, elevated ideas: the CSR-employee creativity nexus in hospitality
- The edifying body: the role of embodied practices in the social production of servicescapes
- Determinants of customer buying behaviour in omnichannel retailing: a systematic literature review and future research directions
- Occupational stress as a mediator between organisational intelligence traits and digital government service quality: a triangulation design approach
- Employee performance under tension: the influence of employee creativity, paradox mindset, and psychological empowerment
- Consumer preferences for the visual presentation of non-fungible tokens (NFTs) of luxury products: The role of perceived authenticity
- When the recipe is more important than the ingredients, understanding factors affecting customer loyalty in unmanned convenience store using fsQCA
- Predicting household food waste behavior: Bringing food literacy and purchasing power into the theory of planned behavior
- The influence of consumer ethnocentrism and cosmopolitanism on purchase intentions of Chinese pre-made dishes
- Social order or social justice? The relationship of political ideology with consumer preferences for Corporate Social Responsibility
- Musical attributes, cultural dimensions, social media: Insights for marketing music to consumers
- Predicting retail customers' distress in the finance industry: An early warning system approach
- Which direction will electronic word-of-mouth (eWOM) choose? Dance drama eWOM's spatiotemporal characteristics and influencing factors
- Tailoring customer segmentation strategies for luxury brands in the NFT market – The case of SUPERGUCCI
- Appraisal factors of sustainable purchase intentions in online shopping platform context: PLS-SEM with theory extensions
- Impact of Gen-AI chatbots on consumer services experiences and behaviors: Focusing on the sensation of awe and usage intentions through a cybernetic lens
- Shaping pro-environmental behavior through CSR messaging: Insights from the norm activation model
- The effect of disruptive change on the spatial variation of commercial rental prices: The case of the COVID-19 pandemic

- Effect of location-based advertising filtering mechanism in smart service
- Brand extension or co-branding: The consumer's attribution of responsibility to the crossover strategies of heritage brands
- Examining product quality and competitiveness via online reviews: An integrated approach of importance performance competitor analysis and Kano model
- Shaping pro-environmental behavior through CSR messaging: Insights from the norm activation model
- The effect of disruptive change on the spatial variation of commercial rental prices: The case of the COVID-19 pandemic
- What is the impact of demand patterns on integrated online-offline and buy-online-pickup in-store (BOPS) retail in a smart supply chain management?
- Adaptation and resilience in retail: Exploring consumer clusters in the new normal
- A sustainable step forward: Exploring factors influencing the purchase intentions towards remanufactured products using fsQCA
- The strength of stance: The impact of brand activism on resistance to negative information, purchasing, and premium paying intents across different types of failures
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- Effects of color-typeface congruence on product evaluation
- Exploring consumer sentiments and opinions in wine E-commerce: A cross-country comparative study
- AI assistant is my new best friend! Role of emotional disclosure, performance expectations and intention to reuse
- From Premium to Mass: How Service Robots Shift Brand Premiumness
- Beyond templates: methodological reporting practices and their impact in qualitative service research

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