

Novedades en ‘Service Journals’

Estimados amigos,

Les presentamos las novedades de investigación publicadas el mes de agosto 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

Strategising for the circular economy through servitisation

By Johnstone, L.



From a firm-centric perspective, this study aims to elaborate on the types of servitisation strategies that can support a firm's circular ambitions by asking: What is the role of servitisation in narrowing, slowing and/or closing resource loops? And, how are resources and capabilities arranged to provide such strategic circular service offerings?...

[Más Detalle](#)



A Framework of Services-as-Practices

By Skålén, P.



How does paternalistic leadership evoke abusive supervision? The mediating role of territorial behaviour

By Ju, L., Liang, E., Jing, X., Okumus, F., & Koseoglu, M. A



ChatGPT and service: opportunities, challenges, and research directions

By M Sigala, KB Ooi, GWH Tan, ECX Aw, TH Cham...



Service-informed marketing reform

By Grönroos, C.

Otros artículos publicados este mes:

- Humans Vs. Service Robots as Social Actors in Persuasion Settings
- Unethical Consumer Behavior Following Artificial Intelligence Agent Encounters: The Differential Effect of AI Agent Roles and its Boundary Conditions
- Online opinion leadership styles and purchase intention in livestreaming e-commerce
- Why do companies integrate products and services? Linking decision-makers' personality traits and decision-making logics
- Empowering frontline service employees: examining the link between psychological empowerment, prosocial motivation and proactive behavior through the lens of horizontal collectivism.
- Brand avatar present or absent? Investigate brand avatar and consumer forgiveness in public apology
- When and why does customization reduce booking cancellations? Field evidence from two hotels
- The quest for delightful experiences and profitable enterprises: how customer delight impacts financial performance
- Co-creating customer experiences in service ecosystems: a study in a tourist destination
- Hotel Employee Engagement During the Pandemic: A Mixed-Method Approach
- Mergers and Acquisitions, CEO Compensation, and Corporate Governance in the Hospitality and Tourism Industry
- Unlocking (re)purchase potential through corporate responsiveness on social networks: The role of perceived customer orientation
- Exploring consumers' competence, autonomy and relatedness needs in the adoption of facial recognition payment technology

- How do online sales channels affect global product purchases? The role of CSR and cross-country differences
- Encourage sustainable consumption among the elderly through generativity
- Using machine learning to develop customer insights from user-generated content
- Does human value-expressive brand anthropomorphism on social media lead to greater brand competitiveness?
- Consumer purchase intention toward POI-retailers in cross-border E-commerce: An integration of technology acceptance model and commitment-trust theory
- Optimizing live streaming features to enhance customer immersion and engagement: A comparative study of live streaming genres in China
- Drivers and outcomes of a shopper-retailer's app relationship
- Actions are more than just words: Relationships between word-of-mouth, personal interaction, and product attachment
- Untapping the potential of mobile location data: The opportunities and challenges for retail analytics
- How consumer animosity drives anti-consumption: A multi-country examination of social animosity
- Resident perspectives unveiled: The role of a sustainable destination image in shaping pro-sustainable responses

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