

Novedades en ‘Service Journals’

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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

Investigating the impact of social media images’ value, consumer engagement, and involvement on eWOM of a tourism destination: A transmittal mediation approach

By Amir Zaib Abbasi, Rodoula H. Tsiotsou, Khalil Hussain, Raouf Ahmad Rather, Ding Hooi Ting



Tourism organizations use social media to promote their destinations and attract new customers. However, there is a challenge in how tourism organizations can choose or create social media images to successfully attract consumers' attention, induce their engagement with the destination, and motivate their ...

[Más Detalle](#)



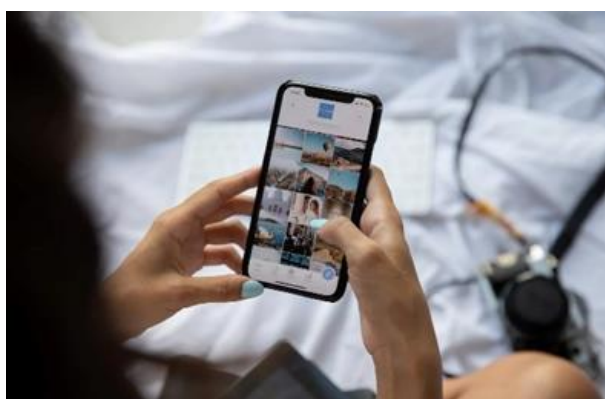
[How do relational bonds affect user engagement in e-commerce livestreaming? The mediating role of trust](#)

By Mengfan Zhai, Yuan Chen



[Do online peer reviews stimulate diners' continued log-in behavior: Investigating the role of emotions in the O2O meal delivery apps context](#)

By Adnan Muhammad Shah, Amir Zaib Abbasi, Xiangbin Yan



[Mediating service experiences with online photos: the role of consumers' perceptions of the mediated servicescape](#)

By Zeya He, Laurie Wu, Xiang (Robert) Li



Understanding how mindfulness sustains customer cocreation effort and transforms service value to well-being

By Nguyen-Hau Le, My-Quyen Thi Mai, Tram-Anh Pham

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- Evaluating the role of technology and non-technology factors influencing brand love in Online Food Delivery services
- The diffusion of mobile payments: Profiling the adopters and non-adopters, Roger's way
- Development of methodology for classification of user experience (UX) in online customer review
- Fashion consumption using minimalism: Exploring the relationship of consumer well-being and social connectedness
- Consumers' choice of private label considering reference price and moderating effect
- Factors influencing buying behavior of Lebanese consumers towards fashion brands during economic crisis: A qualitative study
- Discovery sustainable servicescape on behavioural intention practices and nationality: The moderating role of parasocial interaction
- The effect of a hotel's star-rating based expectations of safety from the pandemic on during-stay experiences
- Enabling a service thinking mindset: practices for the global service ecosystem
- To share or not to share screens with customers? Lessons from learning theories
- Loyalty programs, loyalty engagement and customer engagement with the company brand: Consumer-centric behavioral psychology insights from three industries
- Are two reasons better than one? How natural and ethic appeals influence consumer preferences for clean meat
- Healing the Digital Divide With Digital Inclusion: Enabling Human Capabilities
- Social media influencer popularity and authenticity perception in the travel industry
- Perception of product sustainability: The case of processed tomatoes – A qualitative study in Germany
- How do customers meet their needs in in-store and online fashion shopping? A comparative study based on the jobs-to-be-done theory
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- Extrinsic and intrinsic motivators for usage continuance of hedonic mobile apps
- Curb your enthusiasm: Examining the customer experience with Alexa and its marketing outcomes
- Interactive effects of consumers' ethical beliefs and authenticity on ethical consumption and pro-environmental behaviors

- Addressing plastic pollution through green consumption: Predicting intentions to use menstrual cups in the Philippines
- Optimal retail sales strategies for old and new products in monopoly and horizontal competition scenarios
- Do you punish or forgive socially responsible companies? A cross-country analysis of boycott campaigns
- Examining the effects of authenticity fit and association fit: A digital human avatar endorsement model
- Advertisement policy for dual-channel within emissions-controlled flexible production system
- The development and validation of a scale to measure perceived value of mobile commerce (MVAL-SCALE)
- Effects of human versus virtual human influencers on the appearance anxiety of social media users
- What motivates users' viewing and purchasing behavior motivations in live-streaming: A stream-streamer-viewer perspective
- Trust me. I'm an influencer! - Causal recipes for customer trust in artificial intelligence influencers in the retail industry
- Investigating older consumers' acceptance factors of autonomous vehicles
- From surviving to co-creating: the effects of the reshaped physical and social servicescape on customer citizenship behavior
- Antecedents of destination advocacy using symmetrical and asymmetrical modeling techniques
- Can Alexa serve customers better? AI-driven voice assistant service interactions
- Seeking the resilience of service firms: a strategic learning process based on digital platform capability
- Utilitarian motivations to engage with travel websites: an interactive technology adoption model
- Engraving customer experiences through digital technologies
- Antecedents and consequences of consumer hope for digital payment apps services
- The impact of service climate on gratitude in driving customer outcomes
- I see myself in my leader: transformational leadership and its impact on employees' technology-mediated knowledge sharing in professional service firms
- Digitalization processes in small professional service firms: drivers, barriers and emerging organisational tensions
- Robot service failure: the double-edged sword effect of emotional labor in service recovery
- Well-being creation by senior volunteers in a service provider context

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