

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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Service Research Center

The role of customer experience in the perceived value– word-of-mouth relationship

By Volker G. Kuppelwieser, Philipp Klaus, Aikaterini Manthiou, Linda D. Hollebeck



The customer experience (CX), as revealed in the literature-based debate, has been variously viewed as either a driver or an outcome of customer-perceived value (CPV). However, the association of CPV, CX and word-of-mouth (WoM) behavior remains nebulous to date, thereby generating an important research gap...

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Does retail type matter? Consumer responses to channel integration in omni-channel retailing

By Xin-Jean Lim, Jun-Hwa Cheah, Yogesh K. Dwivedi, James E. Richard



“I like to use but do not wish to own”: Exploring the role of de-ownership orientation in the adoption of access-based services

By Sk Abu Khalek, Anirban Chakraborty



From customer experience to human experience: Uses of systematized and non-systematized knowledge

By Anne L. Roggeveen, Sara Rosengren



Does the digitalization of retailing disrupt consumers' attachment to retail places?

By Julie Horáková, Outi Uusitalo, Juha Munnukka, Olga Jokinen

Otros artículos publicados este mes:

- A CSR perspective to foster employee creativity in the banking sector: The role of work engagement and psychological safety
- An imitation game – supervisors' influence on customer sweethearting

- Clockwise versus counterclockwise turning bias: Moderation effects of foot traffic and cognitive experience on visual attention
- Communication and the role of third-party endorsement in social crowdfunding
- Conscious Empathic AI in Service
- Consumer multihoming predisposition on food platforms: Does gender matter?
- Consumer orientations of secondhand fashion shoppers: The role of shopping frequency and store type
- Customer Emotions in Service Robot Encounters: A Hybrid Machine-Human Intelligence Approach
- Customer readiness–customer participation link in e-services
- Does shape in backgrounds matter? Effects of Shape–Taste congruence on product evaluations
- Effective influencer marketing: A social identity perspective
- Emotional contagion triggered by online consumer reviews: Evidence from a neuroscience study
- Exploring the factors of using mobile ticketing applications: Perspectives from innovation resistance theory
- Fitness Apps's purchase behaviour: Amalgamation of Stimulus-Organism-Behaviour-Consequence framework (S–O–B–C) and the innovation resistance theory (IRT)
- Fruits and vegetable waste management behavior among retailers in Kumasi, Ghana
- Glocalization in Service Cultures: Tensions in Customers' Service Expectations and Experiences
- How are the exchange relationships of front office employees reflected on customers?
- How augmented reality (AR) experience affects purchase intention in sport E-commerce: Roles of perceived diagnosticity, psychological distance, and perceived risks
- How background visual complexity influences purchase intention in live streaming: The mediating role of emotion and the moderating role of gender
- How do customers change their purchasing behaviors during the COVID-19 pandemic?
- How do macro-environmental factors impact customer experience? A refined typology, integrative framework, and implications
- How Online Incivility Affects Consumer Engagement Behavior on Brands' Social Media
- I, Robot, You, Consumer: Measuring Artificial Intelligence Types and their Effect on Consumers Emotions in Service
- Identifying emergence process of group panic buying behavior under the COVID-19 pandemic
- Impacts of COVID-19 on the post-pandemic behaviour: The role of mortality threats and religiosity
- In the consumers' eye: A mixed-method approach to understanding how VR-Content influences unbranded product quality perceptions
- Interacting with strategic waiting for store brand: Online selling format selection
- It is all about our impulsiveness – How consumer impulsiveness modulates neural evaluation of hedonic and utilitarian banners
- Mapping of Journal of Services Marketing themes: a retrospective overview using bibliometric analysis
- Masstige consumption values and its effect on consumer behavior
- Mediating effects on the relationship between perceived service quality and public library app loyalty during the COVID-19 era

- Mining the text of online consumer reviews to analyze brand image and brand positioning
- Optimizing customer engagement content strategy in retail and E-tail: Available on online product review videos
- Perceived values, platform attachment and repurchase intention in on-demand service platforms: A cognition-affection-conation perspective
- Periodic Versus Aggregate Donations: Leveraging Donation Frequencies to Cultivate the Regular Donor Portfolio
- Privacy assurances and social sharing in social commerce: The mediating role of threat-coping appraisals
- Professionals' interpersonal communications style: does it matter in building client psychological comfort?
- Restaurant hygiene attributes and consumers' fear of COVID-19: Does psychological distress matter?
- Service innovativeness in retailing: Increasing the relative attractiveness during the COVID-19 pandemic
- Service robots with (perceived) theory of mind: An examination of humans' reactions
- Short-term or long-term cooperation between retailer and MCN? New launched products sales strategies in live streaming e-commerce
- Signaling authenticity for frontline service employees
- Social commerce advertising avoidance and shopping cart abandonment: A fs/QCA analysis of German consumers
- Status reinforcing: Unintended rating bias on online shopping platforms
- Sustainable consumption and plastic packaging: Relationships among product involvement, perceived marketplace influence and choice behavior
- Talking bodies – an embodied approach to service employees' work
- The need to belong: how to reduce workplace ostracism
- The power of beauty: Be your ideal self in online reviews—an empirical study based on face detection
- Thinking Skills Don't Protect Service Workers from Replacement by Artificial Intelligence
- Transformative value co-creation with older customers in e-services: Exploring the influence of customer participation on appreciation of digital affordances and well-being
- Transforming tourists' intentions through destination engagement: insights from transformative learning theory
- Unveiling ways to reach organic purchase: Green perceived value, perceived knowledge, attitude, subjective norm, and trust
- Value creation and destruction in the marketisation of human services
- Videogames-as-a-service: converting freemium- to paying-users through pop-up advertisement value
- Visual complexity of eco-labels and product evaluations in online setting: Is simple always better?
- Warmth or competence: Brand anthropomorphism, social exclusion, and advertisement effectiveness
- What fuzzy requests bring to frontline employees: An absorptive capacity theory perspective
- Who will adopt electric vehicles? Segmenting and exemplifying potential buyer heterogeneity and forthcoming research

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