

Novedades en ‘Service Journals’

Estimados amigos,

Les presentamos las novedades de investigación publicadas el mes de febrero 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

Patient-centered care in practice: hospital and online primary care settings



By McColl-Kennedy, J.R., Witell, L., Frow, P., Cheung, L., Payne, A. and Govind, R.

Drawing on value cocreation, this study examines health-care customers' perceptions of patient-centered care (PCC) in hospital and online primary care settings. This study aims to address how are the key principles of PCC related, how the relationships between key PCC principles and outcomes (subjective well-being and service satisfaction) vary depending on the channel providing the care (hospital/online primary care) and what differences are placed on the involvement of family and friends in these different settings by health-care customers...

[Más Detalle](#)



Which corporate social responsibility (CSR) approach optimizes customer engagement behavior? The role of customer-brand identification, brand love, and social communication

By Dahrouj, R., Itani, O. S., Hollebeek, L. D., Eslami, H., & Kassar, A.



Bridging the missing link between customer incivility and service outcomes

By Fujii, M.



A new competitive edge: crafting a service climate that facilitates optimal human–AI collaboration

By van Riel, A.C.R., Tabatabaei, F., Yang, X., Maslowska, E., Palanichamy, V., Clark, D. and Luongo, M.



Wired for work: brain-computer interfaces' impact on frontline employees' well-being

By Kies, A., De Keyser, A., Jaramillo, S., Li, J., Tang, Y.(E). and Ud Din, I.

Otros artículos de este mes:

- "Planting" meat substitutes in the meat shelf: An online and two supermarket field experiments to explore the effect of placing meat substitutes next to meat
- A moderated-mediated model of work alienation and mindfulness at work
- A new social media programme for brands? A study of the relationship between virtual influencers and brand followers
- Artificial intelligence digital employees and sustainable innovation in online retail: The mediating role of ambidextrous green innovation and the moderating role of ethical anxiety
- Artificial intelligence in live streaming: How can virtual streamers bring more sales?
- Avatars at the forefront: how collaboration types influence purchase intention
- Behind the screens. Privacy and advertising preferences in VoD —the role of privacy concerns, persuasion knowledge, and experience
- Boundary-breaking opportunities in service failure and recovery
- Bridging Digital Product Passports and in-store experiences: How augmented reality enhances decision comfort and reuse intentions
- Bridging the gap: user expectations for conversational AI services with consideration of user expertise
- Consumers' questions as nudges: Comparing the effect of linguistic cues on LLM chatbot and human responses
- Decoding willingness to buy in live-streaming retail: The application of stimulus organism response model using PLS-SEM and SEM-ANN
- Do we need harsh punishment? The effect of coercive power in collaborative consumption services
- Endorsing alone or with humans: Investigating the impact of virtual influencers' presentation formats on endorsement effectiveness
- Exploring sustainable consumer behaviour in retail: A teacher-student model framework for socio-economic insights
- From familiarity to acceptance: The impact of Generative Artificial Intelligence on consumer adoption of retail chatbots

- Generating product reviews from aspect-based ratings using large language models
- Identifying targeted needs from online marketer- and user-generated data
- Job crafting towards strengths and interests: how overqualification enhances creativity?
- Necessary Configuration Analysis (NConfA): a new multivariate approach
- Reimagining service provider influence: how they embrace and promote sustainability
- Revitalizing retail: The roles of functionality and recreation in shaping mall experiences in a changing retail era
- Robots Are Here to Stay: Time to Invest in a Future We Actually Want to Live In
- Service ads in the era of generative AI: Disclosures, trust, and intangibility
- Service before self: exploring resilience and locus of control in the frontline service effort behavior
- Service employees' flirting type and customers' outcomes in luxury and non-luxury restaurants
- Service language and small talk: differentiating genuine from mundane in B2B contexts
- The effect of language style in online reviews on consumers' word-of-mouth recommendations
- To whom does service robot anthropomorphism appeal? The roles of customer social context, power, and perceived social connectedness
- Understanding the influence of ride-sharing value on consumers' continuance intention
- Understanding user motivations for goal disclosure on social media: Structure, measurement and impact on goal attainment
- Unraveling how poor logistics service quality of cross-border E-commerce influences customer complaints based on text mining and association analysis
- Using Traditional Text Analysis and Large Language Models in Service Failure and Recovery
- Viewpoint: from Star Trek to "Service Trek": these are the voyages of the service community
- Why should I trust you? Influence of explanation design on consumer behavior in AI-based services

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