

'Novedades en 'Service Journals'

Estimados amigos,

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

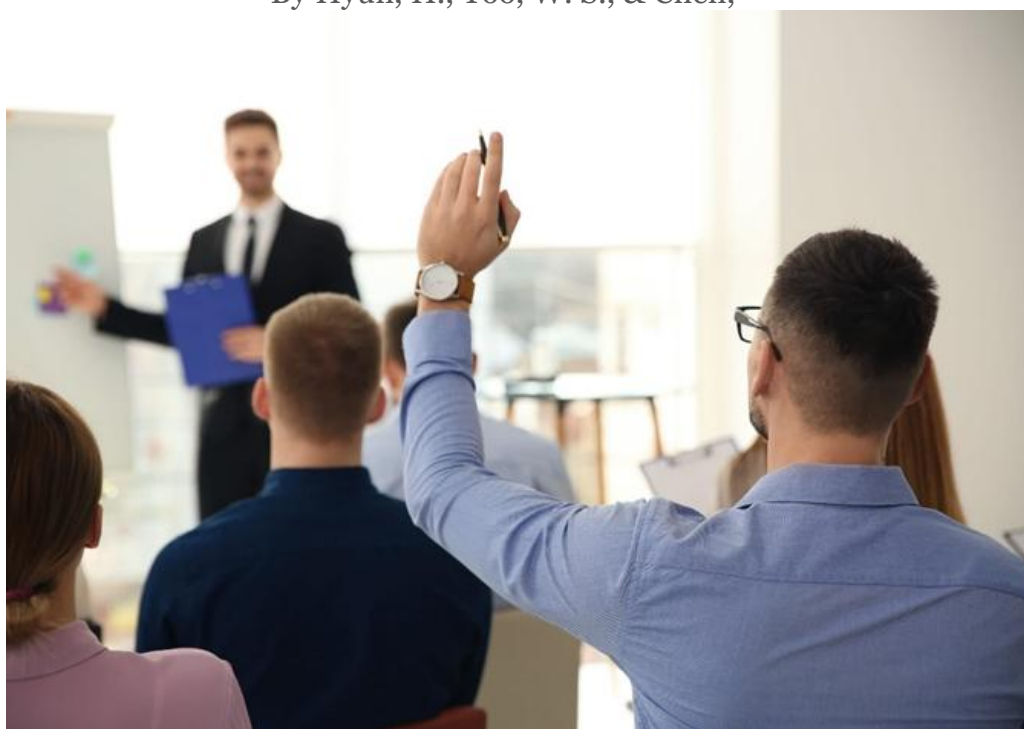
Al inicio de la lista estamos resaltando cinco artículos que creemos serán de su interés.

Si desean conocer más del *Service Research Center* y nuestras actividades, pueden hacer clic [aquí](#).

Service Research Center

Retailing education as panaceas: Exploring the effects of knowledge transfer on organizational and employee outcomes

By Hyun, H., Yoo, W. S., & Chen,



Y.

Retail training is essential for imparting job-related skills and demonstrating an organization's commitment to employee development, which is critical for attracting and retaining skilled employees. This study examined the effectiveness of individual factors within retail training and development programs that facilitate knowledge transfer and investigated the impact of knowledge transfer on organizational innovation and job satisfaction. An online survey was conducted with 483 retail industry participants. This study expands the literature on knowledge management and organizational behavior in the context of retail training...

[Más Detalle](#)



Recovering customer satisfaction after a chatbot service failure – The effect of gender

By Rese, A., & Witthohn, L.



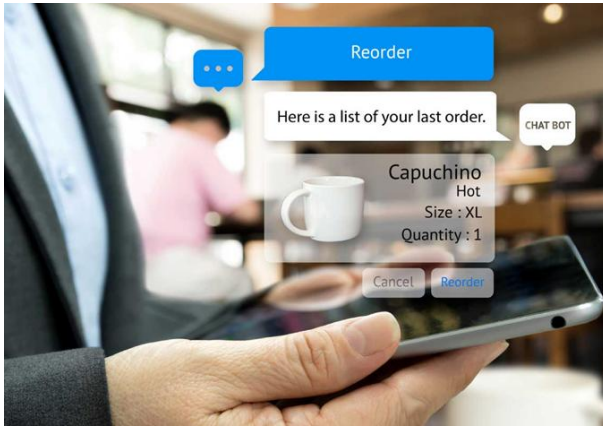
Exploring the impact of targeted communication on customer experience: A natural experiment

By Caferra, R., Schirone, D. A., Tiranzoni, P., & Morone, A.



Understanding consumers' value co-creation and value co-destruction with augmented reality service marketing

By Nadeem, W., Alimamy, S., Ashraf, A.R. and Wang, K.-Y.



Chatbots at the frontline: Unveiling antecedents of customers' willingness to accept chatbot intervention in service recovery

By Chih, W., Wang, K., & Banda, H. W.

Otros artículos de este mes:

- A Rejection-Based Model of Partial Service Termination and its Impact on Unprofitable Customers
- Persistence of Contested Value Cocreation Practices
- Profiling as a Service Failure
- Exposure to Structured Service Environments as a Proactive Strategy for Handling Service Failures
- Spinning the Wheel: The Effectiveness of Gamification in Service Recovery
- Interplay of provider and customer factors for servitization success: a transaction cost theory approach
- More polite, more immoral: how does politeness in service robots influence consumer moral choices?
- Out of the public eye: the art of redirection in webcare apologies
- Biophilia in servicescapes – review, reconciliation and reflections
- Problems of participatory processes in policymaking: a service design approach
- From search to support: the role of UGC in stigmatized consumers' mental health treatment journeys
- Investigating the influence of perceived humanization of service encounters on value creation of chatbot-assisted services
- Can algorithms ignite the flame of thriving? Exploring how and when gig workers' perceived algorithmic control leads to thriving at work
- Environmentally responsible behaviors in hospitality and tourism service employees: an application of complexity theory
- Does technology readiness matter? Investigating employee psychological well-being through the lens of social robot anthropomorphism
- Predicting retail shop number against roadside tree canopy shade: A national wide demonstration across 148 cities of China
- Green influencers and consumers' decoupling behaviors for parasocial relationships and sustainability. A comparative study between Korea and Vietnam
- Financial services mistreatment, financial access, and financial well-being: A causal mediation analysis

- An innovative method for improving hotel service using implicit requirement generation and quality function deployment
- The use of (non)exotic leathers by (non)favourite luxury brands: An attachment theory perspective
- The power of voice: Investigating the effects of streamer voice characteristics on sales performance in live streaming E-commerce
- Temporal buffering: Exploring how temporal distance affects consumers' reactions to product recalls
- An algorithmic marketing approach to analyzing consumer well-being: Incorporating psychological factors in customer loyalty
- Blockchain meets luxury: The role of NFT authentication in luxury retail platforms
- Enhancing social media engagement: Speech act strategies across influencer types
- How to present food images on packaging? The influence of aesthetics design on consumers' perceived healthiness
- Optimizing cooperation mechanisms for augmented reality (AR) services: Balancing product returns, pricing, and customer satisfaction
- E-commerce enterprise flexibility leading to better customer perception
- Research on the impact of matched effects between green advertising appeals and product type on consumer purchase intention
- I am not like them: A terror management theory perspective on the consumer separation tendency of pet profile images
- Less stress, fewer delays: The role of sophisticated AI in mitigating decision fatigue and purchase postponement in luxury retail
- Optimizing gift card and pricing strategies in the presence of double mental discounting
- Tailoring explanations in conversational recommendations: The impact of decision contexts and user interfaces
- Unpacking conflicting evaluations and ambivalence in online hotel booking: The moderating role of perceived enjoyment in user retention
- Less colorful = purer? The effect of packaging colorfulness on product purity perception
- Smart living services' factors and influences on subjective well-being and intention to use
- Exploring multimodal factors in online reviews: A machine learning approach to evaluating content effectiveness

Si no desea recibir este boletín del *Service Research Center* en su correo o ha recibido este mensaje por error, responda a este email indicando en el asunto la palabra **REMOVER**. Si tuviera alguna consulta, la puede hacer llegar al correo src@udep.edu.pe