



UNIVERSIDAD
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'Novedades en 'Service Journals'

Estimados amigos,

Les presentamos las novedades de investigación publicadas el mes de mayo 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

Can corporate social responsibility and recovery justice restore customer identification following service failure?



By Kwan, H.Y., Siu, N.Y.-M., Zhang, J. and Barnes, B.R.

Customer identification is a deep psychological response that plays a crucial role in building customer relationships. However, research relating to how customer identification can be maintained when a service firm fails is limited. Drawing on cognitive appraisal theory, this study aims to examine how the service recovery and corporate social responsibility (CSR) performance of a firm interact to help in cognitive appraisal following service failure to restore customer identification. This study also delineates customer participation as a coping strategy that moderates their collective effect on identification...

[Más Detalle](#)



The impact of AI recommendation quality on service satisfaction: the moderating roles of standardization and customization

By Kim, S.Y. and Kim, J.



Well-being of families with children with disabilities: an exploration of resources in a specialized vacation center

By Dubost, N.



The dark side of robot anthropomorphism: cognitive load, stress, and dysfunctional customer behavior

By Gong, T.



Customer-oriented strategy and AI social responsibility performance: a resource-based view

By Shen, P., & Chen, Y.

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- [Breaking The Mold: Redefining Service Failure and Recovery](#)
- [Generative AI Meets Service Robots](#)
- [Interplay of provider and customer factors for servitization success: a transaction cost theory approach](#)
- [Understanding work platformization and algorithmic control from labor process theory](#)
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- [The dark side of fairness: how perceived fairness in service robot implementation leads to employee dysfunctional behavior](#)
- [How does service description contribute to peer-to-peer service satisfaction? Consumer clout matters](#)
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- Integrating digital influencer persuasion model and theory of planned behavior: The mediating role of consumer involvement in endorsed brands
- Impact of AI-generated virtual streamer interaction on consumer purchase intention: A focus on social presence and perceived value
- The higher the better? A study on the dark side of high engagement atmosphere in live streaming sales on consumer post-purchase satisfaction
- Is streamer live-stream favorable to merchant live-stream? The effect of pre- and post-effort
- The effects of regulatory focus, processing disfluency, and shopping goals on consumer perceptions of range-of-savings claims in retailers' mobile ads
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