Estimados amigos,

Les presentamos las novedades de investigación publicadas el mes de diciembre 2019 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

Managing customer-to-costumer interaction (CCI)-insights from the frontline

By Richard Nicholls & Marwa Gad Mohsen.
The purpose of this study is to explore the capacity of frontline employees (FLEs) to provide insights into customer-to-customer interaction (CCI) and its management in service organisations...

Bringing the individual into the co-creation of value
By Kumar Rakesh Ranjan & Stuart Read

The role of customer engagement facets on the formation of attitude, loyalty and price perception
By Maxi Bergel, Phillip Frank & Christian Brock.

Online/offline information search patterns and outcomes for services
By Alberto Sa Vinhas & Douglas Bowman.

Error management in service security breaches
By Wei Wei, Lu Zhang & Nan Hua.

Otros artículos publicados este mes:

Services marketing practices in diverse cultures: Canada compared to Qatar

Rate my firm: cultural differences in service evaluations

The role of technology in collaborative consumer communities
Enhancing online rapport experience via augmented reality

Value co-destruction: a typology of resource misintegration manifestations

Recovering co-created service failures: the missing link of perceived justice and ethicalness

Frontline backlash: service employees’ deviance from digital processes

Understanding employee sabotage while serving refugees: the case of Syrian refugees in Turkey