



UNIVERSIDAD
DE PIURA



Service
Research Center

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.

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

Service Research Center

Customer advocates with a generous heart

By Jake An, Liem Viet Ngo, Mathew Chylinski & Quan Tran



Despite the fact that prosocial motivation is related to word of mouth (WOM), few studies have been conducted to investigate the psychological and behavioral processes that mediate the two constructs. This study aims to explore customers' relational interactions, specifically...

[Más Detalle](#)



“My bad”: investigating service failure effects in self-service and full-service settings

By Sören Köcher & Stefanie Paluch.



Perceived justice and CSR after service recovery

By Suna La & Beomjoon Choi.



Balancing Frontliners' Customer- and Coworker-Directed Behaviors When Serving Business Customers

By Michel van der Borgh, Ad de Jong & Edwin J. Nijissen.



Emotion Cycles in Services: Emotional Contagion and Emotional Labor Effects

By Xiao-Yu Liu, Nai-Wen Chi & Dwayne D. Gremler.

Otros artículos publicados este mes:

When and Why a Squeakier Wheel Gets More Grease? The Influence of Cultural Values and Anger Intensity on Customer Compensation

Toxic Collaborations: Co-Destroying Value in the B2B Context

Sharing Goods? Yuck, No! An Investigation of Consumers' Contamination Concerns About Access-Based Services

Paying Before or Paying After? Timing and Uncertainty in Pay-What-You-Want Pricing

The Perils of Service Contract Divestment: When and Why Customers Seek Revenge and How It Can Be Attenuated

Understanding customer-perceived quality in informal stores

Looking forward: anticipation enhances service experiences

Donation appeals rewarding fitness in the context of CSR initiatives

Effects of the biophilic atmosphere on intention to visit: the affective states' mediating role

The influence of customer characteristics on frontline employees' customer need knowledge

Internal market orientation as a value creation mechanism

Understanding technology mediation and new service provider roles in health care

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.pe