



**Literature for SMMS10, Service Management: Theory -  
Development and Traditions applies from autumn semester  
2017**

Literature established by the board of the Department of Service  
Management and Service Studies on 2017-05-03 to apply from 2017-06-01

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See appendix.

## Reading list for Service Management: Theory – Development and Traditions, 15 credits, SMMS10.

The reading list was approved by the Board of the Department of Service Management and Service Studies 29 August, 2016, revised 3 May, 2017.

The reading list is valid from 1 June 2017.

Literature – part one of the course (about 1100 pp.)

### 1. Literature review (about 175 pp.):

Jesson, J; Matheson, L & Lacey, F.M (2011). *Doing your literature review: traditional and systematic techniques*. Sage: London. [175 pp. ISBN-13: 978-1848601543, available online through LubSearch]

### 2. Books in the philosophy of science (about 250 pp.)

Pernecky, T (2016). *Epistemology and Metaphysics for Qualitative Research*. Sage: Thousand Oaks. [248 pp. ISBN- 978-1446282397]

## Literature review

### 3. Historical Ideas on the Nature of Service (110 pp.)

Fisk, R.P, Brown, S.W & Bitner, M.J (1993). 'Tracking the evolution of the services marketing literature', *Journal of Retailing*, 69(1): 61-103.

Levitt, T (1981). 'Marketing intangible products and product intangibles', *Harvard Business Review*, 59 (May-June): 94-102.

Lovelock, C.H (1983). 'Classifying services to gain strategic marketing insights', *Journal of Marketing*, 47 (Summer): 9-20.

Shostack, G.L (1977). 'Breaking free from product marketing', *Journal of Marketing*, 41(April): 73-80.

Subramony, M & Pugh, S.D (2015). 'Services management research: review, integration, and future directions', *Journal of Management*, 41(1): 349-373.

Zeithaml, V.A, Parasuraman, A & Berry, L.L (1985). 'Problems and strategies in services marketing', *Journal of Marketing*, 49 (Spring): 33-46.

### 4. The Service Encounter (110 pp)

Bitner, M.J, Booms, B.H & Tetreault, M.S (1990). 'The service encounter: diagnosing favorable and unfavorable incidents', *Journal of Marketing*, 54 (January): 71-84.

Bowen, D.E (2016) 'The changing role of employees in service theory and practice: an interdisciplinary review', *Human Resource Management Review*, 26: 4-13.

Fellessen, M; Salomonson, N & Åberg, A (2013). 'Troublesome travellers: the service system as a trigger of customer misbehaviour', *International Journal of Quality and Service Sciences* 5(3): 256-274.

Hart, C.W.L, Heskett, J.L & Sasser, W.E, Jr. (1990). 'The profitable art of service recovery', *Harvard Business Review*, July-August: 148-156.

Parasuraman, A, Zeithaml, V.A & Berry, L.L (1985). 'A conceptual model of service quality and its implications for future research', *Journal of Marketing*, 49, pp. 41-50.

Parasuraman, A, Zeithaml, V.A & Berry, L.L (1988). 'SERVQUAL: a multiple-item scale for measuring consumer perceptions of service quality', *Journal of Retailing*, 64 (Spring): 12-37.

Solomon, M.R, Surprenant, C, Czepiel, J.A & Gutman, E.G (1985). 'A role theory perspective on dyadic interactions: the service encounter', *Journal of Marketing*, 49 (Winter): 99-111.

#### 5. Servicescape (80 pp.)

Arnould, E.J; Price, L.L & Tierney, P (1998). 'Communicative staging of the wilderness servicescape', *The Service Industries Journal*, 18(3): 90-115.

Bitner, M.J (1990). 'Evaluating service encounters: the effects of physical surroundings and employee responses', *Journal of Marketing*, 54 (April): 69-82.

Bitner, M.J (1992). 'Servicescapes: the impact of physical surroundings on customers and employees', *Journal of Marketing*, 56 (April): 57-71.

Ezah, C & Harris, L.C (2007). 'Servicescape research: a review and a research agenda', *The Marketing Review*, 7(1): 59-78.

Nilsson, E & Ballantyne, D (2014). 'Reexamining the place of servicescape in marketing: a service-dominant logic perspective', *Journal of Services Marketing* 28(5): 374-379.

#### 6. Internal and Relationship Marketing (Nordic School) (60 pp.)

Bowen, D.E & Lawler, E.E (1992). 'The empowerment of service workers: what, why, how, and when', *Sloan Management Review*, 33 (Spring): 31-39.

George, W.R (1990). 'Internal marketing and organizational behavior: a partnership in developing customer-conscious employees at every level', *Journal of Business Research*, 20, (January): 63-70.

Grönroos, C (1990). 'Relationship approach to marketing in service contexts: the marketing and organizational behaviour interface', *Journal of Business Research*, 20 (January): 3-11.

Grönroos, C (1994). 'From marketing mix to relationship marketing – towards a paradigm shift in marketing', *Management Decision*, 35(4): 322-339.

Gummesson, E (1987). 'Using internal marketing to develop a new culture – the case of Ericsson Quality', *Journal of Business and Industrial Marketing*, 2 (Summer): 23-28.

Normann, R & Ramirez, R (1993). 'From value chain to value constellation: designing interactive strategy', *Harvard Business Review*, 71 (July-August): 65-77.

#### 7. Contemporary Ideas on the Nature of Service (100 pp.)

Corvellec, H & Hultman, J (2014). 'Managing the politics of value propositions', *Marketing Theory*, 14(4): 355-375.

Edvardsson, B, Tronvoll, B. & Gruber, T (2011). 'Expanding understanding of service exchange and value co-creation: A social construction approach', *Journal of the Academy of Marketing Science*, 39: 327-339.

Hultman, J & Ek, R (2011). 'Can there only be one? Towards a post-paradigmatic service marketing approach', *International Journal of Quality and Service Science*, 3(2): 166-180.

Lovelock, C. & Gummesson, E (2004). 'Whither services marketing? In search of a new paradigm and fresh perspectives', *Journal of Service Research*, 7: 20-41.

Vargo, S.L & Lusch, R.F (2004). 'Evolving to a new dominant logic for marketing', *Journal of Marketing*, 68(1): 1-17.

Vargo, S.L & Lusch, R.F (2016). 'Institutions and axioms: an extension and update of service-dominant logic', *Journal of the Academy of Marketing Science*, 44: 5-23.

#### 8. Emotional and Aesthetic Labor (130 pp.)

Ashforth, B.E & Humphrey, R.H (1993). 'Emotional labor in service roles: the influence of identity', *Academy of Management Review*, 18(1): 88-115.

Hochschild, A.R (1979). 'Emotion work, feeling rules, and social structure', *American Journal of Sociology*, 85(3): 551-575.

- McDowell, L & Dyson, J (2011). 'The other side of the knowledge economy: "reproductive" employment and affective labours in Oxford', *Environment and Planning A*, 43: 2186-2201.
- Morris, J.A & Feldman, D.C (1996). 'The dimensions, antecedents, and consequences of emotional labor', *Academy of Management Review*, 21(4): 986-1010.
- Nickson, D; Warhurst, C & Dutton, E (2005). 'The importance of attitude and appearance in the service encounter in retail and hospitality', *Managing Service Quality*, 15(2): 195-208.
- Warhurst, C; Nickson, D; Witz, A & Cullen, A.M (2000). 'Aesthetic labour in interactive service work: some case study evidence from the "new Glasgow"', *The Service Industries Journal*, 20(3): 1-18.
- Wharton, A. S (2009). 'The sociology of emotional labor', *Annual Review of Sociology*, 3(5): 147-165.

#### 9. Critical Perspectives on Service Management and Service Work (130 pp.)

- Adib, A & Guerrier, Y (2003). 'The interlocking of gender with nationality, race, ethnicity and class: the narratives of women in hotel work', *Gender, Work and Organization*, 10(4): 413-432.
- Korczynski, M & Evans, C (2013). 'Customer abuse to service workers: an analysis of its social creation within the service economy', *Work, Employment and Society*, 27(5): 768-784.
- Mahdavi, P (2013). 'Gender, labour and the law: the nexus of domestic work, human trafficking and the informal economy in the United Arab Emirates', *Global Networks*, 13(4): 425-440.
- Minca, C (2009). 'The island: work tourism and biopolitics', *Tourist Studies*, 9(2): 88-108.
- Mirchandani, K (2014). 'Flesh in voice: the no-touch embodiment of transnational customer service workers', *Organization*, 22(6): 909-923.
- Skålén, Per (2010). 'Service marketing and subjectivity: the shaping of customer-oriented employees', *Journal of Marketing Management*, 2009, 25(7-8): 795-809.
- Skålén, Per, Felleson, M & Fougère, M (2006). 'The governmentality of marketing discourse', *Scandinavian Journal of Management*, 22(4): 275-291.
- Skålén, Per & Fougère, M (2007). 'Be(com)ing and being normal – not excellent: service management, the gap-model and disciplinary power', *Journal of Organizational Change Management*, 20(1): 109-125.

#### Literature – part two of the course (about 900 pp.) Supply Chain Management

- Christopher, Martin (2016). *Logistics and Supply Chain Management*, Pearson: New York. [320 pp. ISBN 9781292083797]
- Cowen, D (2010). 'A geography of logistics: market authority and the security of supply chains', *Annals of the Association of American Geographers*, 100(3): 600-620.
- van der Veeken, D & Rutten, Werner G.M.M (1998). 'Logistics service management: opportunities for differentiation', *The International Journal of Logistics Management*, 9(2): 91-98.
- Hesse, M (2010). 'Cities, material flows and the geography of spatial interaction: urban places in the system of chains', *Global Networks*, 10(1): 75-91.
- Hesse, M & Rodrigue, J-P (2004). 'The transport geography of logistics and freight distribution', *Journal of Transport Geography*, 12(3): 171-184.
- Lin, Y; Pekkarinen, S & Ma, S (2015). 'Service-dominant logic for managing the logistics-manufacturing interface: a case study', *The International Journal of Logistics Management*, 26(1): 195-214.
- Martin, C (2012). 'Desperate mobilities: logistics, security and the extra-logistical knowledge of "appropriation"', *Geopolitics*, 17(2): 355-376.
- Rose, W.J; Mollenkopf, D.A & Autry, C.W (2016). 'Exploring urban institutional pressures on logistics service providers', *International Journal of Physical Distribution & Logistics Management*, 46(2): 153-176.

- Shaw, J & Hesse, M (2010). 'Transport, geography and the "new" mobilities', *Transactions of the Institute of British Geographers*, 35(3): 305-312.
- Soinio, J; Tanskanen, K & Finne, M (2012). 'How logistics-service providers can develop value-added services for SMEs: a dyadic perspective', *The International Journal of Logistics Management*, 23(1): 31-49.
- Yazdanparast, A; Manuj, I & Swartz, S.M (2010). 'Co-creating logistics value: a service-dominant logic perspective', *The International Journal of Logistics Management*, 21(3): 375-403.

Additional literature chosen by the student in connection with examiner at least approx. 400 pp.

Literature – part two of the course (about 800 pp.) TOURISM

- Chekalina, Tatiana (2015). *A Value co-creation perspective on customer-based brand equity modelling for tourism destinations. A Case from Sweden*. Östersund: Mittuniversitetet (Mid Sweden University doctoral thesis). 220 pp. <https://www.diva-portal.org/smash/get/diva2:805534/FULLTEXT01.pdf>
- Månsson, Maria (2015). *Mediatized tourism. The convergence of media and tourism performances*. Lund: The Department of Service Management and Service Studies, Lund University. Diss. 190 pp. [http://portal.research.lu.se/portal/en/publications/mediatized-tourism-the-convergence-of-media-and-tourism-performances\(6ea3a2df-89fb-48af-92e0-ee7d8cf3ac8d\).html](http://portal.research.lu.se/portal/en/publications/mediatized-tourism-the-convergence-of-media-and-tourism-performances(6ea3a2df-89fb-48af-92e0-ee7d8cf3ac8d).html)

Additional literature chosen by the student in connection with examiner at least approx. 400 pp.

Literature – part two of the course (about 650 pp.) RETAIL

- Arnould, E (2005). 'Animating the big middle', *Journal of Retailing*, 81(2): 89-96.
- Babin, B.J; Darden, W.R & Griffin, M (1994). 'Work and/or fun: measuring hedonic and utilitarian shopping value', *Journal of Consumer Research*, 20(March): 644-656.
- Baker, J, Parasuraman, A, Grewal, D & Voss, G.B (2002). 'The influence of multiple store environment cues on perceived merchandise value and patronage intentions', *Journal of Marketing*, 22(2): 120-141.
- Brown, J.R. & Dant, R.P (2008). 'Scientific method and retailing research: a retrospective', *Journal of Retailing*, 84(1), 1-13.
- Brown, J.R. & Dant, R.P (2009). 'The theoretical domains of retailing research: a retrospective', *Journal of Retailing*, 85(2), 113-128.
- Elms, J, De Kervenoael, R & Hallsworth, A (2016). 'Internet or store? An ethnographic study of consumers' internet and store-based grocery shopping practices', *Journal of Retailing and Consumer Services* 32(3), 234-243.
- Fuentes, C & Hagberg, J (2013). 'Socio-cultural retailing: what can retail marketing learn from this interdisciplinary field?', *International Journal of Quality and Service Sciences*, 5(3), 290-308.
- Grewal, D & Levy, M (2007) 'Retailing research: past, present, and future', *Journal of Retailing*, 83(4), 447-464.
- Grewal, D & Levy, M (2009). 'Emerging issues in retailing research', *Journal of Retailing*, 85(4), 522-526.
- Meyer-Waarden, L (2007). 'The effects of loyalty programs on customer lifetime duration and share of wallet', *Journal of Retailing*, 83(2), 223-236.
- Maclaran, P & Brown, S (2005). 'The center cannot hold: consuming the utopian marketplace', *Journal of Consumer Research*, 32(September), 311-323.
- Murthi, B.P.S, & Rao, R.C. (2012). 'Price awareness and consumers' use of deals in brand choice', *Journal of Retailing*, 88(1), 34-46.
- Van Marrewijk, A & Broos, M (2012). 'Retail stores as brands: performances, theatre and space', *Consumption, Markets and Culture*, 15(4), 374-391.

Additional literature chosen by the student in connection with examiner at least approx. 450 pp.

Total amount of pages: approx. 1500