



Literature for SMAA35, Digital Service Management applies from autumn semester 2017

Literature established by the board of the Department of Service
Management and Service Studies on 2017-06-07 to apply from 2017-08-01

See appendix.

Litteraturlista för Digital Service Management, 15 hp (SMAA35)

Litteraturlistan är fastställd av styrelsen för institutionen för service management och tjänstevetenskap 2017-06-07.

Litteraturlistan börjar gälla 2017-08-01.

- Belk, Russel (2014). You are what you can access: Sharing and collaborative consumption online. *Journal of Business Research*, 67, 1595-1600.
- Belk, Russel W. & Llamas, Rosa (Red.) (2013). *The Routledge companion to digital consumption*. New York: Routledge. [Utvalda kapitel om ca 100 sidor. ISBN 9781136253379] Finns som e-bok.
- Castells, Manuel (2009). *The rise of the network society*, 2nd edition. Chichester: Wiley Blackwell. [Kap 1 & 6. 100 s. ISBN 9781405196864/9781444310146] Finns som e-bok.
- Erevelles, Sunil, Nobuyuki, Fukawa, & Swayne, Linda (2016). Big Data consumer analytics and the transformation of marketing. *Journal of Business Research*, 69, 897-904.
- Fuchs, Christian (2014). *Social Media: a critical introduction*. London: Sage. [293 s. ISBN 9781446296868] Finns som e-bok.
- Fuchs, Matthias, Höpken, Wolfram, & Lexhagen, Maria (2014). Big data analytics for knowledge generation in tourism destinations – A case from Sweden. *Journal of Destination Marketing & Management*, 3 (4), 198-209.
- Gemmel, Paul, Van Looy, Bart, & Van Dierdonck, Roland (2013). *Service Management. An Integrated Approach, Third Edition*. Harlow, England: Pearson. [Kap 6. 20 s. ISBN 9780273732037]
- Gyimothy, Szilvia, & Larson, Mia (2015). Social Media Co-Creation Strategies: the 3C:s. *Event Management*, 19(3), 331-348.
- Kozinets, Robert V. (2008). Technology/Ideology: How Ideological Fields Influence Consumers' Technology Narratives. *Journal of Consumer Research*, 34(6), 865–881.
- Munar, Ana-Maria, & Ek, Richard (2014). Relationbits: You, Me and the Other. In T. Miller (ed.). *The Routledge Companion to Global Popular Culture*. Routledge, New York & London, 137-148.
- Nylén, Daniel & Holmström, Jonny (2015). Digital innovation strategy: A framework for diagnosing and improving digital product and service innovation. *Business Horizons*, 58, 57-67.
- Peppard, Joe, & Rylander, Anna (2006). From Value Chain to Value Network: Insights for Mobile Operators, *European Management Journal*, 24(2-3), 128-141
- Sussna, Jeff (2015). *Designing Delivery: Rethinking IT in the Digital Service Economy*. O'Reilly Media Inc. [232 s. ISBN 9781491949887]
- Williams, Kevin, Chatterjee, Samir, & Matti, Rossi (2008). Design of emerging digital services: a taxonomy. *European Journal of Information Systems*, 17, 505-517.

150 sidor tillkommer inom moment 2 avseende digital retail, digital turism, digital hälsa och andra digitala serviceverksamheter.

100 sidor tillkommer inom moment 3 som studenten själv väljer tillsammans med examinator.

Totalt antal sidor: ca 1000