Litteraturlista för SMMS10, Service management: Teoretisk utveckling och vetenskapsfilosofi gällande från och med höstterminen 2016

Litteraturlistan är fastställd av Styrelsen för institutionen för service management och tjänstevetenskap 2016-08-29 att gälla från och med 2016-08-29

Se bilaga.

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

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

The reading list is valid from 29 August 2016.

Literature – part one of the course (about 1250 pp.)

1. Choose among one of these four textbooks on making a literature review (about 200 pp.):

Hart, C (1998) *Doing a literature review: releasing the social science research imagination*. Sage: London.[230 pp. ISBN-13: 978-0761959755]

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

Marchi, L.A & McEvoy, B.T (2012) *The literature review: six steps to success*. Corvin: Thousand Oaks. 2nd Edition.[174 pp. ISBN-13: 978-1452240886]

Ridley, D (2012) *The literature review: a step-by-step guide for students*. Sage: London. [214 pp. ISBN-13:978-1446201435]

2. Books in the philosophy of science (about 350 pp.)

Howell, K. E (2012). *An introduction to the philosophy of methodology*. Sage: Thousand Oaks. [236 pp. ISBN-13: 978-1446202999]

Rheinberger, H-J (2010). *On historizing epistemology: an essay.* Stanford UP: Stanford. [114 pp. ISBN-13: 978-0804762892]

Literature review I

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. 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.

5. 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.
Fellesson, 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.

6. 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.

7. 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.

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, P (2010) 'Service marketing and subjectivity: the shaping of customer-oriented employees', *Journal of Marketing Management,* 2009, 25(7-8): 795-809.
Skålén, P; Fellesson, M & Fougère, M (2006) 'The governmentality of marketing discourse', *Scandinavian Journal of Management,* 22(4): 275-291.
Skålén, P & 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 1000 pp.) LOGISTICS

Christopher, M (2016) *Logistics and Supply Chain Management*, Pearson: New York, 320 pp.
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, about 500 pages.

Literature – part two of the course (about 1000 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

Additional literature, about 590 pages.

Literature – part two of the course (about 1000 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*, 66(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.
Hietanena, J; Mattila, P; Schouten, J.W; Sihvonen, A & Toyoki, S (In press) 'Reimagining society through retail practice', *Journal of Retailing.* doi:10.1016/j.jretai.2016.05.005
Meyer-Waarden, L (2007) 'The effects of loyalty programs on customer lifetime duration and share of wallet', *Journal of Retailing,* 83(2): 223-236.
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.
Peñaloza, L (1999) 'Just doing it: a visual ethnographic study of spectacular consumption

behavior at Nike Town', *Consumption, Markets and Culture*, 2(4), 337-400.

Additional literature about 850 pp.

Total amount of pages: ca 1500