



Litteraturlista för SMMV11, Introduktion till service management gällande från och med höstterminen 2019

Litteraturlistan är fastställd av Styrelsen för institutionen för service management och tjänstvetenskap 2019-05-03 att gälla från och med 2019-08-01

Se bilaga.

Reading list for Introduction to service management, 7,5 credits, (SMMV11).

The reading list was approved by the Board of the Department of Service Management and Service Studies 24 April, 2019, revised 3 May, 2019..

The reading list is valid from 1 August.

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- Ashforth, Blake E. & Humphrey, Ronald H. (1993). 'Emotional labor in service roles: the influence of identity', *Academy of Management Review*, 18(1): 88-115.
- Ballantyne, David & Nilsson, Elin (2017). 'All that is solid melts into air: the servicescape in digital service space', *Journal of Services Marketing*, 31(3): 226-235.
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- Bitner, Mary Jo; Booms, Bernard H. & Tetreault, Mary S. (1990). 'The service encounter: diagnosing favorable and unfavorable incidents', *Journal of Marketing*, 54 (January): 71-84.
- Bitner, Mary Jo (1992). 'Servicescapes: the impact of physical surroundings on customers and employees', *Journal of Marketing*, 56 (April): 57-71.
- Bowen, David E. & Lawler, Edward E. (1992). 'The empowerment of service workers: what, why, how, and when', *Sloan Management Review*, 33 (Spring): 31-39.
- Cameron, Alexia (2018). *Affected labour in a café culture: the atmospheres and economics of 'hip' Melbourne*. Routledge: London. [90 pp. ISBN: 9781351214254]
- Corvellec, Hervé & Hultman, Johan (2014). 'Managing the politics of value propositions', *Marketing Theory*, 14(4): 355-375.
- Efron, Sara E. & David, Ruth (2018). *Writing the literature review: a practical guide*. Guilford Press: New York. [300 pp. ISBN: 9781462536894]
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- Grönroos, Christian (1994). 'From marketing mix to relationship marketing – towards a paradigm shift in marketing', *Management Decision*, 35(4): 322-339.
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- Hietanen, Joel; Andéhn, Mikael & Bradshaw, Alan (2017). 'Against the implicit politics of service-dominant logic', *Marketing Theory* 18(1): 101-119.
- Hochschild, Arlie R. (1979). 'Emotion work, feeling rules, and social structure', *American Journal of Sociology*, 85(3): 551-575.
- Hultman, Johan & Ek, Richard (2011). 'Can there only be one? Towards a post-paradigmatic service marketing approach', *International Journal of Quality and Service Science*, 3(2): 166-180.
- Korczynski, Marek & Evans, Claire (2013). 'Customer abuse to service workers: an analysis of its

- social creation within the service economy', *Work, Employment and Society*, 27(5): 768-784
- Levitt, Theodore (1981). 'Marketing intangible products and product intangibles', *Harvard Business Review*, 59 (May-June): 94-102.
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- Morris, J. Andrew & Feldman, Daniel C. (1996). 'The dimensions, antecedents, and consequences of emotional labor', *Academy of Management Review*, 21(4): 986-1010.
- Nickson, Dennis; Warhurst, Chris & Dutton, Eli (2005). 'The importance of attitude and appearance in the service encounter in retail and hospitality', *Managing Service Quality*, 15(2): 195-208.
- Nilsson, Elin & Ballantyne, David (2014). 'Reexamining the place of servicescape in marketing: a service- dominant logic perspective', *Journal of Services Marketing*, 28(5): 374-379.
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- Vargo, Stephen L., & Lusch, Robert F. (2008). 'Service-dominant logic: continuing the evolution', *Journal of the Academy of Marketing Science*, 36(1): 1-10.
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Total amount of pages: Approx. 1000