



Literature for SMMV11, Introduction to Service Management applies from autumn semester 2019

Literature established by the board of the Department of Service
Management and Service Studies on 2019-05-03 to apply from 2019-08-01

See appendix.

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.

- Adib, Amel & Guerrier, Yvonne (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.
- Arnould, Eric; Price, Linda L. & Tierney, Patrick (1998). 'Communicative staging of the wilderness servicescape', *The Service Industries Journal*, 18(3): 90-115.
- 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.
- Bitner, Mary Jo (1990). 'Evaluating service encounters: the effects of physical surroundings and employee responses', *Journal of Marketing*, 54 (April): 69-82.
- 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]
- Fellessen, Markus; Salomonson, Nicklas & Åberg, Annika (2013). 'Troublesome travellers: the service system as a trigger of customer misbehaviour', *International Journal of Quality and Service Sciences* 5(3): 256-274.
- Fisk, Raymond P.; Brown, Stephen W. & Bitner, Mary Jo (1993). 'Tracking the evolution of the services marketing literature', *Journal of Retailing*, 69(1): 61-103.
- George, William 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, Christian (1994). 'From marketing mix to relationship marketing – towards a paradigm shift in marketing', *Management Decision*, 35(4): 322-339.
- Gummesson, Evert & Grönroos, Christian (2012). 'The emergence of the new service marketing: Nordic School perspectives', *Journal of Service Management* 23(4): 479-497.
- Hart, Curtis W.; Heskett, James L. & Sasser, W. Earl, Jr. (1990). 'The profitable art of service recovery', *Harvard Business Review*, July-August: 148-156.
- 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.
- Lovelock, Christopher H. (1983). 'Classifying services to gain strategic marketing insights', *Journal of Marketing*, 47 (Summer): 9-20.
- Lovelock, Christopher & Gummesson, Evert (2004). 'Whither services marketing? In search of a new paradigm and fresh perspectives', *Journal of Service Research*, 7: 20-41.
- 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.
- Parasuraman, Ananthanarayanan; Zeithaml, Valerie & Berry, Leonard L. (1985). 'A conceptual model of service quality and its implications for future research', *Journal of Marketing*, 49, s. 41-50.
- Parasuraman, Ananthanarayanan; Zeithaml, Valerie & Berry, Leonard L. (1988). 'SERVQUAL: a multiple-item scale for measuring consumer perceptions of service quality', *Journal of Retailing*, 64 (Spring): 12-37.
- Shostack, G. Lynn (1977). 'Breaking free from product marketing', *Journal of Marketing*, 41(April): 73- 80.
- 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, Markus & Fougère, Martin (2006). 'The governmentality of marketing discourse', *Scandinavian Journal of Management*, 22(4): 275-291.
- Skålén, Per & Fougère, Martin (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.
- Solomon, Michael; Surprenant, Carol; Czepiel, John A. & Gutman, Evelyn G. (1985). 'A role theory perspective on dyadic interactions: the service encounter', *Journal of Marketing*, 49 (Winter): 99-111.
- Zeithaml, Valerie; Parasuraman, Ananthanarayanan & Berry, Leonard L. (1985). 'Problems and strategies in services marketing', *Journal of Marketing*, 49 (Spring): 33-46
- Vargo, Stephen L., & Lusch, Robert F. (2008). 'Service-dominant logic: continuing the evolution', *Journal of the Academy of Marketing Science*, 36(1): 1-10.
- Vargo, Stephen L. & Lusch, Robert F. (2004). 'Evolving to a new dominant logic for marketing', *Journal of Marketing*, 68(1): 1-17.
- Vargo, Stephen L. & Lusch, Robert F. (2016). 'Institutions and axioms: an extension and update of service- dominant logic', *Journal of the Academy of Marketing Science*, 44: 5-23.
- Warhurst, Chris; Nickson, Dennis; Witz, Anne & Cullen, Anne Marie (2000). 'Aesthetic labour in interactive service work: some case study evidence from the "new Glasgow"', *The Service Industries Journal*, 20(3): 1-18.
- Williams, John (2012). 'The logical structure of the service-dominant logic of marketing', *Marketing Theory* 12(4): 471-483.

Total amount of pages: Approx. 1000