



LUND
UNIVERSITY

**Literature for SMMV11, Introduction to Service Management
applies from autumn semester 2021**

**Literature established by the board of the Department of Service
Management and Service Studies on 2021-05-31 to apply from 2021-08-30**

See appendix.

Litteraturlista för Introduktion till service management, 7,5 hp (SMMV11)

Litteraturlistan är fastställd av styrelsen för institutionen för service management och tjänstevetenskap 2019-04-24, senast reviderad 2021-05-31.

Litteraturlistan börjar gälla 2021-08-30.

- 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. Doi: 10.1111/1468-0432.00204
- Ashforth, Blake E. & Humphrey, Ronald H. (1993). Emotional labor in service roles: the influence of identity, *Academy of Management Review*, 18(1): ss. 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): ss. 226-235. Doi: 10.1108/JSM-03-2016-0115
- Bitner, Mary Jo. (1990). Evaluating service encounters: the effects of physical surroundings and employee responses, *Journal of Marketing*, 54 (April): ss. 69-82.
Doi.org/10.1177/002224299005400206
- Bitner, Mary Jo. (1992). Servicescapes: the impact of physical surroundings on customers and employees, *Journal of Marketing*, 56 (April): ss. 57-71. Doi.org/10.1177/002224299205600205
- Corvellec, Hervé & Hultman, Johan. (2014). Managing the politics of value propositions, *Marketing Theory*, 14(4): ss. 355-375. Doi: 10.1177/1470593114523445
- Efron, Sara E. & David, Ruth. (2018). *Writing the literature review: a practical guide*. Guilford Press: New York. [300 sid. ISBN: 9781462536894]
- Fisk, Raymond P.; Brown, Stepen W. & Bitner, Mary Jo. (1993). Tracking the evolution of the services marketing literature, *Journal of Retailing*, 69(1): ss. 61-103. Doi.org/10.1016/S0022-4359(05)80004-1
- Grönroos, Christian. (1994). From marketing mix to relationship marketing – towards a paradigm shift in marketing, *Management Decision*, 35(4): ss. 322-339. Doi: 10.1108/00251749710169729
- Grönroos, Christian. (2008). Service logic revisited: who creates value? And who co-creates?, *European Business Review*, 20(4): ss. 298-314. Doi: 10.1108/09555340810886585
- Grönroos, Christian. (2020). Viewpoint: service marketing research priorities, *Journal of Services Marketing*, 34(3): ss. 291-298. Doi: 10.1108/JSM-08-2019-0306
- Grönroos, Christian & Ravid, Annika. (2011). Service as business logic: implications for value creation and marketing, *Journal of Service Management*, 22(1): ss. 5-22. Doi: 10.1108/09564231111106893
- Gummesson, Evert & Grönroos, Christian. (2012). The emergence of the new service marketing: Nordic School perspectives, *Journal of Service Management* 23(4): ss. 479-497.
Doi.org/10.1108/09564231211260387
- Hietanen, Joel; Andéhn, Mikael & Bradshaw, Alan. (2017). Against the implicit politics of service-dominant logic, *Marketing Theory* 18(1): ss. 101-119. Doi.org/10.1177/1470593117692023
- Hochschild, Arlie R. (1979). Emotion work, feeling rules, and social structure, *American Journal of Sociology*, 85(3): ss. 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): ss. 166-180. Doi: 10.1108/17566691111146078
- 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): ss. 768-784.
Doi.org/10.1177/0950017012468501
- Levitt, Theodore. (1981). Marketing intangible products and product intangibles, *Harvard Business Review*, 59 (May-June): ss. 94-102.

- Lovelock, Christopher & Gummesson, Evert. (2004). Whither services marketing? In search of a new paradigm and fresh perspectives, *Journal of Service Research*, 7: ss. 20–41.
 Doi.org/10.1177/1094670504266131
- Medberg, Gustav & Grönroos, Christian. (2020). Value-in-use and service quality: do customers see a difference?, *Journal of Service Theory and Practice*, 30(4/5): ss. 507-529. Doi: 10.1108/JSTP-09-2019-0207.
- Parasuraman, Ananthanarayanan; Zeithaml, Valerie & Berry, Leonard L. (1985). A conceptual model of service quality and its implications for future research, *Journal of Marketing*, 49, ss. 41-50. Doi: 10.2307/1251430
- Schüritz, Ronny, Farell, Killian, Wixon, Barbara & Satzger, Gerhard. (2019), Value Co-Creation in Data-Driven Services: Towards a Deeper Understanding of the Joint Sphere, Conference paper, Fortieth International Conference on Information System, Munich 2019.
- Shostack, G. Lynn. (1977). 'Breaking free from product marketing', *Journal of Marketing*, 41(April): ss. 73- 80. Doi: 10.2307/1250637
- Skålén, Per. (2018). *Service logic*. Studentlitteratur: Lund. [148 sid. ISBN: 9789144125084]
- Skålén, Per. (2010). Service marketing and subjectivity: the shaping of customer-oriented employees, *Journal of Marketing Management*, 2009, 25(7-8): ss. 795-809.
 Doi.org/10.1362/026725709X471631
- Skålén, Per, Fellesson, Markus & Fougère, Martin. (2006). The governmentality of marketing discourse', *Scandinavian Journal of Management*, 22(4): ss. 275-291.
 Doi.org/10.1016/j.scaman.2006.07.001
- 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 (Vinter): ss. 99-111. Doi.org/10.1177/002224298504900110
- Zeithaml, Valarie; Parasuraman, Ananthanarayanan & Berry, Leonard L. (1985). Problems and strategies in services marketing, *Journal of Marketing*, 49 (Spring): ss. 33-46. Doi: 10.2307/1251563
- Vargo, Stephen L., & Lusch, Robert F. (2008). Service-dominant logic: continuing the evolution', *Journal of the Academy of Marketing Science*, 36(1): ss. 1-10. Doi: 10.1007/s11747-007-0069-6
- Vargo, Stephen L. & Lusch, Robert F. (2004). Evolving to a new dominant logic for marketing, *Journal of Marketing*, 68(1): ss. 1-17. Doi.org/10.1509/jmkg.68.1.1.24036
- 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: ss. 5-23. Doi: 10.1007/s11747-015-0456-3
- 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): ss. 1-18. [Doi.org/10.1080/02642060000000029]
- Williams, John. (2012). The logical structure of the service-dominant logic of marketing, *Marketing Theory* 12(4): ss. 471-483. Doi: 10.1177/1470593112457745

Totalt antal sidor: ca 900