



**Literature for SMMV11, Introduction to Service Management
applies from autumn semester 2022**

Literature established by the board of the Department of Service Management
and Service Studies on 2022-06-08 to apply from 2022-08-29

See appendix.

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

The reading list was approved by the Board of the Department of Service Management and Service Studies 2019-04-24, latest revised 2022-06-08.

The reading list is valid from 2022-08-29.

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- Grönroos, Christian & Ravald, Annika. (2011). Service as business logic: implications for value creation and marketing, *Journal of Service Management*, 22(1): pp. 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): pp. 479-497. Doi.org/10.1108/09564231211260387
- Gustafsson, Anders, Snyder, Hannah, & Witell, Lars. (2020). Service Innovation: A New Conceptualization and Path Forward. *Journal of service research*, 23(2), pp. 111–115. Doi:10.1177/1094670520908929
- Hochschild, Arlie R. (1979). Emotion work, feeling rules, and social structure, *American Journal of Sociology*, 85(3): pp. 551-575.

- 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): pp. 768-784. Doi.org/10.1177/0950017012468501
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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): pp. 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): pp. 1-17. Doi.org/10.1509/jmkg.68.1.1.24036
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- 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): pp. 1-18. Doi.org/10.1080/026420600000000029
- Williams, John. (2012). The logical structure of the service-dominant logic of marketing, *Marketing Theory* 12(4): pp. 471-483. Doi: 10.1177/1470593112457745

Total amount of pages: approx. 900