

## Reading list for Introduction to service management, (SMMX11) 7,5 credits

The reading list was approved by the Board of the Department of Service Studies 2023-05-24, latest revised 2024-07-01.

The reading list is valid from 2024-07-01.

- Ashforth, Blake E. & Humphrey, Ronald H. (1993). Emotional labor in service roles: the influence of identity, *Academy of Management Review*, 18(1), p. 88-115.
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- Fisk, Raymond P.; Brown, Stephen W. & Bitner, Mary Jo. (1993). Tracking the evolution of the services marketing literature, *Journal of Retailing*, 69(1). p. 61-103. Doi.org/10.1016/S0022-4359(05)80004-1
- Grönroos, Christian. (1990). Service Management: A Management Focus for Service Competition, *International Journal of Service Industry Management*, 1(1), p. 6-14. Doi.org/10.1108/09564239010139125
- Grönroos, Christian. (1994). From marketing mix to relationship marketing – towards a paradigm shift in marketing, *Management Decision*, 35(4): 322-339. Doi: 10.1108/00251749710169729
- Grönroos, Christian. (2008). Service logic revisited: who creates value? And who co-creates?, *European Business Review*, 20(4), s. 298-314. Doi: 10.1108/09555340810886585
- Grönroos, Christian. (2023). Towards a Marketing Renaissance: Challenging Underlying Assumptions *Australasian Marketing Journal*. 31(4), p. 270-278. Doi.org/10.1177/14413582231172269
- Grönroos, Christian & Ravald, Annika. (2011). Service as business logic: implications for value creation and marketing, *Journal of Service Management*, 22(1), p. 5-22. Doi: 10.1108/09564231111106893
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- Gustafsson, Anders, Snyder, Hannah, & Witell, Lars. (2020). Service Innovation: A New Conceptualization and Path Forward. *Journal of service research*, 23(2), p. 111–115. Doi:10.1177/1094670520908929
- Heide, Mats & Svingstedt, Anette. (2023). *Strategic Listening – How Managers, Coworkers, and Organizations Can Become Better at Listening*. Liber: Stockholm. [106 p. ISBN: 9781032537665]
- Hochschild, Arlie R. (1979). Emotion work, feeling rules, and social structure, *American Journal of Sociology*, 85(3), p. 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). p. 768-784. Doi.org/10.1177/0950017012468501
- Levitt, Theodore. (1981). Marketing intangible products and product intangibles, *Harvard Business Review*, 59 (May-June), p. 94-102.
- Matzner, Martin, Büttgen, Marion, Demirkan, Haluk, Spohrer, Jim, Alter, Steven, Fritzsche, Albrecht, Ng, Irene. C. L., Jonas, Julia. M., Martinez, Veronica, Möslin, Kathrin. M. & Neely, Andy. (2018). Digital Transformation in Service Management. *Journal of Service Management Research (SMR)*, 2(2), p. 3–21. Doi.org/10.15358/2511-8676-2018-2-3
- Parasuraman, Ananthanarayanan; Zeithaml, Valerie & Berry, Leonard L. (1985). A conceptual model of service quality and its implications for future research, *Journal of Marketing*, 49, p. 41-50. Doi: 10.2307/1251430
- Rosenbaum, Mark S. (2015). Transformative service research: research that matters. *The Service Industries Journal*, 35(15–16), p. 801–805. Doi:10.1080/02642069.2015.1109638
- Shostack, G. Lynn. (1977). 'Breaking free from product marketing', *Journal of Marketing*, 41(April), p. 73- 80. Doi: 10.2307/1250637
- Skåln, Per. (2018). *Service logic*. Studentlitteratur: Lund. [148 p. ISBN: 9789144125084]

- 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), s. 99-111. Doi.org/10.1177/002224298504900110
- Vargo, Stephen L., & Lusch, Robert F. (2008). Service-dominant logic: continuing the evolution', *Journal of the Academy of Marketing Science*, 36(1), p. 1-10. Doi: 10.1007/s11747-007-0069-6
- 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, p. 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), p. 1-18. Doi.org/10.1080/026420600000000029

Total amount of pages: approx. 650