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.

The reading list is valid from 2023-08-28.

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): 88-115.

Bitner, Mary Jo. (1990). Evaluating service encounters: the effects of physical surroundings and employee responses, *Journal of Marketing*, 54 (April): 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): 57-71. Doi.org/10.1177/002224299205600205

Callum, Cant. (2019) Riding for Deliveroo: Resistance in the New Economy. Polity Press: Cambridge. [149 p. ISBN: 9781509535514]

Fisk, Raymond P.; Brown, Stepen W. & Bitner, Mary Jo. (1993). Tracking the evolution of the services marketing literature, *Journal of Retailing*, 69(1): 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): 322-339. Doi: 10.1108/00251749710169729

Grönroos, Christian. (2008). Service logic revisited: who creates value? And who co-creates?, *European Business Review*, 20(4): 298-314. Doi: 10.1108/09555340810886585

Grönroos, Christian & Ravald, Annika. (2011). Service as business logic: implications for value creation and marketing, *Journal of Service Management,* 22(1): 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): 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), 111–115. Doi:10.1177/1094670520908929

Hochschild, Arlie R. (1979). Emotion work, feeling rules, and social structure, *American Journal of Sociology*, 85(3): 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): 768-784. Doi.org/10.1177/0950017012468501

Levitt, Theodore. (1981). Marketing intangible products and product intangibles, *Harvard Business Review*, 59 (May-June): 94-102.

Matzner, Martin, Büttgen, Marion, Demirkan, Haluk, Spohrer, Jim, Alter, Steven, Fritzsche, Albrecht, Ng, Irene. C. L., Jonas, Julia. M., Martinez, Veronica, Möslein, Kathrin. M. & Neely, Andy. (2018). Digital Transformation in Service Management. Journal of Service Management Research (SMR), 2(2), 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, 41-50. Doi: 10.2307/1251430

Romani, Laurence, Holck, Lotte, & Risberg, Annette. (2018). Benevolent discrimination: Explaining how human resources professionals can be blind to the harm of diversity initiatives. *Organization, 26*(3), 371–390. Doi:10.1177/1350508418812585

Rosenbaum, Mark S. (2015). Transformative service research: research that matters. *The Service Industries Journal, 35*(15–16), 801–805. Doi:10.1080/02642069.2015.1109638

Shostack, G. Lynn. (1977). 'Breaking free from product marketing', *Journal of Marketing*, 41(April): 73- 80. Doi: 10.2307/1250637
Skålén, 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 (Vinter): 99-111. Doi.org/10.1177/002224298504900110
Valenduc, Gérard, & Vendramin, Patricia. (2017). Digitalisation, between disruption and evolution. Transfer: European Review of Labour and Research, 23(2), 121–134. Doi: 10.1177/1024258917701379
Vargo, Stephen L., & Lusch, Robert F. (2008). Service-dominant logic: continuing the evolution', *Journal of the Academy of Marketing Science,* 36(1): 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: 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): 1-18. Doi.org/10.1080/02642060000000029
Williams, John. (2012). The logical structure of the service-dominant logic of marketing, *Marketing Theory* 12(4): 471-483. Doi: 10.1177/1470593112457745

Total amount of pages: approx. 740