

Reading list for Digitalization and Services (SMAB35), 15 credits.

The reading list was approved by the Board of the Department of Service Management and Service Studies 30 August 2019, revised 22 April 2020.

The reading list is valid from 31 August 2020.

- Belk, Russel. (2014). You are what you can access: Sharing and collaborative consumption online. *Journal of Business Research*, pp. 67. Doi:1595-1600. 10.1016/j.jbusres.2013.10.001
- Belk, Russel W. & Llamas, Rosa. (Ed.) (2013). *The Routledge companion to digital consumption*. New York: Routledge. [100 p. selected chapters. ISBN 9781136253379]
- Benckendorff, Pierre, J., Xiang, Zheng., Sheldon, Pauline. J. (ed.) (2019). *Tourism information technology*. CABI Publishing. [about 30 p. selected chapters, ISBN 9781786393449 or Electronic resource ISBN 9781786393432].
- Castells, Manuel. (2009). *The rise of the network society*, 2nd edition. Chichester: Wiley Blackwell. [Introduction and chapter 1, 77 p. Electronic resource ISBN 9781444319514]
- Cohen, Maurie J. (2016). *The Future of Consumer Society: Prospects for Sustainability in the New Economy*. Oxford Scholarship Online [Chapter 6, 27 p. ISBN 9780198768555] Available as E-book
- Dredge, Dianne & Gyimóthy, Szilvia. (2015). The collaborative economy and tourism: Critical perspectives, questionable claims and silenced voices. *Tourism Recreation Research*, 40(3), 286-302. [Doi:10.1080/02508281.2015.1086076]
- Fuchs, Christian. (2014). *Social Media: a critical introduction*. London: Sage. [293 s. ISBN 9781446257319] Available as E-book
- Fuentes, Christian, Hagberg, Johan & Kjellberg, Hans. (2019). Soundtracking: music listening practices in the digital age. *European Journal of Marketing*, 53(3), 483-503. [Doi: 10.1108/EJM-10-2017-0753]
- Gössling, Stefan, Hall, C. Michael & Andersson, Ann-Christin. (2018). The manager's dilemma: a conceptualization of online review manipulation strategies. *Current issues in tourism*, 21(5), 484-503. [Doi.org/10.1080/13683500.2015.1127337]
- Hagberg, Johan & Fuentes, Christian. (2018). Retail formations: Tracing the fluid forms of an online retailer. *Consumption Markets & Culture*, 21(5), 423-444. [Doi.org/10.1080/10253866.2018.1462168]
- Hagberg, Johan, Sundstrom, Malin, & Egels-Zandén, Niklas. (2016). The digitalization of retailing: an exploratory framework. *International Journal of Retail & Distribution Management*, 44(7), 694712. [Doi: 10.1108/IJRDM-09-2015-0140]
- Ilsøe, Anna. (2017). The digitalisation of service work – social partner responses in Denmark, Sweden and Germany. *Transfer: European Review of Labour and Research*, 23(3), 333-348. [Doi: 10.1177/1024258917702274]
- Makrides, Anna, Vrontis, Demetris & Christofi, Michael. (2019) *The Gold Rush of Digital Marketing: Assessing Prospects of Building Brand Awareness Overseas*. *Business Perspectives and Research*, 8(1), 4-20. [Doi.org/10.1177/2278533719860016]
- Maslen, Sarah & Lupton, Deborah. (2019). 'Keeping It Real': women's Enactments of Lay Health Knowledges and Expertise on Facebook. *Sociology of Health and Illness*, 41(8), 1637-1651. [Doi.org/10.1111/1467-9566.12982]
- 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), 3-21. [Doi.org/10.15358/2511-8676-2018-2-3]
- Prassl, Jeremias (2018). *Humans as a service: the promise and perils of work in the gig economy*. Oxford University Press. [208 p. Electronic resource ISBN 9780198797012]
- Sigala, Marianna. (2018). New technologies in tourism: From multi-disciplinary to anti-disciplinary advances and trajectories. *Tourism Management Perspectives*, 25, 151-155. [Doi.org/10.1016/j.tmp.2017.12.003]

- Sveningsson, Malin. (2012). 'Pity There's So Few Girls!' Attitudes to Female Participation in a Swedish Gaming Context (425-441). In: Fromme J., Unger A. (red) Computer Games and New Media Cultures. Springer, Dordrecht, [16 p. ISBN 9789400727762] Available as E-book
- Turkle, Sherry. (2011). Alone together: why we expect more from technology and less from each other. Basic Books, [384 p. Electronic resource ISBN 9780465022342]
- 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]

150 pages of selectable literature focusing on digital retail, digital tourism and digital service management and marketing. 100 pages of other elective literature on the subject.

Total amount of pages: Approx. 1 550.