

Services Marketing

[View Online](#)

1.

Wilson, A., Zeithaml, V.A., Bitner, M.J., Gremler, D.D.: Services marketing: integrating customer focus across the firm. McGraw-Hill Education, London (2016).

2.

Maglio, P.P., Kieliszewski, C.A., Spohrer, J.C., SpringerLink (Online service): Handbook of service science. Springer, New York (2010).

3.

Shostack, G.L.: Breaking Free from Product Marketing. Journal of Marketing. 41, (1977). <https://doi.org/10.2307/1250637>.

4.

Langeard, E., Bateson, J.E., Lovelock, C.H., Eiglier, P.: Marketing of services: New insights from consumers and managers. 81–104.

5.

Foxall, G., Wells, V. eds: Handbook of developments in consumer behaviour. (2012).

6.

Wilson, A.M., Zeithaml, V.A., Bitner, M.J., Gremler, D.D.: Services marketing: integrating customer focus across the firm. McGraw-Hill Education, Berkshire (2016).

7.

Ruiz-Mafe, C., Chatzipanagiotou, K. and Curras-Perez, R.: The role of emotions and conflicting online reviews on consumers' purchase intentions. *Journal of Business Research*. 89,. <https://doi.org/10.1016/j.jbusres.2018.01.027>.

8.

Gentile, C., Spiller, N., and Noci, G.: How to sustain the customer experience:: An overview of experience components that co-create value with the customer. *European management journal*. 25, (2007). <https://doi.org/10.1016/j.emj.2007.08.005>.

9.

Rosenbaum, M.S., Otalora, M.L., Ramírez, G.C.: How to create a realistic customer journey map. *Business Horizons*. 60, 143–150 (2017). <https://doi.org/10.1016/j.bushor.2016.09.010>.

10.

Wilson, A., Zeithaml, V., Bitner, M.J., Gremler, D.: *Services marketing: integrating customer focus across the firm*. McGraw-Hill Education, New York (2016).

11.

Berry, L. L., Wall, E. A., and Carbone, L. P.: Service clues and customer assessment of the service experience: Lessons from marketing. *Academy of Management Perspectives*. 20, (2006). <https://doi.org/10.5465/AMP.2006.20591004>.

12.

Verhoef, P. C., Lemon, K. N., Parasuraman, A., Roggeveen, A., Tsiros, M. and Schlesinger, L. A.: Customer experience creation: Determinants, dynamics and management strategies. *Journal of Retailing*. 85, (2009). <https://doi.org/10.1016/j.jretai.2008.11.001>.

13.

Zeithaml, V.A., Berry, L.L., Parasuraman, A.: The Nature and Determinants of Customer

Expectations of Service. *Journal of the Academy of Marketing Science*. 21, 1-12 (1993). <https://doi.org/10.1177/0092070393211001>.

14.

Driver, C., Johnston, R.: Understanding Service Customers. *Journal of Service Research*. 4, 130-139 (2001). <https://doi.org/10.1177/109467050142005>.

15.

Wilson, A.M., Zeithaml, V.A., Bitner, M.J., Gremler, D.D.: *Services marketing: integrating customer focus across the firm*. McGraw-Hill Education, Berkshire (2016).

16.

Little, Edward, 1967-: *Relationship marketing management*. Thomson Learning, London (2003).

17.

Sheth, J.N., Parvatlyar, A.: Relationship Marketing in Consumer Markets: Antecedents and Consequences. *Journal of the Academy of Marketing Science*. 23, 255-271 (1995). <https://doi.org/10.1177/009207039502300405>.

18.

Robert W. Palmatier, Rajiv P. Dant, Dhruv Grewal and Kenneth R. Evans: Factors Influencing the Effectiveness of Relationship Marketing: A Meta-Analysis. *Journal of Marketing*. 70, 136-153 (2006).

19.

Grönroos, C.: Relationship marketing: strategic and tactical implications. *Management Decision*. 34, 5-14 (1996). <https://doi.org/10.1108/00251749610113613>.

20.

Grönroos, C.: From Marketing Mix to Relationship Marketing. *Management Decision*. 32,

4-20 (1994). <https://doi.org/10.1108/00251749410054774>.

21.

Robert M. Morgan and Shelby D. Hunt: The Commitment-Trust Theory of Relationship Marketing. *Journal of Marketing*. 58, 20-38 (1994).

22.

Keith MacMillan, , Kevin Money, Arthur Money, Steve Downing: Relationship marketing in the not-for-profit sector: an extension and application of the commitment-trust theory. *Journal of Business Research*. 58, 806-818.

23.

Wilson, A.M., Zeithaml, V.A., Bitner, M.J., Gremler, D.D.: *Services marketing: integrating customer focus across the firm*. McGraw-Hill Education, Berkshire (2016).

24.

Lovelock, C.H., Wirtz, J.: *Services marketing: people, technology, strategy*. Pearson, Boston, [Mass.] (2011).

25.

Devlin, J.: Brand Architecture in Services: The Example of Retail Financial Services. *Journal of Marketing Management*. 19, 1043-1065 (2003).
<https://doi.org/10.1080/0267257X.2003.9728250>.

26.

Almquist, E., Senior, J., Bloch, N.: The elements of value. *Harvard Business Review*. *Harvard Business Review*. 94, (2016).

27.

Berry, L.L.: Cultivating Service Brand Equity. *Journal of the Academy of Marketing Science*. 28, 128-137 (2000). <https://doi.org/10.1177/0092070300281012>.

28.

Chatzipanagiotou, K., Veloutsou, C., Christodoulides, G.: Decoding the complexity of the consumer-based brand equity process. *Journal of Business Research*. 69, 5479–5486 (2016). <https://doi.org/10.1016/j.jbusres.2016.04.159>.

29.

Valos, M.J., Haji Habibi, F., Casidy, R., Driesener, C.B., Maplestone, V.L.: Exploring the integration of social media within integrated marketing communication frameworks. *Marketing Intelligence & Planning*. 34, 19–40 (2016). <https://doi.org/10.1108/MIP-09-2014-0169>.

30.

Stephen, A.T., Galak, J.: The Effects of Traditional and Social Earned Media on Sales: A Study of a Microlending Marketplace. *Journal of Marketing Research*. 49, 624–639 (2012). <https://doi.org/10.1509/jmr.09.0401>.

31.

Heinonen, K.: Consumer activity in social media: Managerial approaches to consumers' social media behavior. *Journal of Consumer Behaviour*. 10, 356–364 (2011). <https://doi.org/10.1002/cb.376>.

32.

Wilson, A.M., Zeithaml, V.A., Bitner, M.J., Gremler, D.D.: *Services marketing: integrating customer focus across the firm*. McGraw-Hill Education, Berkshire (2016).

33.

Lovelock, C.H., Wirtz, J.: *Services marketing: people, technology, strategy*. Pearson, Boston, [Mass.] (2011).

34.

Matthing, J., Sandén, B., Edvardsson, B.: *New service development: learning from and with*

customers. *International Journal of Service Industry Management*. 15, 479–498 (2004).
<https://doi.org/10.1108/09564230410564948>.

35.

Harris, L.C., Ezech, C.: Servicescape and loyalty intentions: an empirical investigation. *European Journal of Marketing*. 42, 390–422 (2008).
<https://doi.org/10.1108/03090560810852995>.

36.

Bitner, M. J., Ostrom, A. L., & Morgan, F. N.: Service Blueprinting: A Practical Technique for Service Innovation. *California Management Review*. 50, 66–94 (2008).

37.

Shostack, G. Lynn: Designing services that deliver. *Harvard Business Review*. 62, 133–139 (1984).

38.

Bitner, M. J., Brown, S. W., and Meuter, M. L.: Technology infusion in service encounters. *Journal of the Academy of Marketing Science*. 28, (2000).
<https://doi.org/10.1177/0092070300281013>.

39.

K. Douglas Hoffman and L. W. Turley: Atmospherics, service encounters and consumer decision making: an integrative perspective. *Journal of Marketing Theory and Practice*. 10, 33–47 (2002).

40.

Rowley, J.: An analysis of the e-service literature: towards a research agenda. *Internet Research*. 16, 339–359 (2006). <https://doi.org/10.1108/10662240610673736>.

41.

Wilson, A.M., Zeithaml, V.A., Bitner, M.J., Gremler, D.D.: Services marketing: integrating customer focus across the firm. McGraw-Hill Education, Berkshire (2016).

42.

Lovelock, C.H., Wirtz, J.: Services marketing: people, technology, strategy. Pearson, Boston, [Mass.] (2011).

43.

Mary Jo Bitner, Bernard H. Booms and Lois A. Mohr: Critical Service Encounters: The Employee's Viewpoint. *Journal of Marketing*. 58, 95–106 (1994).

44.

Heskett, J. L., Jones, T. O., Loveman, G. W., Sasser, W. E. and Schlesinger, L. A.: Putting the service-profit chain to work. *Harvard Business Review*. 86, (2008).

45.

Bitner, M., Faranda, W. T., Hubbert, A. R., and Zeithaml, V. A.: Customer contributions and roles in service delivery. *International journal of service industry management*. 8, (1997). <https://doi.org/10.1108/09564239710185398>.

46.

Gounaris, S., Vassilikopoulou, A., Chatzipanagiotou, K.C.: Internal-market orientation: a misconceived aspect of marketing theory. *European Journal of Marketing*. 44, 1667–1699 (2010). <https://doi.org/10.1108/03090561011079837>.

47.

Collier, J. E., and Kimes, S. E.: Only If It Is Convenient: Understanding How Convenience Influences Self-Service Technology Evaluation. *Journal of Service Research*. <https://doi.org/10.1177/1094670512458454>.

48.

Reinders, M. J., Dabholkar, P. A., and Frambach, R. T.: Consequences of forcing consumers to use technology-based self-service. *Journal of Service Research*. 11, (2008). <https://doi.org/10.1177/1094670508324297>.

49.

Wang, C., Harris, J., & Patterson, P.: The roles of habit, self-efficacy, and satisfaction in driving continued use of self-service technologies: A longitudinal study. *Journal of Service Research*. 16, (2013). <https://doi.org/10.1177/1094670512473200>.

50.

Meuter, M. L., Ostrom, A. L., Roundtree, R. I. and Bitner, M. J.: Self-service technologies: understanding customer satisfaction with technology-based service encounters. *Journal of Marketing*. 64, (2000). <https://doi.org/10.1509/jmkg.64.3.50.18024>.