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**JSR Newsletter - November Issue of JSR - Part 1**

1 message

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## The World's Leading Service Research Journal

### New JSR Articles November 2021

(Volume 23, Issue 3)

*\*Articles in this issue were accepted by the former Editor, Michael Brady.*

#### EDITORIAL

##### **Moving Service Research Forward**

Ming-Hui Huang, Edward Malthouse, Stephanie Noble, Martin Wetzels

**JSR** is moving service research forward by exploring **academic frontiers**, setting **research priorities**, reflecting **service reality**, and cultivating the **service community**.

Ming-Hui Huang  
National Taiwan University  
Editor-in-Chief of JSR

Read the full article by the JSR Editors [here](#).



**ARTICLE**

**Service Research Priorities: Designing Sustainable Service Ecosystems**

by Joy M. Field, Darima Fotheringham, Mahesh Subramony, Anders Gustafsson, Amy L. Ostrom, Katherine N. Lemon, Ming-Hui Huang, Janet R. McColl-Kennedy

This article utilizes input from service scholars, practitioners, reviews of published literature, and influential policy documents to identify service research priorities that push the boundaries of extant research. In a companion piece, we focused on four service research priorities related to managing and delivering service in turbulent times. More [here](#).



**ARTICLE**

**Writing for Impact in Service Research**

by Chahna Gonsalves, Stephan Ludwig, Ko de Ruyter, Ashlee Humphreys

For service researchers, contributing to academic advancement through academic publications is a *raison d'être*. Moreover, demand is increasing for service researchers to make a difference beyond academia. In this article, the authors examine how service research articles' lexical variations might influence their academic citations and public media coverage. More [here](#).

**"Civilian Volunteers might join transformative service initiatives (TSI) designed for refugees. But sustainable integration of refugees requires continued effective access to multiple areas of society."**

*Boenigk et al. (2021)  
Transformative Service Initiatives,  
Journal of Service Research, 5, P. 17*



## ARTICLE

### Transformative Service Initiatives: Enabling Access and Overcoming Barriers for People Experiencing Vulnerability

by Silke Boenigk, Aaron A. Kreimer, Annika Becker, Linda Alkire, Raymond P. Fisk, Sertan Kabadayi

Transformative service initiatives (TSIs) refer to activities by organizations or volunteers to serve people experiencing vulnerabilities, including long-term challenges (e.g., refugees, homeless people, undocumented immigrants, ex-convicts) and try to improve their well-being. To advance the concept of TSI, this study proposes a framework that can facilitate empirical tests of whether participation in TSIs affects people's access to critical services. More [here](#).



## ARTICLE

### Managing Customer Uncertainty in Making Service Offshoring Decisions

by Lu Lu, Gary D. Gregory, Liem Viet Ngo, Richard P. Bagozzi

Despite a long-standing interest in service offshoring from both academics and practitioners, the question of how and under what conditions customers react when a well-known national brand decides to outsource its services to an offshore service provider (OSP) is an understudied area. Drawing on cognitive consistency theory, in this article we test a new construct called, "service offshoring fit" (SOF). More [here](#).

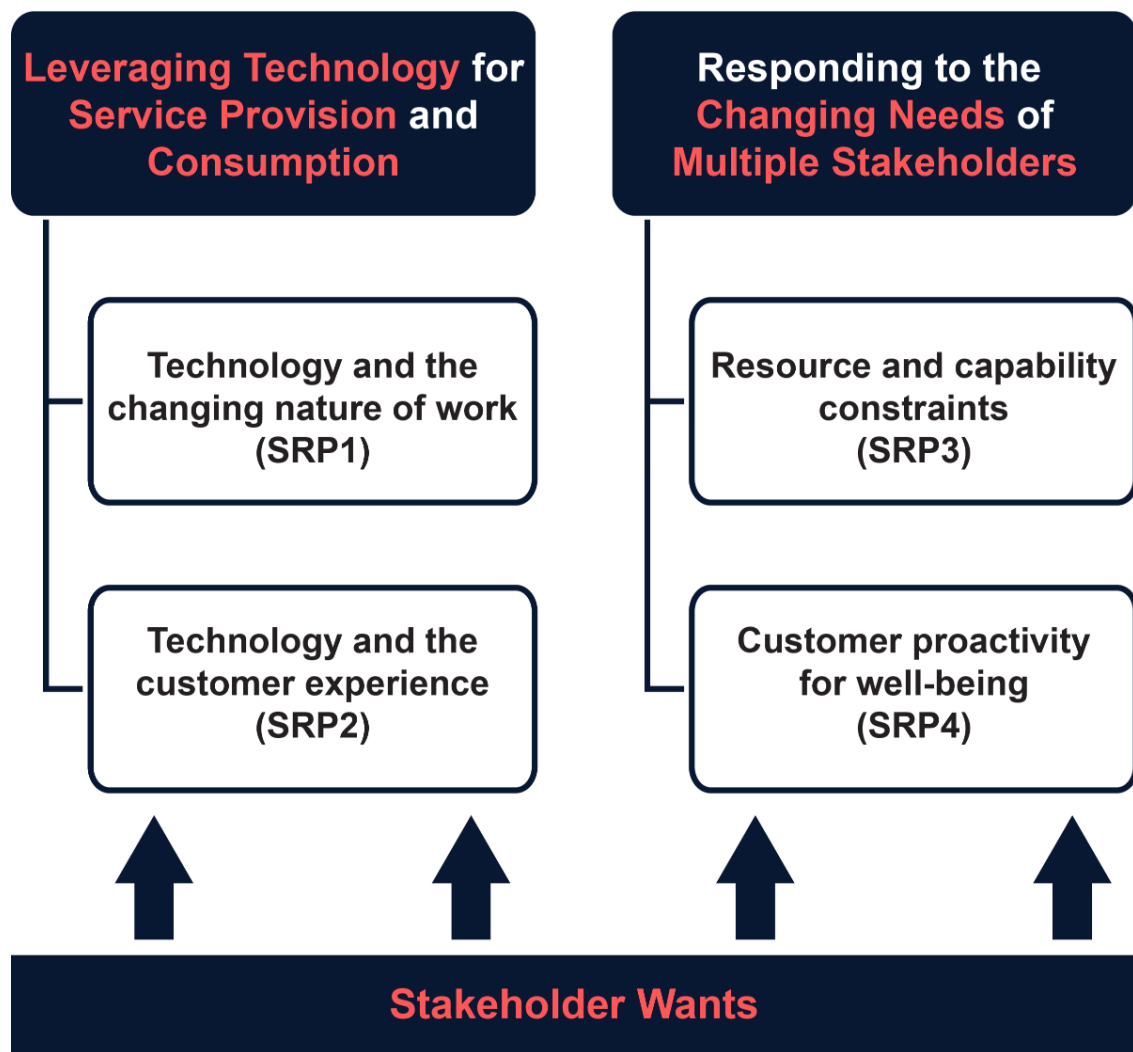
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## JSR - Article Highlights

### Service Research Priorities: Managing and Delivering Service in Turbulent Times

Amy L. Ostrom, Joy M. Field, Darima Fotheringham, Mahesh Subramony, Anders Gustafsson, Katherine N. Lemon, Ming-Hui Huang, Janet R. McColl-Kennedy

**Volume: 24 issue: 3**, page(s): 329-353



### Executive Summary

The world-at-large and services, in particular, are experiencing tectonic shifts resulting from technological innovations, challenges to institutions, demands for social justice, climate change, and a global pandemic, among other disruptions.

In this article, we utilize a multiple-stakeholder lens that integrates the perspectives of those who influence and are influenced by, the design and delivery of any service. We reached out to service scholars, practitioners, and the online public sphere to identify a set of thought-provoking and socially relevant service research priorities (SRPs).

We utilized multiple data sources and analyses: surveys of service scholars (n = 206) and practitioners (n = 196), web scraping of online documents (n = 837 PDF documents) analyzed through machine learning and natural language processing, a review of published service scholarship, and roundtable discussions conducted at the world's foremost service research centers.

We identified the following priorities:

The first two—"technology and the changing nature of work" and "technology and the customer experience"—focus on leveraging technology for service provision and consumption.

The next two—"resource and capability constraints" and "customer proactivity for well-being"—focus on responding to the changing needs of multiple stakeholders.

A recurrent theme throughout this article is the uncertainty and turbulence that societies, firms, governments, and consumers face in the provision, access, and consumption of services. From scholars and practitioners alike, we heard the call—at once affirming and ambitious—regarding the potential of our interdisciplinary field of services to respond to technological, societal, and business challenges. To increase the field's relevance, we need to heed this call by developing responsible and actionable research that has the power to create a way forward for all stakeholders.



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