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Current Behavioral Research in Services



Overview

- **Keys to Success in the Discipline**
- **Developing Publishable Research Ideas**
- **Current and Emerging Services Research Methods**
- **Current and Emerging Service Topics**



Keys to Success

- **Get Thick Skin Quick**
- **Fail Early and Often**
 - No one remembers articles that were rejected
 - Low acceptance rate at top journals
 - Few A journals
- **Get Exposure**
 - You are off to a good start
- **Get A Mentor**
 - Don't Repeat Mistakes
 - Get Support
- **Find An Editor**
 - Good Product + Bad Packaging = Rejection
- **Life Time Learning**
 - Read
 - Listen
 - Observe



Be Inquisitive

- **Ask Why Often**
- **Investigate “It Depends” Issues**



What Makes a Good Research Idea?

- **Topic**

- Interesting to Academics and Managers
- Groundbreaking
 - New constructs
 - Alternative explanations
 - Settings things straight

- **Theory**

- Explain your phenomena with theory
- Look outside the discipline

- **Data**

- Call for “richer” data sources has never been stronger
- Utilize Appropriate Samples



Where Do You Find Good Ideas?

- **MSI Research Priorities**
- **Other Disciplines**
- **Peer Group Discussions**
- **Everyday Experiences**



Emerging Methods in Services

- **Linear Models and Structural Models are on the way out...**
 - A leads to B usually isn't good enough anymore at A level journals
- **Shift to alternate methods and viewpoints**
 - Interactions
 - Moderators
 - Non-linear effects
 - Econometrics
 - Longitudinal
 - Dyadic Data



Emerging Topics

- **Service Quality and Satisfaction direct effect studies are on the way out...**
 - Are Dissatisfaction and Inferior Quality More Important
- **Better Outcome Measures**
 - How Can We Measure Performance of Service Organizations?
 - Loyalty is not the same as Repeat Purchase
 - Better measures and conceptualizations are needed
 - Is loyalty dysfunctional?



Emerging Topics, Contd.

- **Service Relationships**
 - Shift from transactions → relationships
- **Service Experience**
 - Other Customers
 - Waiting Time
 - The Environment



Emerging Topics, Contd.

- **Branding for Service Firms**
 - How do you develop a service brand?
 - Co-Branding
 - What defines your brand?
 - Employees?
 - Ambiance?
- **Customer Learning and Technology**
 - What can service providers do to make better customers?
- **Dysfunctional Loyalty**
 - Is Loyalty Profitable



Emerging Topics, Contd.

- **The Power of Employees**
 - Role of Internal Service Quality & Employee Satisfaction
 - Role of Employee Loyalty
- **Service Operations**
- **What Happened To Attitudes?**



Emerging Topics, Contd.

- **New Constructs**
 - Equity & Justice
 - Regret
 - Resistance

