



Showcasing the Diversity of SERVICE RESEARCH



THEORIES, METHODS, AND SUCCESS OF SERVICE ARTICLES

EMPIRICAL

80%

CONCEPTUAL 20%

“WRITE MORE CONCEPTUAL ARTICLES”

Conceptual articles are harder to publish but they have an above average influence on the discipline.



R. Brodie



A. Parasuraman



Jochen Wirtz

“MORE THEORY DEVELOPMENT”

Papers developing theory offer opportunities to make a significant contribution.



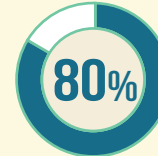
A. Parasuraman



0%
POSITIONED AS THEORY DEVELOPMENT



31%
TEST THEORY

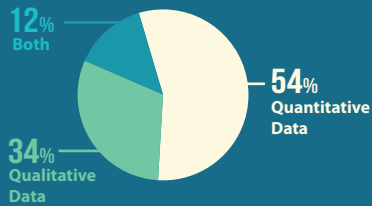


80%
BASED ON ONE CONCEPT OR THEORY

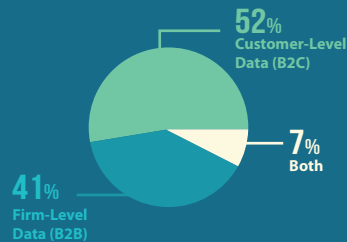
THEORETICAL VERSUS CONCEPTUAL FOUNDATION

DATA COLLECTION AND ANALYSIS

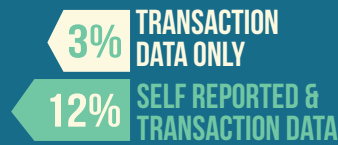
Articles using Primary Data



Firm Level vs. Customer Level Data



Empirical Papers' Data



Empirical Papers' Method Design



“KEEP UP THE GOOD BALANCE BETWEEN FIRM-LEVEL AND CUSTOMER-LEVEL DATA”

“USE MORE TRANSACTION DATA AND DON'T APPLY THE SAME EVALUATION CRITERIA”

“TOO MANY CB-CENTRIC PAPERS, TOO LITTLE STRATEGY PAPERS”



Jochen Wirtz

“REVIEWERS, BE MORE TOLERANT WITH FIRM-LEVEL DATA”

DESCRIPTIVE ELEMENTS



On average and according to the Flesch-Kincaid score JoSM articles score **higher in reading difficulty** than JM articles.



On average, JoSM papers cite **71 references** a number which is growing and has a huge variety.



The average number of authors in all sampled papers is 3, only **6%** of the author teams **included a practitioner.**

“WRITE SIMPLE AND ACCESSIBLE”

Elaborate, difficult writing and an overemphasis of terminology is not a testament of knowledge!

“COLLABORATE WITH PRACTITIONERS”

To enhance the managerial relevance and possibly the novelty of service research



Bo Edvardsson

OVERALL IMPLICATIONS OF THE STUDY

“THIS PAPER IS A MUST-READ FOR NEW SERVICE SCHOLARS AND SCHOLARS FROM OTHER FIELDS”



Bart Larivière

“SERVICE RESEARCH FIELD IS IN THRIVING HEALTH AND IS GROWING STEADILY”



Bo Edvardsson



Ray Fisk

“MORE PAPERS ON BREAKTHROUGH INNOVATION AND TECHNOLOGY”



Bo Edvardsson



Jochen Wirtz

Read the entire article: <https://doi.org/10.1108/JOSM-05-2017-0102>

Sabine Benoit, Katrin Scherschel, Zelal Ates, Linda Nasr, Jay Kandampully, (2017): "Showcasing the diversity of service research: Theories, methods, and success of service articles", Journal of Service Management, Vol. 28 Issue: 5, pp.810-836.