



Showcasing the Diversity of **SERVICE RESEARCH**



THEORIES, METHODS, AND SUCCESS OF SERVICE ARTICLES

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.

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

ABOUT THE STUDY

The study has analysed five years of Journal of Service Management (JoSM) articles (158) on several criteria such as theory, methodology, and main descriptive elements

TWO MAIN CONTRIBUTIONS



Showcasing the
diversity
of service research



Explaining
(post-publication)
success of articles

THE STUDY AIMS TO

**STIMULATE A DIALOGUE ABOUT
EXISTING NORMS AND
PRACTICES IN THE SERVICE FIELD**

**ENABLE AND ENCOURAGE
OPENNESS AMONGST
SERVICE SCHOLARS**

**MOTIVATE (ESPECIALLY
YOUNGER) SCHOLARS TO
JOIN THE FIELD**

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

RESULTS

TYPE OF ARTICLE

EMPIRICAL

80%

CONCEPTUAL 20%

THEORETICAL VS. CONCEPTUAL



POSITIONED
AS THEORY
DEVELOPMENT



TEST
THEORY



BASED ON
ONE CONCEPT
OR THEORY

“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.

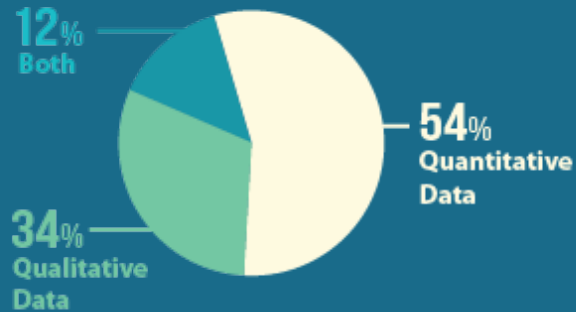


A. Parasuraman

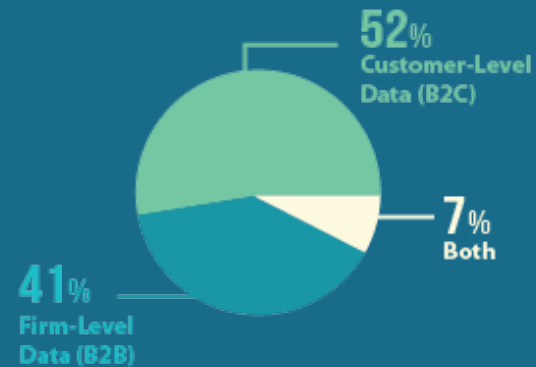
RESULTS

DATA COLLECTION AND ANALYSIS

Articles using Primary Data



Firm-level vs. Customer-Level



Empirical Papers' Data



Empirical Papers' Method Design



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

Far too few papers are published that relate to ‘Services Strategy’



Jochen Wirtz

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

Reviewers are encouraged to acknowledge that it may be more difficult to collect firm-level data

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

The authors encourage more authors/papers to use transaction data from the managerial world as opposed to self-reported behaviour

RESULTS

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

POST PUBLICATION SUCCESS

“ ”

CONCEPTUAL > EMPIRICAL

Though conceptual articles create the same amount of interest (downloads), their usage is higher (citations).

OVERALL IMPLICATIONS OF THE STUDY

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

This paper offers relevant insights and guidelines on how future interdisciplinary contributions to our service discipline can be made



Bart Larivière

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

Service research is a dynamic and growing academic field, covering a wide range of topics, theories, methods and contributions



Bo Edvardsson



Ray Fisk

“MORE PAPERS ON BREAKTHROUGH INNOVATION AND TECHNOLOGY”

Papers about “breakthrough developments in the market place that dramatically change the customer experience should be encouraged



Bo Edvardsson



Jochen Wirtz

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