

## Litteraturlista för Introduktion till service management (LGMA11), 15 hp

Litteraturlistan är fastställd av Ledningsgruppen för kandidatprogram i logistics service management 2021-04-22, reviderad 2023-05-12.

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Högskolan i Borås (senaste upplagan). Guide till Harvardsystemet. Borås: Högskolan i Borås. [51 sid].  
<https://www.hb.se/biblioteket/akademiskt-sprak/referera-till-kallor/guide-till-harvardsystemet/>

### Delkurs 1: Service management och tjänsteperspektivet (7.5 hp)

- Alfonsson, Johan. (2015). Permanent nykomling – Om behovsanställdas villkor. *Arbetsmarknad & Arbetsliv*, 21(3), 7-22.
- Cohen, Rachel Lara. (2010). When it pays to be friendly: Employment relationships and emotional labour in hairstyling. *The Sociological Review*, 58(2), 197-218. Doi.org/10.1111/j.1467-954X.2010.01900.x
- Danielsson, Pernilla & Westrup, Ulrika. (2022). User-orientation in public service organizations: making use of value as a thick concept. *Public Management Review*, 1-20. Doi: 10.1080/14719037.2022.2136398.
- Goods, Caleb, Veen, Alex & Tom Barratt. (2019). “Is your gig any good?” Analysing job quality in the Australian platform-based food-delivery sector. *Journal of Industrial Relations*, 61(4), 502-527. Doi: 10.1177/0022185618817069
- Grönroos, Christian. (2021). *Tjänstefiering. I kundens ögon är alla företag tjänsteleverantörer*. Stockholm: Volante. [231 sid. ISBN 9789179651275]
- Gustafsson, Anders, Snyder, Hannah, & Witell, Lars. (2020). Service innovation: A new conceptualization and path forward. *Journal of Service Research*, 23 (2), 111–115. Doi: 10.1177/1094670520908929
- Heide, Mats & Svingstedt, Anette. (2023). *Strategiskt lyssnande – Så blir chefer, medarbetare och organisationer bättre på att lyssna*. Stockholm: Liber. [170 sid. ISBN 47-13242-9 och 47-14347-4]
- Matzner, Martin, Büttgen, Marion, Demirkan, Haluk, Spohrer, Jim, Alter, Steven, Fritzsche, Albrecht, Ng, Irene. C. L., Jonas, Julia. M., Martinez, Veronica, Möslin, Kathrin. M. & Neely, Andy. (2018). Digital Transformation in Service Management. *Journal of Service Management Research (SMR)*, 2(2), 3–21. Doi.org/10.15358/2511-8676-2018-2-3
- Skålén, Per. (2016). *Tjänstelogik*. Lund: Studentlitteratur. [138 sid. ISBN 9789144107608]
- Valenduc, Gérard, & Vendramin, Patricia. (2017). Digitalisation, between disruption and evolution. *Transfer: European Review of Labour and Research*, 23(2), 121–134. Doi: 10.1177/1024258917701379
- Wrangborg, Jenny. (2013). *Kallskänken*. Stockholm: Ordfront förlag. [99 sid. ISBN: 9789170377747]

Totalt antal sidor: ca 745

## Delkurs 2: Marknadsföring (7.5 hp)

- Adeola, Ogechi, Hinson, Roberto Ebo, & Evans, Olaniyi. (2020). Social media in marketing communications: A synthesis of successful strategies for the digital generation. *Digital transformation in business and society: Theory and cases*, 61-81. Doi: 10.1007/978-3-030-08277-2\_4
- Arvidsson, Adam & Caliandro, Alessandro. (2016). Brand public. *Journal of consumer research*, 42(5), 727-748. Doi: 10.1093/jcr/ucv053
- Caliandro, Alessandro. (2018). Digital methods for ethnography: Analytical concepts for ethnographers exploring social media environments. *Journal of contemporary ethnography*, 47(5), 551-578. Doi.org/10.1177/0891241617702960
- Figueiredo, Bernardo, Larsen, Hanne Pico, & Bean, Jonathan. (2021). The cosmopolitan servicescape. *Journal of Retailing*, 97(2), 267-287. Doi: 10.1016/j.jretai.2020.09.001
- Gordon, Ross, Carrigan, Marylyn, & Hastings, Gerard. (2011). A framework for sustainable marketing. *Marketing theory*, 11(2), 143-163. Doi.org/10.1177/1470593111403218
- Gurău, Calin. (2008). Integrated online marketing communication: implementation and management. *Journal of communication management*, 12(2), 169-184. Doi:10.1108/13632540810881974
- Hulberg, Jon. (2006). Integrating corporate branding and sociological paradigms: A literature study. *Journal of Brand Management*, 14, 60-73. Doi: 10.1057/palgrave.bm.2550054
- Jacobson, Jenna, Gruzd, Anatoliy, & Hernández-García, Ángel. (2020). Social media marketing: Who is watching the watchers? *Journal of retailing and consumer services*, 53, 101774. Doi.org/10.1016/j.jretconser.2019.03.001
- Kavaratzis, Mihalis, & Hatch, Mary Jo. (2013). The dynamics of place brands: An identity-based approach to place branding theory. *Marketing theory*, 13(1), 69-86. Doi:10.1177/1470593112467268
- Killian, Ginger & McManus, Kristy. (2015). A marketing communications approach for the digital era: Managerial guidelines for social media integration. *Business horizons*, 58(5), 539-549. Doi: 10.1016/j.bushor.2015.05.006
- McDonagh, Pierre & Prothero, Andrea. (2014) Sustainability marketing research: past, present and future, *Journal of Marketing Management*, 30(11-12), 1186-1219.
- Närvänen, Elina, & Goulding, Christina. (2016). Sociocultural brand revitalization: The role of consumer collectives in bringing brands back to life. *European Journal of Marketing*, 50(7/8), 1521-1546. Doi:10.1108/EJM-05-2014-0328
- Parment, Anders. (2022). *Kort om marknadsföring*. Andra upplagan. Lund: Studentlitteratur. [373 sid. ISBN 978-91-44-15429-9]
- Rosenbaum, Mark S., & Massiah, Carolyn. (2011). An expanded servicescape perspective. *Journal of Service Management*. 22, 471-490. Doi:10.1108/09564231111155088
- Spitzkat, Anna & Fuentes, Christian. (2019). Here today, gone tomorrow: The organization of temporary retailscapes and the creation of frenzy shopping. *Journal of Retailing and Consumer Services*, 49, 198-207. Doi: 10.1016/j.jretconser.2019.03.010

Utöver ovan angiven litteratur tillkommer ca 50 sidor om akademiskt skrivande, att läsa artiklar samt analys avseende momentet projektarbete.

Totalt antal sidor: ca 725