

Reading list for Digital Service Management, 15 credits (SMAA35)

The reading list was approved by the Board of the Department of Service Management and Service Studies 7 June, 2017.

The reading list is valid from 1 August, 2017.

- Belk, Russel (2014). You are what you can access: Sharing and collaborative consumption online. *Journal of Business Research*, 67, 1595-1600.
- Belk, Russel W. & Llamas, Rosa (Red.) (2013). *The Routledge companion to digital consumption*. New York: Routledge. [100 pages selected chapters. ISBN 9781136253379] Available as an e-book.
- Castells, Manuel (2009). *The rise of the network society*, 2nd edition. Chichester: Wiley Blackwell. [Kap 1 & 6. 100 pp. ISBN 9781405196864/9781444310146] Available as an e-book.
- Erevelles, Sunil, Nobuyuki, Fukawa, & Swayne, Linda (2016). Big Data consumer analytics and the transformation of marketing. *Journal of Business Research*, 69, 897-904.
- Fuchs, Christian (2014). *Social Media: a critical introduction*. London: Sage. [293 pp. ISBN 9781446296868] Available as an e-book.
- Fuchs, Matthias, Höpken, Wolfram, & Lexhagen, Maria (2014). Big data analytics for knowledge generation in tourism destinations – A case from Sweden. *Journal of Destination Marketing & Management*, 3 (4), 198-209.
- Gemmel, Paul, Van Looy, Bart, & Van Dierdonck, Roland (2013). *Service Management. An Integrated Approach, Third Edition*. Harlow, England: Pearson. [Chapter 6. 20 pp. ISBN 9780273732037]
- Gyimothy, Szilvia, & Larson, Mia (2015). Social Media Co-Creation Strategies: the 3C:s. *Event Management*, 19(3), 331-348.
- Kozinets, Robert V. (2008). Technology/Ideology: How Ideological Fields Influence Consumers' Technology Narratives. *Journal of Consumer Research*, 34(6), 865–881.
- Munar, Ana-Maria, & Ek, Richard (2014). Relationbits: You, Me and the Other. In T. Miller (ed.). *The Routledge Companion to Global Popular Culture*. Routledge, New York & London, 137-148.
- Nylén, Daniel & Holmström, Jonny (2015). Digital innovation strategy: A framework for diagnosing and improving digital product and service innovation. *Business Horizons*, 58, 57-67.
- Peppard, Joe, & Rylander, Anna (2006). From Value Chain to Value Network: Insights for Mobile Operators, *European Management Journal*, 24(2-3), 128-141
- Sussna, Jeff (2015). *Designing Delivery: Rethinking IT in the Digital Service Economy*. O'Reilly Media Inc. [232 pp. ISBN 9781491949887]
- Williams, Kevin, Chatterjee, Samir, & Matti, Rossi (2008). Design of emerging digital services: a taxonomy. *European Journal of Information Systems*, 17, 505-517.

150 pages additional literature focusing on digital retail, digital tourism, digital health and other digital service industries in component two.

100 pages additional literature chosen and applied by students in component three.

Total number of pages: approx. 1000.