

大葉大學管理學院博士班資格考試參考書目 (107-1)

考試科目：服務行銷專題研討

Textbook

1. Wirtz, J. and Lovelock, C. (2016), *Services Marketing: People, Technology, Strategy* (8th ed.), Pearson.
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Journal Papers

1. Ostrom, A.L., Bitner, M.J., Brown, S.W., Burkhard, K.A., Goul, M. Smith-Daniels, V., Demirkan, H., and Rabinovich, E. (2010), "Moving Forward and Making a Difference: Research Priorities for the Science of Service," *Journal of Service Research*, 13(1), 4-36.
2. de Jong A, de Ruyter Ko, and Lemmink, Jos (2004), "Antecedents and Consequences of the Service Climate in Boundary-Spanning Self-Managing Service Teams," *Journal of Marketing*, 68(April), 18-35.
3. Chan, K.W., Yim, C.K., and Lam, S.S.K. (2010), "Is Customer Participation in Value Creation a Double-Edged Sword? Evidence from Professional Financial Services Across Cultures," *Journal of Marketing*, 74(May), 48-64.
4. Editorial of *Personnel Psychology* (1993), "Article review checklist: A criterion checklist for reviewing research articles in applied psychology," *Personnel Psychology*, 46, 705-718.
5. Gronroos, C. (2011), "Value Co-Creation in Service Logic: A Critical Analysis," *Marketing Theory*, 11(3), 279-301.
6. Lovelock, C.H. and Young, R.F. (1979), "Look to Consumers to Increase Productivity," *Harvard Business Review*, 57 (March-June), 168-78.
7. Homburg, C. and Fürst, A. (2005). "How organizational complaint handling drives customer loyalty: an analysis of the mechanistic and the organic approach," *Journal of Marketing*, 69, 95-114.
8. Gronroos, C. and Helle, P. (2010), "Adopting a Service Logic in Manufacturing," *Journal of Service Management*, 21(5), 564-590.
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10. 近一年 *Journal of Service Research* 及 *Journal of Service Management* 期刊論文。