

## READING LIST

### Course name

Sustainable and Digitally Enabled Services Marketing and Management: Theory and Research, 7.5 ECTS credits

Hållbar och digital tjänstemarknadsföring och ledning: Teori och forskning, 7,5 hp

The doctoral students attending the course are expected to be familiar with foundational literature within the field of service research.

### Reading List:

Extra reading materials will be added during the course in each seminar selected by lecturer.

As'ad, N., Patricio, L., Koskela-Huotari, K., Edvardsson, B. (2024). Understanding service ecosystem dynamics : a typology. *Journal of Service Management*, (6), 159–184.

<https://doi.org/10.1108/JOSM-07-2023-0322>

Blocker, Christopher P., and Andrés Barrios (2015), “The Transformative Value of a Service Experience”, *Journal of Service Research* 18 (3): 265–83.

Bowen, D.E., Fisk, R.P., Bateson, J.E.G., Berry, L.L., Bitner, M.J., Brown, S.W., Chase, R.B., Edvardsson, B., Grönroos, C., Parasuraman, A., Schneider, B. and Zeithaml, V.A. (2023), Learning from the pioneering founders of the service research field, *Journal of Service Management*, Vol. 34 No. 4, pp. 605-630. <https://doi.org/10.1108/JOSM-03-2023-0121>

Edvardsson, B., (1997), Quality in new service development: Key concepts and a frame of reference, *International Journal of Production Economics*, Vol. 52, Iss. 1–2, PP. 31-46, [https://doi.org/10.1016/S0925-5273\(97\)80765-7](https://doi.org/10.1016/S0925-5273(97)80765-7)

Edvardsson, B & Tronvoll, B. (2022) Service management: Evolution, Current challenges and opportunities. In B. Edvardsson & B. Tronvoll (Eds.), *The Palgrave Handbook of Service Management* (pp. 35-52). Cham: Palgrave Macmillan. 17 p.

Edvardsson, B. Tronvoll, B. and Gruber, T. 2011, Expanding understanding of service exchange and value co-creation: a social construction approach, *Journal of the Academy of Marketing Science*, Vol. 39, No. 2, pp. 327-339.

Huang, M.-H., & Rust, R. T. (2021). Engaged to a Robot? The Role of AI in Service. *Journal of Service Research*, 24(1), 30-41.

Kabadayi, S. and Tsiotsou, R.H. (2022). The Triple-A Framework for Serving Humanity with Service Research, *Journal of Services Marketing*, Vol. 36 No. 7, pp. 865-872. <https://doi.org/10.1108/JSM-07-2022-0234>

Mithas, S., & Rust, R. T. (2021). How to Choose the Right Strategy for Digital Transformation. *Management and Business Review*, 1(3), 66-71.

Parasuraman, Zeithaml and Berry, (1985), "A Conceptual Model of Service Quality and Its Implications for Future Research," *Journal of Marketing*, Fall, pp. 41-50.

Rathmell, J.M. (1966). What is meant by services? *Journal of Marketing*, 30, 32-6.

Sarno, D., Enquist, B., Polese, F., Sebastiani, R., Sebhatu, S. P. & Viljakainen, A. M. (2025), A processual view on sustainability transitions in service ecosystems, *Journal of Service Management*, 36(2), pp. 156–183.

Skålén, P. (2026). A Framework of Services-as-Practices. *Journal of Service Research*, 29(1), 63-80.

Sebhatu, S.P., Enquist, B. Values and Multi-stakeholder Dialog for Business Transformation in Light of the UN Sustainable Development Goals. *Journal Business Ethics* 180, 1059–1074 (2022). <https://doi.org/10.1007/s10551-022-05195-x>

Shostack, G.L. (1977). Breaking free from product marketing. *Journal of Marketing*, 44, 73-80.

Vargo, S. L., & Lusch, R. F. (2017). Service-dominant logic 2025. *International journal of research in marketing*, 34(1), 46-67. <https://doi.org/10.1016/j.ijresmar.2016.11.001>

Wirtz, J., Kunz, W. H., Hartley, N., & Tarbit, J. (2023). Corporate Digital Responsibility in Service Firms and Their Ecosystems. *Journal of Service Research*, 26(2), 173-190.