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## MAPPING IDEA &amp; LITERATURE FORMAT

## Symmetrical and Asymmetrical of TAM: Consumer Emotional Value and Service Innovation on Consumer Purchase Decisions

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**Abstract** This article presents the results of the mapping carried out taken from various sources, with a total of 34 papers used as mapping materials. Based on the existing theory, TAM consists of several factors, namely risk factors, usability, and added value. The community can accept the stronger these three factors, the more robust technology. These factors can lead to an acceptance of feelings of emotional value or commonly refer to as perceived emotional value. A person can receive emotional value after using the technology, and an emotional value can occur because of innovation. These two things can make a decision someone will use the technology. This study aims to determine the symmetrical and asymmetrical relationship between TAM and Emotional Value, Service Innovators, and also Consumer Purchase Decisions.

**Keywords:** TAM, Emotional Value, Service Innovation, Purchase Decision, E-Commerce.

**JEL Classification Code:** M30, M31, MO

### 1. INTRODUCTION

The technology acceptance model (TAM), introduced by Davis (1989), attempts to simplify and better understand the technology acceptance process in organizations. TAM has become a very commonly used model in investigating the factors that influence user acceptance of technology (Marangunić & Granić, 2015). TAM proposes the existence of individual perceptions of usability and ease of use, where these two perceptions are the two factors that determine technology acceptance. Then FD Davis, Bagozzi, and Warshaw (1989) stated that the user's attitude toward using technology depends on the benefits and convenience felt by the user itself. The perspective will also affect behavioral motivation, determining the actual usage behavior.

The use of TAM today is widely applied in studies based on current events, namely, in a survey conducted by Distler et al. (2020), who presented the results of their research entitled "How Acceptable Is This? How User Experience Factors Can Broaden our Understanding of The Acceptance of Privacy Trade-offs," i.e., the factors that affect privacy trade-offs go beyond the existing TA factors and the perceived usefulness of technology as having a significant role and the associated dimensions. With context, previous experience, perceived autonomy, and a sense of control over the shared data. Then a study conducted by Porter & Donthu (2006) entitled "Using the technology acceptance model to explain how attitudes determine Internet usage: The role of perceived access barriers and demographics" states that age, education, income, and race are related differently from beliefs about the Internet and that these beliefs influence consumer attitudes toward and use of the Internet.

Furthermore, although access barriers have a significant effect in the model, perceptions of ease of use and usability have a more substantial effect. Our results suggest that extending TAM, including perceived barriers to access, helps explain demographic-based differences in Internet use. We also provide critical insights for managers and policymakers. Mohammed & Tejay (2017) stated in their study entitled "Examining privacy concerns and e-commerce adoption in developing countries: The impact of culture in shaping individuals' perceptions toward technology." Personal interest is an essential factor in informing an individual's intention to transact online. These findings reflect the influence of culture on e-commerce adoption. However, interestingly, privacy issues do not reflect cultural values based on the results of this study, indicating the concept of information privacy. Then research by Kurnia et al. (2015) under the research title "E-commerce technology adoption: A Malaysian grocery SME retail sector study" states a significant influence of environmental pressure on adopting various EC technologies. Organizational and national readiness have different effects across various EC technologies, while the impact of industrial readiness is shown to be insignificant. This study expands on the current understanding of the influence of micro, meso, and macro-level factors and has important implications for researchers, practitioners, and policymakers. For example, during the COVID-19 period, namely research conducted by Kusumadewi et al. (2021) entitled "Technology Acceptance Model (TAM) in the Use of Online Learning Applications During the Covid-19 Pandemic for Parents of Elementary School Students". Where the researcher uses the Technology Acceptance Model (TAM) to determine the acceptance of online learning applications by parents of elementary school students as a means of distance learning. Shopee from Singapore is the marketplace with the most visitors in Southeast Asia, with 197.8 million visits per month. The marketplace, which is under the auspices of the SEA Group company, is now operating in eight countries, including Indonesia. In this case, the large number of visitors who visit the Shoppe marketplace shows very significant interest from visitors or commonly called consumers, which is where this interest arises. Due to several factors, such as various products and good quality, selling prices that tend to be cheaper than other marketplaces, the ease of using applications or sales websites, the benefits felt by consumers, good service, and emotional value received by consumers. These factors create a feeling of Emotional Value for each consumer. Kotler (2012) reveals that consumers will buy a company's product or service that provides the customer with value. Total customer value is the benefits that customers expect from a particular product or service. Total customer cost is the set of costs that consumers expect to incur in evaluating, obtaining, using, and disposing of a product or service.

Tseng (2017), with the title "Why do online tourists need sellers' ratings? Exploration of the factors affecting regretful tourist e-satisfaction" in which Tseng, (2017) uses a persuasion theory approach study with the results of two experimental designs showing that the effect of 'regret' personality on e-satisfaction is entirely mediated through post-purchase cognitive dissonance occurs. Then the impact of valid seller ratings on increasing e-satisfaction of 'regret' tourists was also confirmed. This study focused on Taiwanese online tourists provides a precise explanation of the relationship between variables and broadens the understanding of the post-purchase behavior of Asian online tourists who feel 'regret' in high uncertainty avoidance. The study conducted by Xu et al. (2017) entitled "The impact of informational incentives and social influence on consumer behavior during Alibaba's online shopping carnival" uses a study of the theory of carnival and social learning theory uses both ideas The approach study concludes that participation, interaction and mutual pleasure determine OSC consumer behavior and incentive information and social influence are two necessary conditions for OSC consumer behavior. Then a study conducted by Arslanagic-Kalajdzic et al. (2020) entitled "The power of emotional value: Moderating customer orientation effect in professional business services relationships" states that perceived CO is related to relationship satisfaction and relationship performance. In an inverted U shape, joy is positively related to relationship performance. While preferring to receive CO from their suppliers, we show that customers may want a relationship that is not as intense/comprehensive as the supplier is trying to achieve. This study reveals the value of emotion as a moderating mechanism that can prevent the diminishing effect of CO activity. Jeong et al. (2020) stated in their research entitled "Customers' relationships leading to brand tribalism and tribe behavioral intentions" that first, marketing managers must make efforts to build relationships with cruise ship customers. This study demonstrates the effectiveness of RM using brands in driving brand

tribes for sustainable business in the shipping industry. Second, shipping companies must encourage their passengers to make more efforts to interact with other passengers. When passengers feel that other cruisers onboard are excellent and fun, they have a high level of lineage segmentation, social structure, tribal defense, and a sense of community. Lastly, low-involvement customers may be the most effective target market for maximizing RM yields using brand tribalism; a sense of community on the behavioral intention of brand ethnicity is more substantial among low-involvement customers. The study conducted by Holmlund et al. (2020) with the "Customer experience management in the age of big data analytics: A strategic framework" states customer experience. CX data and insights are critical, and BDA can help capture and handle more data. But the fundamental question remains: To what extent does the data reflect what CX is? If the goal is to improve CX, this question is essential. The primary starting point for CMX is how the customer and the customer experience are defined. Customer experience insights. CX's insights or knowledge of customers valuable to CX's actions are critical to this research. Usefulness and actionability distinguish knowledge that can be considered insight from what is "merely" data and knowledge—customer experience management. Our final collection of research topics needs more scrutiny concerning the actual management of CX. As well as a study by Zhao et al. (2020) in a study entitled "How managerial responses to online reviews affect customer satisfaction: An empirical study based on additional reviews" states that MR has a significant positive impact on customer satisfaction in AR. Further exploration showed that the positive result was mainly due to the positive effect of MR on a non-positive initial review (MR-N), indicating that MR-N is an effective management tool for customer complaints.

Moreover, this study identified MR delay as a boundary condition for MR internality because MR delay negatively moderates the positive impact of MR. Therefore, companies should immediately respond to negative customer opinions in their reviews. This study is the first to identify the internality of MR on customer satisfaction. We show that existing results on MR externalities are not directly applicable to MR internalities, highlighting the novelty of this study. The insights gained provide practical guidance for companies to adapt their intervention strategies on e-commerce platforms. Service innovation, which has the term, refers to innovations that occur in various service contexts, including the introduction of new services or improvements to existing services. An increase in services provided by sellers through the existing marketplace has a positive impact on consumers. Casidy et al. (2020), in their research entitled "Service innovation and adoption in industrial markets: An SME perspective," revealed that as many as 336 representatives of Australian SMEs revealed the critical role of suppliers' sustainable competitive advantage and affective commitment in mediating the relationship between service innovation and behavior. Innovation adoption. The findings of Casidy, Nyadzayo, and Mohan (2020) provide valuable insights for organizations to leverage their reputation and customer relationships to drive innovation adoption by SMEs. The study conducted by Feng & Ma (2020) under the title "Identification of the factors that influence service innovation in manufacturing enterprises by using the fuzzy DEMATEL method" in which Feng & Ma, (2020) stated that customer participation, line employee participation future, information technology capabilities, knowledge sharing, senior management support, and market volatility are the key influencing factors. This study explores the key factors influencing service innovation in manufacturing firms and distinguishes the causal relationship between the various elements. This study contributes to the literature on service innovation, provides direction for future research, and helps managers achieve service innovation more easily. Gong et al. (2020) stated in their study entitled "Customer response toward employees' emotional labor in service industry settings" that customer emotion is a mediator between employee emotional work and customer loyalty. Our results are consistent with employee emotion regulation strategies. Previous literature has consistently shown that employee deep acting is associated with positive outcomes, whereas employee surface acting is associated with adverse effects. These findings suggest that perceived service quality and customer satisfaction sequentially mediated the relationship between employee emotional work and customer loyalty. Our results show that employee nonverbal communication amplifies the positive impact of customer perceptions of deep employee actions on customer outcomes and strengthens the negative effects of customer perceptions of employee surface actions on customer outcomes. A study conducted by Delgado & Mills (2020) with the study title "The supply chain economy: A new industry categorization for understanding innovation in services" also states that the

supply chain economy is a distinct and significant segment of the economy, mainly includes service providers. SC industries, primarily traded services, have higher average wages than B2C industries. The supply chain economy also has higher innovative activity as captured by the concentration of most STEM jobs (particularly in traded services) and patents (in manufacturing). Finally, we find that employment in the economy has evolved from manufacturing into two distinct types of services (1998–2015): SC Traded Services (with the highest STEM intensity and wages) versus Main Street B2C (with the lowest STEM intensity and salaries). Then the research conducted by Jang & Noh (2011) under the research title "Customer acceptance of IPTV service quality" states that, First, IPTV service quality is summarized as design, security, and customer service, which is supported by second-order factor analysis.

Service quality influences perceived usefulness, perceived ease of use, and perceived enjoyment. Second, perceived ease of use significantly affects perceived enjoyment, and perceived usefulness also affects repurchase intention. Third, attitudes, beliefs, and satisfaction positively affect repurchase intentions. This study proposes subscriber acceptance of IPTV services based on a modified TAM to uncover the impact on repurchase intentions of IPTV services. As well as a study conducted by Wirtz (2020) entitled "Organizational Ambidexterity: Cost-Effective Service Excellence, Service Robots, and Artificial Intelligence" state that Behind most of today's successful service organizations, there is a solid commitment to resource management. Adequate human resources, including recruitment, selection, training, motivation, and retention. Service excellence and cost-effectiveness conflict, but some organizations achieve both. Organizations that successfully pursue dual strategies have been shown to outperform their peers. Organizations that complete a dual culture strategy can combine an intense focus on cost with equally passionate customer centricity and focus on service excellence. In addition, the dual culture approach requires a reason, an appeal that employees can accept because it helps them see that offering excellent service externally is not against internal desires. The two critical factors above (e.g., emotional value and service innovation) are factors that are the primary keys to a consumer's purchase decision. According to Assauri (2008), the purchasing decision itself is a decision-making process by consumers to determine whether to make a purchase or not to make a purchase. In addition to the two factors above, other factors determine a consumer's purchase decision. Namely, stability in a product where consumers will choose a product based on quality, quality, and price can cause a sense of wanting to buy from a consumer. Then, the habit of buying products where the product is already embedded in their minds because they have felt the benefits of the product. Provide recommendations to others after getting the benefits of the purchased product so that others can feel the same benefits. The last one is making repeat purchases because of feelings of satisfaction and fit and following what consumers want and expect (Kotler, 2014).

In a study conducted by Celuch et al. (2007) entitled "Understanding small-scale industrial internet users purchase and information management intentions: A test of two attitude models" using the theory of planned behavior and reasoned action approaches, it is stated that the idea of planned behavior and theory maintained action has theoretical implications between the relationship of information management on the Internet to purchasing decisions. The research conducted by Ashraf & Thongpapanl (2015) under the research title "Connecting with and Converting Shoppers into Customers: Investigating the Role of Regulatory Fit in the Online Customer's Decision-making Process" which states that in preferences for products that emphasize regulatory objectives, the same one. This study will help e-retailers increase sales by clarifying why, when, and how they should offer a hedonic versus practical shopping experience. This study documents a new source of regulatory conformity: the fit between hedonic or utilitarian online shopping experiences and shopper promotion versus preventive regulatory orientation. Then a survey conducted by Elwalda et al. (2016) under the title "Perceived derived attributes of online customer reviews" states that customer trust in e-vendors and their intention to shop online is significantly influenced by perceived usefulness, perceived ease of use. And the perception of OCR enjoyment. Furthermore, the sense of control that comes from OCR significantly affects customer intentions and trust in e-vendors, especially for customers who frequently check OCR before making a purchase. These OCR attributes are related to the development of the shopping environment, which can consequently affect sales. The research was also conducted by Peña-García et al. (2020) under the title "Purchase intention and purchase behavior online: A cross-cultural

approach," in which Peña-García et al. (2020) stated that self-efficacy in online stores is a crucial factor in adopting e-commerce over the culture being studied. Also, there is significant evidence proving the moderating effect of national culture on some of the proposed model relationships. The results highlight the importance of national culture for understanding impulse buying behavior. This article presents some considerations of the main elements for generating online purchase intention among consumers in developing countries and finds substantial differences with consumers in developed countries. Practical implications are made for companies to adopt online channels and expand internationally.

## 2. Literature Review Procedure

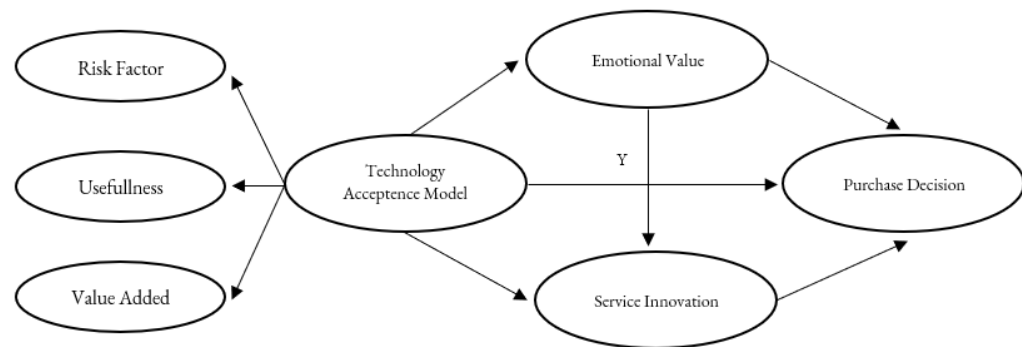
The research results conducted by Arslanagic-Kalajdzic, Kadic-Magljalic, and Miocevic (2020) with the Theory of Customer Value approach, show that perceived customer orientation (CO) is related to satisfaction and relationship performance in an inverted U shape, while satisfaction is positively related to relationship performance. This study also shows that, despite the acceptance of customer orientation (CO) from their distributors, customers may want a comprehensive relationship as the distributor seeks to achieve. According to the research of Casidy, Nyadzayo, and Mohan (2020), the theory of the planned behavior approach shows that sustainable competitive advantage (SCA) has a critical role and distributors. Also, an affective commitment is fundamental in mediating the relationship between service innovation and innovation adoption behavior. Verma and Sinha (2018) stated in their research that social influences affect attitudes, perceptions of ease of use (PEOU), perceptions of economic welfare (PEWB), and perceptions of usefulness (PU) but not behavioral intentions (BI). Furthermore, perceived ease of use (PEOU) influenced perceived usefulness (PU), while attitudes and perceived usefulness (PU) predicted the presence of behavioral intentions (BI). It also reveals that perceived ease of use (PEOU) and perceived economic well-being (PEWB) are creators of perceived usefulness (PU). The results also show that both attitudes and behavioral intentions (BI) are not affected by perceptions of economic welfare (PEWB). This study's contribution to the TAM literature is that perceived economic well-being precedes perceived benefits. Mamonov and Benbunan-Fich (2017)) state that technology-mediated Facebook Gifts services on social networking sites are against social norms associated with a traditional gift exchange. These insights provide evidence of a double challenge for social trading initiatives. Therefore, to be successful, new services in this field must take advantage of the potential of technology and social practices.

Then, according to research conducted by Xia, Zhang, & Zhang (2018), using the theory of reasoned action (TRA) and theory of planned behavior (TPB) approaches, it shows that perceived usefulness and ease of use are important factors that improve users' online experiences. There is a positive relationship between users' online experiences and cognitive and affective images with smartphone applications. According to Ortega Egea & Román González (2011), with the Theory of Reasoned Action (TRA) approach, it is stated that the importance of emphasizing the attitude factor (attitude towards use and perceived institutional trust) and cognitive instrumental processes (especially perceived usefulness) in determining the doctor's intention to use EHCR system. In their research, Porter & Donthu (2006) state that expanding TAM, including perceived access barriers, can help explain demographic-based differences in Internet use and provide critical insights for managers and policymakers. According to W. Lee, Xiong, and Hu (2012), the approach of Theory of Reasoned Action (TRA) and Theory of Planned Behavior (TPB) stated that users' emotions displayed on Facebook event pages have a significant impact on perceived usefulness, perceived ease of use. Perceived and the perceived enjoyment of social media marketing. Research conducted by Markovic et al. (2020) using the theoretical contributions approach states that companies can benefit from cooperating with suppliers and competitors to improve service innovation without prioritizing both. Then, Feng & Ma (2020) stated that the participation of a customer, front-line employee participation, information technology capabilities, knowledge sharing, senior management support, and market volatility are the main factors influencing service innovation.

The study results by Sjödin et al. (2020) find that shared value creation in digital services is best managed through an agile microservices innovation approach, where such an approach requires



additional microservice investments and sprint-based microservice development, as well as microservices learning by doing to ensure service offerings. Customized and scalable digital. This study uses a bibliometric literature review approach with a sample mapping literature of 34 articles from 2006 - 2020 years under the Scopus indexed journal Table 1 illustrates the results of the literacy mapping that we have summarized. In connection with the presentation in the Introduction section, the proportion of our analysis results has also been stated in section 3.



**Figure 1: Conceptual Framework**

### 3. Conclusion and Proposition

- H1: TAM has a positive and significant relationship or influence on Emotional Value
- H2: TAM has a positive and significant relationship or influence on Consumer Purchase Decisions by making the Emotional Value variable as an intervening
- H3: TAM has a positive and significant relationship or influence on Service Innovation
- H4: TAM has a positive and significant relationship or influence on decisions Consumer Purchases by making the Service Innovation variable as an intervention
- H5: Emotional Value has a direct positive and significant effect on Service Innovation
- H6: TAM has a direct positive and significant effect on Consumer Purchase Decisions

Table 1: Mapping Literature

Title	Research Problem	Research Purpose	Variable / Item	Theory	Result
How Acceptable Is This? How User Experience Factors Can Broaden our Understanding of The Acceptance of Privacy Trade-offs (Distler et al., 2020)	The matter has indeed gained high topicality and public attention. Privacy initiatives such as the General Data Protection Regulation (GDPR) in the European Union aim at improving the regulatory landscape and establish, amongst other measures, the principle of “privacy by design”. When confronted with technologies, users’ privacy behaviour regularly reflects conscious or unconscious decisions on whether they accept privacy trade-offs, which involve sharing some level of personal data in exchange for using a product or service. While technology acceptance models offer a framework for studying acceptance, they have shortcomings such as the absence of psychological needs and negative emotions. Moreover, while factors about users, systems, tasks and organization context are widely recognized as important, many papers on technology acceptance do not address them.	In summary, technology acceptance models assess users’ intention to use a system through factors such as performance and effort expectancy. The inclusion of non-pragmatic User Experience factors, such as psychological needs, into acceptance models has been considered relevant and the consciousness and rationality of privacy trade-offs has been challenged. There is thus a strong rationale to include factors that are not based on rationality, again underlining the relevance of UX for this topic. More research is therefore needed on the reasons which influence users’ acceptance of privacy trade-offs in different contexts, investigating the influence of both acceptance and UX factors.	<ul style="list-style-type: none"> <li>• Participants</li> <li>• Procedure</li> <li>• Qualitative content analysis process</li> </ul>	<ul style="list-style-type: none"> <li>• theory of acceptance and use of technology</li> <li>• UX theory</li> </ul>	Our results suggest that factors influencing privacy trade-offs go beyond existing TA factors alone. A technology’s perceived usefulness plays an important role, as well as dimensions related to context, previous experiences, perceived autonomy and the feeling of control over the data being shared.
Using the technology acceptance model to explain how attitudes determine Internet usage: The role of perceived access barriers and demographics	Approximately 68% of American adults use the Internet and marketers are poised to reap the benefits associated with technology-based marketing strategies. Indeed, some of the fastest rates of growth in Internet use have been among individuals who are older, less educated, of minority status or with lower incomes. However, Internet usage rates associated with these demographic	we sought to understand which consumer beliefs explain attitude toward and use of the Internet. Indeed, we felt that variables other than cost could be equally or more important. We also sought to understand how age, education, income and race are related to beliefs about the Internet, since these variables are most often associated with demographic-based differences in Internet use.	<ul style="list-style-type: none"> <li>• Perceived ease of use</li> <li>• Perceived usefulness</li> <li>• Perceived access barriers</li> <li>• Attitude toward Internet usage</li> <li>• Internet usage</li> </ul>	<ul style="list-style-type: none"> <li>• socioemotional selectivity theory</li> <li>• Theory of Planned Behavior</li> </ul>	We found that age, education, income and race are associated differentially with beliefs about the Internet, and that these beliefs influence a consumer’s attitude toward and use of the Internet. Further, we found that although access barriers have a significant effect in the model, perceptions regarding ease of use and usefulness have a

Title	Research Problem	Research Purpose	Variable / Item	Theory	Result
(Porter & Donthu, 2006)	groups are lower than that of the general population.				stronger effect. Our results suggest that by extending the TAM, to include perceived access barriers helps to explain demographic-based differences in Internet use. We also provide key insights for both managers and policymakers.
Why do online tourists need sellers' ratings? Exploration of the factors affecting regretful tourist e-satisfaction  (Tseng, 2017)	Past research has shown that cognitive dissonance might influence consumer satisfaction According to Sweeney, Hausknecht, and Soutar (2000), post-purchase dissonance occurred when consumers generated inconsistent cognitions toward the product between pre-purchase and post-purchase phase. Past research also postulated that cognitive dissonance occurred after consumers make a purchase decision Additionally, prior research has suggested that individuals would be motivated by their cognitive dissonance to reduce their uncomfortable feelings.	based on prior research, the current study postulated that in the context of high uncertainty avoidance, tourists' individual personal trait (e.g. regretful personality: tendency-to-regret) and their post-purchase psychological state (e.g. post-purchase cognitive dissonance) might influence their e-satisfaction. The current study also considered the possible influence of post-purchase information (e.g. sellers' ratings which are feedback from online buyers) as an important factor to increase online tourist e-satisfaction. The current research thus developed a conceptual model that incorporated the antecedent, consequent of PCD and a moderator to influence the relationship between PCD and e-satisfaction.	<ul style="list-style-type: none"> <li>• 1. Once I make up my mind, I won't look back again.</li> <li>• 2. Every time I make a decision, I always want to know what would have happened even if I had made a different choice.</li> <li>• 3. Even though I have made a good decision, I still feel I have lost if a better choice is found.</li> <li>• 4. I collect related information of all alternatives before making a decision.</li> <li>• 5. When I recall my performance, I usually take missing an opportunity to heart.</li> <li>• 1. I wonder if I have made the right choice</li> <li>• 2. I am comfortable with the purchase decision I have just made</li> <li>• 3. I feel that I will be happy with the purchase I just made</li> </ul>	persuasion theory	Results obtained from 2 x 2 experimental designs indicated that, the influence of regretful personality on e-satisfaction was fully mediated via post-purchase cognitive dissonance. The effect of valid sellers' ratings on raising regretful tourist e-satisfaction was also confirmed. The current study focused on Taiwanese online tourists, it provided a precise explanation of the relationships among variables and may expand understanding of Asian online regretful tourist post-purchase behaviors in a high uncertainty avoidance context. The current study could provide practitioners with post-purchase e-marketing implications and applications in such a context.



Title	Research Problem	Research Purpose	Variable / Item	Theory	Result
			<ul style="list-style-type: none"> <li>1. I am satisfied with the purchase decision</li> <li>2. In general, I am satisfied with the product</li> <li>3. My choice to buy this was a wise one</li> </ul>		
<p>The impact of informational incentives and social influence on consumer behavior during Alibaba's online shopping carnival</p> <p>(Xu et al., 2017)</p>	<p>This intriguing phenomenon featuring online technologies and carnival excitement has attracted OSC participants from 235 countries and regions worldwide (Alizila, 2016b). As the OSC contains complex and voluminous information, it often exacerbates uncertainty in the potential participant's decisions and entices participant herd behavior. Therefore, it is important to understand the critical driving factors for herd behavior in the OSC. A clear understanding of these issues could improve strategy, technology and marketing decisions for practitioners (e.g., organizers and vendors) and platform developers in the OSC.</p>	<p>To improve the quality of decision making, one needs complete information to maximize the decision value and minimize the risk for poor decision making. In the OSC context the promotional information promises the product value while the prior review information reduces the risk. Moreover, observations of predecessors' behaviors reinforce the belief in imitating others' behaviors. It is critical to examine online herd behavior and its antecedents in the OSC. Therefore, the purposes of this research are to elaborate our understanding of how to measure OSC consumer behavior and what facilitates OSC consumer behavior.</p>	<ul style="list-style-type: none"> <li>Promotional information (PI)</li> <li>Review information (RI)</li> <li>Endorsement influence (EI)</li> <li>Peer imitation (PE)</li> <li>Participation (PA)</li> <li>Interaction (IN)</li> <li>Pleasure (PL)</li> <li>Cronbach's Alpha Composite Reliability</li> </ul>	<ul style="list-style-type: none"> <li>theory of carnival (TOC)</li> <li>social learning theory (SLT)</li> </ul>	<p>The empirical results show that (1) participation, interaction and pleasure together define OSC consumer behavior; (2) informational incentives and social influence are two crucial preconditions for OSC consumer behavior. The results provide good support for the proposed research model and hypotheses and yield interesting insights about the important roles of informational incentives and social influence collectively facilitating OSC.</p>
<p>The power of emotional value: Moderating customer orientation effect in professional business services relationships</p>	<p>This revealing insight asks the question as to whether the sellers' customer-oriented initiatives always succeed in maintaining long-term and fruitful B2B relationships with customers. This study aims to examine how customer orientation (CO) and perceived emo-</p>	<p>This study offers new insights in three ways. First, it adds to the existing strategic orientation literature by shedding light on the perspectives of business customers regarding the effectiveness of CO in terms of relational outcomes, relationship satisfaction and sales-based relationship</p>	<ul style="list-style-type: none"> <li>This [Supplier] has employees who are concerned about</li> <li>This [Supplier] has employees who treat clients courteously 0.899</li> </ul>	<ul style="list-style-type: none"> <li>relationship marketing theory</li> <li>theory of customer value</li> </ul>	<p>The study finds that perceived CO is related to satisfaction with the relationship and with relationship performance in an inverted U-shaped form, while satisfaction is positively related to relationship performance.</p>

Title	Research Problem	Research Purpose	Variable / Item	Theory	Result
(Arslanagic-Kalajdzic et al., 2020)	tional value contribute to shaping business relationship satisfaction and performance.	performance. Second, this is the first study in a B2B setting to examine empirically the role of emotional value in B2B relationships. Finally, this study provides an additional understanding of satisfaction with the relationship, and relationship performance, in professional business services.	<ul style="list-style-type: none"> <li>• This [Supplier] is concerned about its clients</li> <li>• My firm appreciates the relationship with this [Supplier].</li> <li>• This [Supplier] doesn't cause stress situations to my firm.</li> <li>• Satisfaction with the Relationship</li> <li>• Our association with this [Supplier] has been a highly</li> <li>• This [Supplier] leaves a lot to be desired from an overall</li> <li>• Relationship Performance (adapted from Luo et al., 2014)</li> <li>• Relationship with this [Supplier] helps increase my firm's</li> <li>• sales revenue.</li> </ul>		We show that, although preferring to receive CO from their supplier, customers might want a relationship that is not as intense/comprehensive as the one that the supplier aims to achieve. The study unfolds emotional value as a moderating mechanism that can prevent the diminishing effect of CO activities.

Title	Research Problem	Research Purpose	Variable / Item	Theory	Result
Service innovation and adoption in industrial markets: An SME perspective  (Casidy et al., 2020)	Extant business-to-business (B2B) marketing literature considers business customers as rational actors. This characterization stems from a long-standing tradition in organizational buying research that suggests that utilitarian motives primarily drive buyers' purchase decisions. However, as seen in a variety of contemporary studies in industrial marketing, this commonly-used portrayal has changed. Today, B2B research has evolved to capture important non-rational or subjective factors that influence B2B managers in their roles as decision makers.	Using a sample of CEOs, directors, and owner-managers from a large sample of SMEs based in Australia, this research utilizes a cross-sectional design to test the direct and indirect effects of a supplier firm's service innovation on a customer firm's innovation adoption decisions. The results offer several interesting findings. While a supplier firm's service innovation does influence a customer firm's adoption of innovations, both reputational and relational factors mediate this relationship. Notably, upon testing a series of conditional indirect effects, the mediating role of relational factors is moderated by long-term orientation and technological turbulence. Overall, because theory building in regard to service innovation is still in its infancy the findings of this study contribute to this body of literature by examining relational and reputational factors as underlying process mechanisms through which service innovation influences the innovation adoption behavior of SMEs.	<ul style="list-style-type: none"> <li>• 1. Service Innovation</li> <li>• 2. Calculative Commitment</li> <li>• 3. SCA</li> <li>• 4. Long-Term Orientation</li> <li>• 5. Technological Turbulence</li> <li>• 6. Affective Commitment</li> <li>• 7. Adoption Intention</li> <li>• 8. Actual Adoption</li> </ul>	<ul style="list-style-type: none"> <li>• social exchange theory</li> <li>• theory building</li> <li>• social capital theory</li> <li>• theory of planned behavior</li> <li>multi theory</li> </ul>	A survey of 336 Australian SME representatives reveals the critical role of suppliers' sustainable competitive advantage (SCA) and affective commitment in mediating the relationship between service innovation and innovation adoption behavior. However, industry-relevant moderators in the form of technological turbulence and long-term orientation constrain the mediating effects. Specifically, perceived SCA has stronger mediating effects among short-term-oriented customers, whereas affective commitment has stronger mediating effects when technological turbulence is low. The findings provide useful insights for organizations in terms of capitalizing on their reputation and relationship with customers to encourage the adoption of innovation by SMEs.

Title	Research Problem	Research Purpose	Variable / Item	Theory	Result
<p>Identification of the factors that influence service innovation in manufacturing enterprises by using the fuzzy DEMATEL method</p> <p>(Feng &amp; Ma, 2020)</p>	<p>In summary, although the existing literature contains recent research on the factors influencing the service innovation of manufacturing enterprises, there are still many shortcomings: (1) Scholars have proposed some of the influencing factors of service innovation in manufacturing enterprises from their different respective perspectives, but the research is scattered and there is no effective integration of these factors (2) The existing literature has failed to discriminate the causal relationship between various factors. The influencing factors of service innovation consist of a large system, where all the factors are interrelated. However, most existing studies regard these influencing factors as independent, and fail to explore the deep causal relationship between them (3) The key influencing factors have not been identified. The existing literature uses case studies, empirical analysis, and other methods to explore the influencing factors, but the key influencing factors using multi-factor interaction was not extracted.</p>	<p>The aim of this paper is to attempt to effectively identify the influencing factors of service innovation on manufacturing enterprises. Firstly, this paper establishes a set of factors that influences service innovation through an analysis of the existing service innovation literature. Secondly, we further enrich the set of influencing factors through enterprise interviews. Thirdly, combined with the opinions of enterprise experts, we gradually converge the data to obtain a set of factors that influence service innovation. Finally, we analyze the research results, and discuss the managerial implications and contributions of this research to the field</p>	<ul style="list-style-type: none"> <li>• Customer participation</li> <li>• Supplier participation</li> <li>• Frontline employee participation</li> <li>• Strategic consistency</li> <li>• Entrepreneurship IT capabilities</li> <li>• Human capital investment</li> <li>• Knowledge sharing Network capabilities</li> <li>• Organizational learning</li> <li>• Absorptive capacity</li> <li>• Organizational legitimacy</li> <li>• Coordination capability</li> <li>• Innovative organizational culture</li> <li>• Customer orientation</li> <li>• Market turmoil</li> <li>• Technical turmoil</li> </ul>	<ul style="list-style-type: none"> <li>• Theory of resource based view</li> <li>• Fuzzy Set Theory</li> <li>• Graph theory</li> </ul>	<p>The results show that customer participation, frontline employee participation, information technology capability, knowledge sharing, senior management support, and market turmoil are the key influencing factors. This study explores the key factors influencing service innovation in manufacturing enterprises, and discriminates the causal relationship between various factors. This study contributes to the literature on service innovation, provides future research directions and helps managers to more easily achieve service innovation.</p>

Title	Research Problem	Research Purpose	Variable / Item	Theory	Result
<p>Understanding small scale industrial user internet purchase and information management intentions: A test of two attitude models.</p> <p>(Celuch et al., 2007)</p>	<p>There is strong consensus that eCommerce has the potential to change business. For example, manufacturers, distributors, and customers using the internet as a basis for communications and transactions are creating new platforms for competitive strategy. Indeed, Kalakota and Robinson (1999) describe how Web technology has served as a catalyst for customer relationship management (CRM). CRM strategy includes process reengineering, organizational change, and incentive- program change with the creation of customer value as the focal point. The overarching objective is to achieve integration among sales, marketing, and service through coordinated activity. More specific goals of CRM include: growing revenue through existing relationships, enhancing service through the use of integrated information, and facilitating consistent, replicable channel processes and procedures.</p>	<p>We believe these constructs could add value to an understanding of internet usage as control and normative influence represent potentially relevant issues in the small scale industrial user context. This line of reasoning is consistent with concerns raised in the attitude literature regarding the insufficient consideration of the social context. As acknowledged by Taylor and Todd (1995) in a comparison of the TAM and the TOPB in the context of utilization of a university computer resource center, the TOPB showed an improvement over TAM in explaining behavioral intention and concluded that the TOPB provided a more complete understanding of intention than did TAM. Thus, a conscious decision was made by the present authors to examine the more established theories owing to their potential to offer a richer theoretical understanding of psychological processes.</p>	<ul style="list-style-type: none"> <li>• Attitude toward info. management</li> <li>• Attitude toward purchasing</li> <li>• Subjective norm</li> <li>• Self-efficacy</li> <li>• Perceived control</li> <li>• Previous behavior info. management</li> <li>• Previous behavior purchase</li> <li>• Purchase intention</li> <li>• Information management intention</li> </ul>	<ul style="list-style-type: none"> <li>• Theory of Planned Behavior (TOPB)</li> <li>• Theory of Reasoned Action</li> <li>• well-grounded theory</li> <li>• theory-based</li> <li>• theory development</li> <li>• theory testing</li> <li>• Social cognitive theory</li> </ul>	<p>While both variants of the TOPB are comparable in terms of standard fit indices, the variant with past behavior added substantially to the variance explained for internet purchase intentions. These results hold implications for future theory, research, and management of information technology-related small scale industrial buyer motivation.</p>



Title	Research Problem	Research Purpose	Variable / Item	Theory	Result
Connecting with and Converting Shoppers into Customers: Investigating the Role of Regulatory Fit in the Online Customer's Decision-making Process  (Ashraf & Thongpapanl, 2015)	Despite the strong growth of Internet and e-commerce sales, this distribution channel has not been as successful as initially expected. Low shopper retention (i.e., visitors being retained for longer periods of time) and low conversion rates (i.e., the percentage of visitors who actually make a purchase) are viewed as significant impediments to online sales growth (Campbell, Wells, and Valacich 2013). The global conversion rate of online shoppers averaged only 2.48% and 2.37% in the second and third quarters of 2014 (Monetate Ecommerce Quarterly 2014), rates that are significantly lower than what is experienced by traditional brick-and-mortar firms. Hence, understanding online consumers' decision-making behavior and designing websites that capture online customers to turn visitors into buyers are significant concerns for e-retailers.	The key and previously unexplored issue is whether these attributes contribute towards attracting and retaining customers. Hence, we pose the following research question: Would e-retailers benefit more from offering a combined hedonic and utilitarian experience (i.e., high hedonic/high utilitarian experience) or investing more in one of the two options (i.e., high hedonic/low utilitarian experience or low hedonic/high utilitarian experience)?	<ul style="list-style-type: none"> <li>• Stimuli Development</li> <li>• Overview and Procedure</li> <li>• Regulatory Focus Manipulation</li> <li>• Regulatory Focus Manipulation Checks</li> <li>• Website Stimuli</li> <li>• Website Evaluation</li> <li>• Website Purchase Intention</li> <li>• Engagement</li> <li>• Shopping Experiences</li> <li>• Laptop Stimuli</li> </ul>	<ul style="list-style-type: none"> <li>• regulatory fit theory</li> <li>• Regulatory focus theory</li> <li>• cognitive tuning theory</li> </ul>	resulting in a preference for products that emphasize the same regulatory goal. This study will help e-retailers increase sales by clarifying why, when, and to what extent they should offer hedonic versus utilitarian shopping experiences. In doing so, this study documents a new source of regulatory fit: a match between the hedonic or utilitarian online shopping experience and a shopper's promotion versus prevention regulatory orientation.

Title	Research Problem	Research Purpose	Variable / Item	Theory	Result
Perceived derived attributes of online customer reviews  (Elwalda et al., 2016)	The influence of online customer reviews (OCRs) on customers' purchase intention has recently gained considerable attention, in both academic and business communities. Technology allows customers to freely and easily post their comments and opinions online about any product or service; this type of customer review can have a significant effect on customers' purchase decisions. Previous studies, however, have mainly focused on the influence of the virtual attributes of OC Rs such as volume and valence on consumers' intentions, while limited attention has been paid to understanding the effects of the derived attributes.	This study, thus, aims to understand the impact of the perceived derived attributes of OC Rs on customer trust and intention. This study develops a e Perceived Derived Attributes (PDA) - model, based on the inclusion of perceived control from the Theory of Planned Behaviour (TPB) with the Technology Acceptance Model (TAM), in order to investigate the effects of OC Rs on customers' purchase intention. A total of 489 responses to a survey were collected from users of amazon.com.	<ul style="list-style-type: none"> <li>• Perceived usefulness</li> <li>• Perceived ease of use</li> <li>• Perceived enjoyment</li> <li>• Perceived control</li> <li>• Trust in e-vendor</li> </ul> Purchase intention	<ul style="list-style-type: none"> <li>• Theory of Planned Behaviour (TPB)</li> <li>• theory of reasoned action</li> <li>• theory perspective</li> <li>• theory proposes</li> </ul>	The findings from this study suggest that customer trust in an e-vendor and their intention to shop online are significantly affected by perceived usefulness, perceived ease of use and perceived enjoyment of OC Rs. Furthermore, the sense of control derived from OC Rs significantly affects customer intention and significantly affects customer trust in e-vendors, particularly for customers who frequently check OC Rs before making a purchase. Clearly, those attributes of OC Rs are linked to the development of the shopping environment, which consequently can affect sales.

Title	Research Problem	Research Purpose	Variable / Item	Theory	Result
Examining privacy concerns and ecommerce adoption in developing countries: The impact of culture in shaping individuals' perceptions toward technology  (Mohammed & Tejay, 2017)	However, business between organizations and customers using the Internet as a medium requires the transfer of personal information (Dinev et al., 2006), which raises the issue of information privacy. In his paper, Mason (1986) included information privacy as one of the major concerns of the digital age, whereby individuals lose control over their personal information when they have disclosed it online. As defined by Westin (1967), information privacy refers to the control an individual has over the collection, use and dissemination of the personal information he/she has disclosed. The personal information that individuals disclose to organizations in ecommerce transactions makes them vulnerable to the possibility of opportunistic behavior of the organizations.	Our study tests the research model on data collected from Trinidad and Tobago as a representative of developing countries. Trinidad and Tobago is considered a developing country according to the World Bank and is counted as an emerging market (International Monetary Fund, 2014), with rapid growth expectations. This study contributes to the information privacy field by examining how culture affects the view of information privacy within a developing country, and its impact on ecommerce use.	<ul style="list-style-type: none"> <li>• confirmatory factor analysis (CFA)</li> <li>• structural equation modeling (SEM)</li> <li>• Average variance extracted (AVE)</li> <li>• normed fit index (NFI)</li> <li>• comparative fit index (CFI)</li> <li>• goodness of fit (GFI)</li> <li>• adjusted goodness of fit (AGFI)</li> </ul>	<ul style="list-style-type: none"> <li>• Hofstede's theory of cultural</li> <li>• Fukuyama's theory</li> <li>•</li> </ul>	Our findings indicated that the level of Internet safety perceptions, ecommerce acceptance, privacy concerns and personal interest are salient factors in informing individuals' intention to transact online. Essentially, these findings reflect the effect culture has on ecommerce adoption. However, interestingly, privacy concerns were not reflective of cultural values based on the results of this study, suggesting that the concept of information privacy.

Title	Research Problem	Research Purpose	Variable / Item	Theory	Result
<p>Customers' relationships leading to brand tribalism and tribe behavioral intentions</p> <p>(Jeong et al., 2020)</p>	<p>However, there are some drawbacks to RM. Given the nature of the relationship formed on the basis of trust and commitment, the direct outputs of RM take time to manifest, thus making it difficult to take immediate measures. Therefore, establishing and focusing on key marketing directions at the initial stage is crucial for the success of RM. A key aspect of RM is good brand management, objectifying an integrated image of services and then facilitating the development of a relationship with customers serving a representative object. RM emphasizes benefits from the lifetime value of customers who build emotional relationships with brands. The importance of branding has been reported in numerous studies.</p>	<p>The purpose of this study is to understand the leading factors and the formation process of brand tribes that lead to brand tribe behavioral intentions, from a RM perspective, in the context of the cruise industry. We hope that this paper contributes to the establishment and development of alternative marketing practices in the luxury cruise sector. This study is seminal because it is the first to attempt the application of concepts of brand tribalism and RM to the luxury cruise industry.</p>	<ul style="list-style-type: none"> <li>• segmentary lineage</li> <li>• social structure,</li> <li>• defense of the tribe</li> <li>• a sense of community</li> <li>• brand tribe behavioral intentions</li> </ul>	<p>brand related theory</p>	<p>The results of this study indicate the following managerial implications. First, marketing managers should make efforts to build a relationship with cruise customers. This study suggests the effectiveness of RM using brands, in fostering brand tribes for ongoing business in the cruise industry. Second, cruise companies should encourage their passengers to make more effort to interact with other passengers. When passengers perceive that other cruisers on the ship are nice and congenial, they have high levels of segmentary lineage, social structure, defense of the tribe, and sense of community. Lastly, low-involvement customers may be the most effective target market to maximize the outcomes of RM using brand tribalism; the influence of sense of community on brand tribe behavioral intentions are stronger among low-involvement customers.</p>

Title	Research Problem	Research Purpose	Variable / Item	Theory	Result
E-commerce technology adoption: A Malaysian grocery SME retail sector study (Kurnia et al., 2015)	Even though SMEs provide a strong stimulus to the national economy, they generally suffer from a lack of nationwide geographical presence and an inability to extend their services 24 h a day and 7 days a week. The adoption of EC technologies alleviates these conditions and enables SMEs to access larger markets without expanding their physical presence. EC technologies have a strong appeal to SME retailers as EC can make geographic locations, distances and time irrelevant. Due to the impacts of EC technologies on SMEs, EC technologies have become important entities of consideration within business and entrepreneurship literature. However, SMEs in developing countries are slow to adopt EC technologies into their. This slowness is due to the unfavorable social, economic, technological and political conditions that prevail in many developing countries.	The aim of this study is to systematically examine the influence of organizational, industry, and national readiness and environmental pressure on the adoption of diverse EC technologies by SMEs in developing countries. A quantitative survey was conducted with retail SMEs within the Malaysian grocery sector to validate the proposed multi-level model.	<ul style="list-style-type: none"> <li>• Perceived Benefits</li> <li>• Perceived Organization Resources and Governance (PORaG)</li> <li>• Perceived Industry Structure and Standards (PISaS)</li> <li>• Perceived Supporting Services (PSS)</li> <li>• Perceived Environmental Pressure</li> </ul>	<ul style="list-style-type: none"> <li>• Theory of Reasoned Action</li> <li>• Theory of Planned Behavior</li> <li>• National Institutional Perspective (NIP) theory</li> <li>• Diffusion of Innovation (DOI) theory</li> <li>• culture theory</li> <li>• motivation theory</li> </ul>	Findings indicate significant influence of environmental pressure on the adoption of various EC technologies. Organizational and national readiness have different influences across diverse EC technologies, while the influence of industry readiness is shown to be insignificant. This study extends the current understanding of the influence of micro-, meso- and macro-level factors and has important implications for researchers, practitioners, and policy makers.



Title	Research Problem	Research Purpose	Variable / Item	Theory	Result
Customer response toward employees' emotional labor in service industry settings  (Gong et al., 2020)	More recently, employees have to deal with dys- functional customer behavior, which produces a discrepancy between feelings and display rules, which in turn, signals to employees that they must regulate their feelings so as to show the required emotions, which they may accomplish by attempting to alter their felt emotions.	In the current study, we develop and test a moderated mediation model that explores the mechanisms that underlie the influence of employees' emotional labor on customer loyalty by considering affective reactions and cognitive appraisals simultaneously and illustrating moderating factors that alter their effectiveness. The balance of the paper is organized as follows. First, we introduce our conceptual background for emotional labor followed by hypotheses reflecting customers' cognitive and affective responses to customers' detection of employees' emotional labor as well as moderating effect of employees' nonverbal communication. Second, we describe the re- search methodology used to test the hypothesized relationships in service industry settings. Finally, we highlight a set of implications for academics and practitioners as well as provide suggestions for further research.	<ul style="list-style-type: none"> <li>• Gender</li> <li>• Age</li> <li>• Marital</li> <li>• Education</li> <li>• Annual Income</li> </ul>	<ul style="list-style-type: none"> <li>• emotion regulation theory</li> <li>• emotional labor theory</li> <li>• Coping theory</li> <li>• emotional intelligence theory</li> </ul>	The findings show that customer emotion is a mediator between employees' emotional labor and customer loyalty. Our results are consistent with employees' emotion regulation strategies. The prior literature consistently shows that employees' deep acting is related to positive outcomes, while employees' surface acting is related to negative outcomes. The finding also shows that perceived service quality and customer satisfaction sequentially mediated the relationship between employees' emotional labor and customer loyalty. Our results demonstrate that employees' nonverbal communication not only strengthens the positive impact of customers' perception of employees' deep acting on customer outcomes, but also amplifies the negative impact of customers' perception of employees' surface acting on customer outcomes. Our finding that employees' nonverbal communication moderates the relationship between employees' deep and surface acting and customer outcomes has important implications for

Title	Research Problem	Research Purpose	Variable / Item	Theory	Result
					training and develop- ment decisions.
Purchase intention and purchase behavior online: A cross-cultural approach  (Peña-García et al., 2020)	e-Commerce has had remarkable success and provided significant economic and social benefits in developed countries; however, in developing countries, the picture is quite different. Many challenges in these economies have hindered the growth of e-commerce. In this regard, Uwemi and Fournier-Bonilla (2016) indicate that consumers in developed countries have become accustomed to using the Internet and have been benefited from e-commerce, changing their lifestyles. In contrast, consumers in developing countries are used to face-to-face transactions, do not trust in electronic processes, and cannot afford the risk involved. This situation demonstrates the need to study the crucial factors that could lead consumers in developing countries to	The aim of this research is to assess the main theories about consumer behavior/making decision from the social psychology perspective, to understand the intention to adopt electronic channel and, in this way, to determine the precursors of online purchase intention in an emerging economy, and to compare these precursors with the precursors in a developed economy through a cross-cultural study. The proposed framework for this study examines and contrasts key elements related to the purchase decision making process and their consequences. These elements are operationalized as antecedent variables (attitude, buying impulse, subjective norms, self-efficacy, PBC, Compatibility and PIIT) that can influence online purchase intention and consequently online purchase behavior	<ul style="list-style-type: none"> <li>• Attitude</li> <li>• Buying impulse</li> <li>• Subjective norms</li> <li>• Self-Efficacy</li> <li>• PBC</li> <li>• Compatibility</li> <li>• PIIT</li> </ul>	<ul style="list-style-type: none"> <li>• Theory of Planned Behavior TPB</li> <li>• Diffusion of Innovation Theory</li> <li>•</li> </ul>	The study reveals that self-efficacy in online stores is a key factor in adopting electronic commerce above the cultures studied. Also, there is significant evidence that proves the moderating effect of national culture on several relationships of the model proposed. Results highlight the importance of national culture to understand impulsive buying behavior. The article presents several considerations toward the main elements to generate online purchase intention among consumers in an emerging country and finds substantial differences with consumers in a developed country. Practical implications are made for

Title	Research Problem	Research Purpose	Variable / Item	Theory	Result
	adopt e-commerce so that they can enjoy the economic and social benefits that developed countries already enjoy.	both in a developed and in an emerging economy.			companies to adopt online channels and expand internationally.
The supply chain economy: A new industry categorization for understanding innovation in services  (Delgado & Mills, 2020)	In this debate, the predominant view is that a country's manufacturing capacity drives innovation because of externalities associated with the production of intermediate goods (e.g., machine tools, automation equipment, and semiconductors) that improve the efficiency of the innovation process.	The goals of this paper are to quantify and characterize the suppliers in today's economy, and to examine their role in national innovation and economic performance. A significant literature has focused on the management of the supply chain of particular (manufacturing) industries and firms, but there has been a lack of work on the size and attributes of the suppliers in the U.S. economy. Therefore, we develop a new industry categorization that separates "supply chain" (SC) industries (i.e. those that sell primarily to businesses or the government) from business-to-consumer (B2C) industries (i.e., those that sell primarily to consumers).	<ul style="list-style-type: none"> <li>• Size of the supply chain economy: employment and firms</li> <li>• Wages in the supply chain economy versus B2C economy</li> </ul>	<ul style="list-style-type: none"> <li>• efficiency wage theory</li> </ul>	We find that the supply chain economy is a distinct and large segment of the economy that includes primarily service providers. The SC industries, especially traded services, have higher average wages than B2C industries. The supply chain economy also has higher innovative activity as captured by the concentration of the vast majority of STEM jobs (primarily in traded services) and patents (in manufacturing). Finally, we find that employment in the economy has evolved from manufacturing into two distinct types of services (1998–2015): SC Traded Services (with the highest STEM intensity and wages) versus B2C Main Street

Title	Research Problem	Research Purpose	Variable / Item	Theory	Result
					(with the lowest STEM intensity and wages).
Customer acceptance of IPTV service quality (Jang & Noh, 2011)	However, this estimation should be noted as being worse than the expected performance as the number of IPTV subscribers fell far short of the initial target range of 2.5–3 million. IPTV marketers have been urged to come up with active marketing strategies, with the aim of boosting the number of IPTV subscribers. Despite the growing market traction, the competitive atmosphere is also getting tenser as many companies try to get a slice of the market pie.	this study will conduct a survey that targeted experienced IPTV users which allowed for obtainment of sample representativeness and make generalizations. Second, IPTV service quality was specifically analyzed by the secondary factor analysis for extracting the crucial quality factors including design, security, and customer service. Third, unlike many papers that examined the user adoption factors in IPTV service, this study focus on the formation processes of repurchase intention using an extended TAM that illuminated the integrative perception between information technology and marketing. Fourth, to overcome the narrow approach in IPTV adoption, this study incorporates a comprehensive adoption process considering quality, TAM variables, and extended TAM variables. In sum, this study is distinct from the others because of	<ul style="list-style-type: none"> <li>• Gender</li> <li>• Income</li> <li>• Main broadcast</li> <li>• Motive for watching IPTV</li> <li>• Interaction</li> </ul>	<ul style="list-style-type: none"> <li>• TAM theory</li> <li>• theory of technology acceptance</li> <li>• theory of planned behavior</li> </ul>	The results of this study are as follows. First, IPTV service quality is summarized as design, security, and customer service, which is supported by second-order factor analysis. Service quality had an influence on perceived usefulness, perceived ease of use, and perceived enjoyment. Second, perceived ease of use had a significant effect on perceived enjoyment, and perceived usefulness also had an effect on repurchase intention. Third, attitude, trust, and satisfaction had a positive effect on repurchase intention. To reveal the impact on repurchase intention of the IPTV service quality, this study proposes customer acceptance

Title	Research Problem	Research Purpose	Variable / Item	Theory	Result
		its interdisciplinary approach between management information system and marketing.			on IPTV service based on a modified TAM.
Customer experience management in the age of big data analytics: A strategic framework  (Holmlund et al., 2020)	In today's fast developing digital economy, big data analytics (BDA) have an immense potential to empower CXM as they can help organisations to achieve a better and faster understanding of the customer journey and make decisions to improve CX. Employing BDA for CXM has been spearheaded by digital-native companies and technology giants such as Facebook, Apple, Amazon, Netflix, and Google. However, most organisations still face challenges in capturing (big) data from a multitude of touchpoints, channels, devices, and applications. Moreover, even if (big) data is captured, the majority of organisations still face difficulties in generating relevant customer insights, knowledge about customers that is valuable to the organisation. Customer insights are	The purpose of this paper is therefore to develop a strategic framework for CXM based on CX insights resulting from BDA. Our conceptualisation is comprehensive and is particularly relevant for researchers and practitioners who are less familiar with the potential of BDA for CXM. For managers, we provide a step-by-step guide on how to kick-start or implement our strategic framework. For researchers, we propose some opportunities for future studies in this promising research area.	<ul style="list-style-type: none"> <li>• Degree of application in practice</li> <li>• Number of facets to the data L</li> <li>• Effort required from customers</li> <li>• Variable costs for organization</li> <li>• Complexity of capture</li> <li>• Fixed costs for organization</li> <li>• Privacy and legal concerns</li> <li>• Representative studies</li> </ul>	Marketing Theory	Customer experience. CX data and insights are crucial and BDA can surely assist in capturing and handling more data. But a fundamental question remains: To what extent do the data in fact reflect what the CX is? If the intention is to improve the CX, then this question is vital. The foundational starting point for CXM is how the customer and the customer experience are defined. Customer experience insights. CX insights or knowledge about the customers that is valuable for CX actions are fundamental to this research. Usefulness and actionability distinguish knowledge that can be considered insights from what is



Title	Research Problem	Research Purpose	Variable / Item	Theory	Result
	usually derived through analytics, and while on average the use of analytics is increasing, most organisations use negligible analytics in decision-making.				“merely” data and knowledge. Customer experience management. Our final set of research topics in need of more scrutiny relates to the actual management of CX.
How managerial responses to online reviews affect customer satisfaction: An empirical study based on additional reviews  (Zhao et al., 2020)	This study investigates the internality of managerial responses (MRs) to online reviews on the responded customers' (i.e., customers who have posted an initial review and then being responded by the company through an MR) satisfaction. By utilizing the data of additional reviews (ARs), an innovative social media module for customers to express follow-up opinions that complement their initial reviews, we examine the impact of MR treatment on the customers' AR valence.	This study examines the internality of MRs on customer engagement and customer satisfaction using the data set collected from Kaola.com, the largest cross-border online shopping e-commerce platform in China. Specifically, the data set includes the detailed contexts and time stamps of the initial reviews, ARs and MRs from 78 representative products, in which the time stamps are the key to our identification strategy. We highlight that a customer must revisit his/her reviewed product's webpage on the e-commerce platform in order to write an AR, at which time, the MR to his/her initial review can be observed or not. Our findings help clarify the mechanism how MRs affect customer satisfaction and provide guidance on how to strategically use MRs in CRM.	<ul style="list-style-type: none"> <li>• Number of products</li> <li>• Number of initial reviews</li> <li>• Number of additional reviews</li> <li>• Average valence of initial reviews</li> <li>• Average valence of additional reviews</li> <li>• Average days between initial review and additional review</li> <li>• Number of managerial responses to initial reviews</li> <li>• Number of consumers using an iOS operating system</li> <li>• Number of consumers using an Android operating system</li> </ul>	<ul style="list-style-type: none"> <li>• marketing theory</li> <li>•</li> </ul>	The results show that MRs have significant positive impacts on customers' satisfaction in ARs. Further explorations show that the positive impacts are mainly due to the positive effects of MRs on nonpositive initial reviews (MR-Ns), suggesting that MR-Ns are an effective management tool for customer complaints. Moreover, this study identifies MR delay as a boundary condition for the internality of MRs because MR delay negatively moderates the positive impacts of MRs. Therefore, companies should promptly respond to customers' negative opinions in their reviews. This study is among the very first to clearly identify the internality of MRs on the

Title	Research Problem	Research Purpose	Variable / Item	Theory	Result
			<ul style="list-style-type: none"> <li>• Number of consumers using other operating systems</li> <li>• Positive Initial</li> <li>• Reviews Nonpositive</li> <li>• Initial Reviews</li> <li>• Average Days between the MR and the Initial Review</li> <li>• Number of MRs to Positive Initial Reviews</li> <li>• Number of MRs to Nonpositive Initial Reviews</li> </ul>		responded customers' satisfaction. We show that the existing results on the externality of MRs are not directly applicable to the internality of MRs, highlighting the novelty of this study. The obtained new insights provide practical guidelines for companies to adjust their intervention strategies on e-commerce platforms.
Organizational Ambidexterity: Cost-Effective Service Excellence, Service Robots, and Artificial Intelligence  (Wirtz, 2020)	<p>Too strong a focus on productivity comes with cost reduction that frequently affects customer satisfaction, and too strong a focus on customer satisfaction generally requires more labor, increases cost and thereby reduces productivity.</p> <p>However, few service organizations seem to be capable of pursuing a strategy focused on customer satisfaction and productivity at the same time given that each objective requires a distinctive organizational culture.</p>	pursuing this dual objective strategy is a daunting task. One strategic pathway toward CESE that has been advanced in the literature is the dual culture strategy. This article reviews and synthesizes recent research on organizational ambidexterity related to CESE (i.e., on how to build a dual culture that focuses on service excellence and cost-effectiveness at the same time) and, as part of this discussion, the potential of robotics and artificial intelligence (AI) in service operations and their impact on an organization's human resources (HR) strategy. Recent developments in these areas warrant senior management attention.	<ul style="list-style-type: none"> <li>• Leadership Ambidexterity</li> <li>• Contextual Ambidexterity</li> <li>• Structural Ambidexterity</li> <li>• Getting Buy-In from Employees</li> <li>• Dual Culture Drives Organizations towards Operational Best Practice</li> </ul>	<ul style="list-style-type: none"> <li>• Consumer Culture Theory</li> </ul>	Behind most of today's successful service organizations stands a firm commitment to the effective management of human resources, including their recruitment, selection, training, motivation and retention. Service excellence and cost-effectiveness are perceived to be in conflict, yet there are organizations that achieve both. Organizations that successfully pursue a dual strategy have been shown to outperform their peers. Organizations that successfully achieve a dual culture strategy are able to combine an intense focus on costs with an equally passionate customer centricity and a focus on service excellence. Furthermore, the

Title	Research Problem	Research Purpose	Variable / Item	Theory	Result
					dual culture approach requires a rationale, a rallying cry employees can buy into as it helps them see that it's not counterintuitive to offer great service externally while being stingy internally.

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