

Disciplinas e Ementas

Disciplinas Eletivas

ESTRATÉGIA DE SERVIÇOS

Número de Créditos: 2 créditos

Ementa:

Serviços e a economia. Serviços e Estratégia. Encontros de Serviços. Marketing de Serviços. Qualidade em Serviços. Gestão de Pessoas e Serviços. Serviços e Tecnologia. Operações em Serviços. Servitização.

Bibliografia:

BAINES, T. S.; LIGHTFOOT, H.W.; BENEDETTINI, O. KAY, J.M. The servitization of manufacturing: a review of literature and reflection on future challenges. *Journal of Manufacturing Technology Management*, v. 20, n. 5, p. 547-567, 2009. CHUAN, A.H.; LIAO, H. Strategic human resource management in service context: taking care of business by taking care of employees and customers. *Personnel Psychology*, v. 63, p. 153-196, 2010. DELCOURT, C.; GREMLER, D. D.; GREEN, B.; ZANET, F.; RIEL, I. C. R. Na analysis of the interaction effect between employee technical and emotional competencies in emotionally charged service encounters. *Journal of Service Management*, v. 28, n. 1, p. 85-106, 2017. DHAR, R. L. Service quality and the training of employees: The mediating role of organizational commitment. *Tourism Management*, v. 46, p. 419-430, 2015. DU, J.; FAN, X.; FENG, T. Multiple emotional contagions in service encounters. *Journal of the Academic Marketing Science*, v.39, p. 449-466, 2011. GELBRICH, K. Anger, frustration, and helplessness after service failure: coping strategies and effective informational support. *Journal of the Academic Marketing Science*, v. 38, p. 567-585, 2010. GRÖNROOS, C. Adopting a service logic for marketing. *Marketing Theory Articles*, v. 6, n. 3, p. 317-333, 2006. GRÖNROOS, C. An applied service marketing theory. *European Journal of Marketing*, v. 16, n. 7, p. 30-41, 2007. GRÖNROOS, C.; VOIMA, P. Critical service logic: making sense of value creation and co-creation. *Journal of the Academic Marketing Science*, v.41, p. 133-150, 2013. KAU, A.; LOH, E. W. The effects of service recovery on consumer satisfaction: a comparison between complainants and non-complainants. *Journal of Services Marketing*, v. 20, n.2, p. 101-111, 2006. LOVELOCK, C; GUMMESSON, E. Whither services marketing? In search of a new paradigm and fresh perspectives. *Journal of Service Research*, v. 7, n. 1, p. 20-41, 2004. MATTILA, A.; ENZ, C. A. The role of emotions in service encounters. *Journal of Service Research*, v. 4, n. 4, p. 268-277, 2002. VANDERMERWE, S. RADA, J. Servitization of business: adding value by adding services. *European Management Journal*, v. 6, n. 4, p. 314-324, 1988. VOORHEES, C.; FOMBELLE, P. W.; GREGOIRE, Y.; BONE, S.; GUSTAFSSON, A.; SOUSA, R.; WALKOWIAK, T. Service encounters, experiences and the customer journey: defining the field and a call to expand our lens. *Journal of Business Research*, v. 79, p. 269-280, 2017.