

Search bar with a magnifying glass icon, a dropdown menu set to 'Articles and Chapter', and a green 'Search' button.

- Emerald Resources
- For Authors
- For Librarians
- For Engineers
- Research Zone
- Learning Zone
- Teaching Zone
- Multimedia Zone
- Support Resources

Browse Journals & Books

- > Accounting & Finance
- > Economics
- > Education
- > Engineering
- > Health & Social Care
- > HR & Organizational Behaviour
- > Information & Knowledge Management
- > Library & Information Science
- > Management Science & Operations
- > Marketing
- > Property Management & Built Environment
- > Public Policy & Environmental Management
- > Sociology
- > Strategy
- > Tourism & Hospitality
- > Transport

Most Popular Articles

From the last 7 days:

- McDonald's: "think global, a
- What the hare can teach th
- Google Scholar: the pros a
- The myth of the ethical con

Featured Research



ning love – what our research says about the s in our lives

- A. 간편검색 & 고급검색
- B. 27개 주제별 또는 알파벳순 브라우징
- C. 최근 7일간 가장 인기 있는 아티클
- D. 매주 주제선정하여 관련 기사의 Free access 제공
- E. 저자, 교수, 학생 등을 위한 다양한 자료 제공

Home | **Journals & Books** | Case Studies | Author Services | Resource areas: Emerald Resources

Search: in: Articles and Chapters Search Advanced Search

Home > Browse Journals & Books

Browse Journals & Books

Content Type: All Journals Book Series
 Show: All content Only content I have access to

Icon key: You have access Partial access

Results: 1-20 of 523 Page: 1 2 3 4 5 6 7 8 9 10 Next >

Select All For selected items: Add to favourites

Publication	Access	ISSN/ISBN	Content
<input checked="" type="checkbox"/> Academia Revista Latinoamericana de Administración		1012-8255	Journal
<input checked="" type="checkbox"/> Academic and Library Computing		1055-4769	Journal
<input checked="" type="checkbox"/> Accounting Research Journal		1030-9616	Journal
<input checked="" type="checkbox"/> Accounting, Auditing & Accountability Journal		0951-3574	Journal
<input type="checkbox"/> Advanced Studies in Management			

Browse by Title

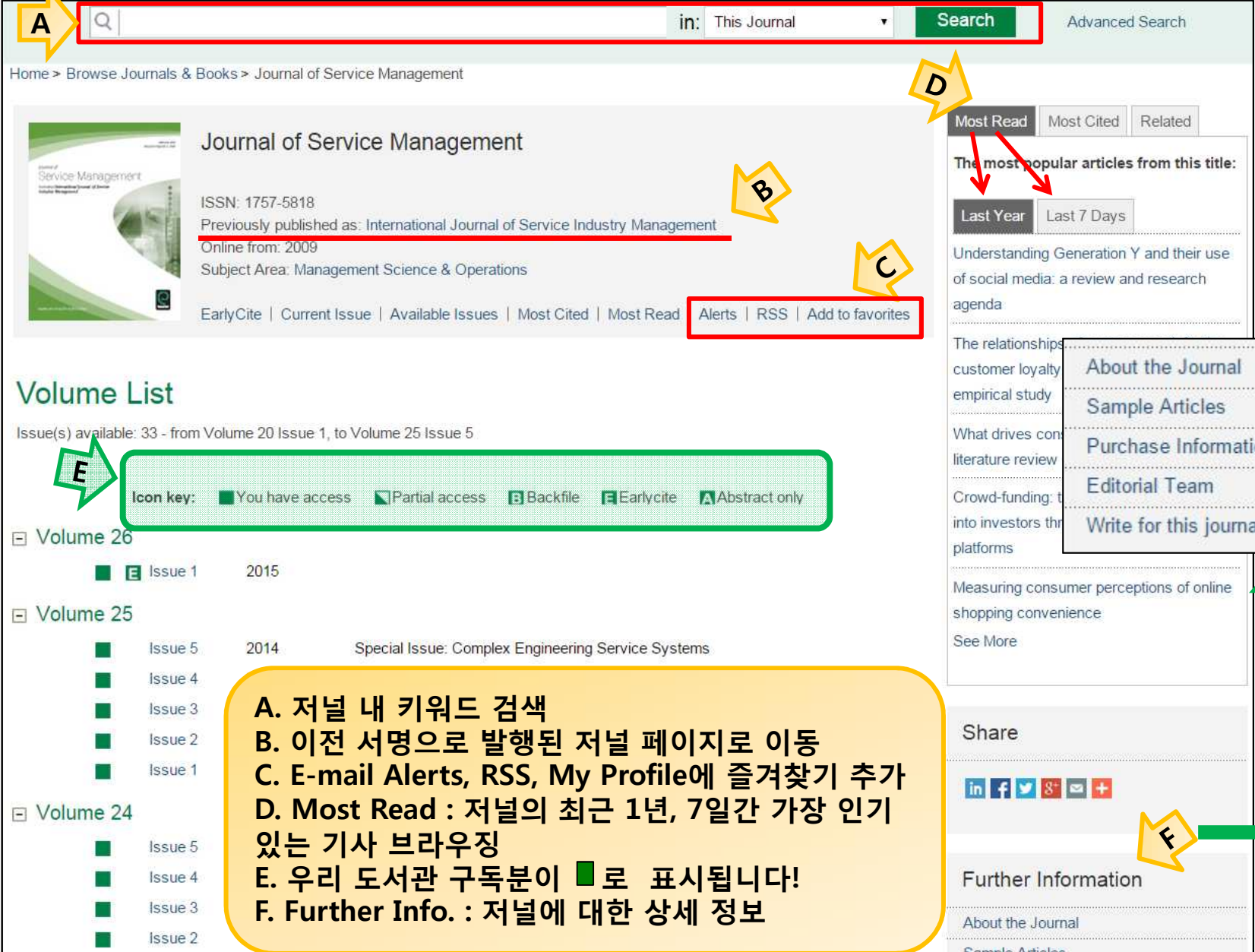
All 0-9 A B C D E F G H I J K L M N O P
Q R S T U V W X Y Z

Browse by Subject

All Subjects

- + Accounting & Finance
- + Economics
- + Education
- + Engineering
- + Health & Social Care
- + HR & Organizational Behaviour
- + Information & Knowledge Management
- + Library & Information Science
- + Management Science & Operations
- + Marketing
- + Property Management & Built Environment
- + Public Policy & Environmental Management

A. View : 자료 유형 또는 도서관 구독분으로 한정하여 브라우징
B. Browse Options : 알파벳 또는 주제 선택 후, 좌측에서 저널 브라우징



The screenshot shows the journal homepage with several key features highlighted by annotations:

- A:** Search bar at the top left.
- B:** Previous journal titles: "Previously published as: International Journal of Service Industry Management".
- C:** Alerts, RSS, and Add to favorites links.
- D:** Most Read section showing popular articles.
- E:** Icon key for access status: You have access (green square), Partial access (grey square), Backfile (blue square), Earlycite (red square), Abstract only (yellow square).
- F:** Further Information section with links to "About the Journal" and "Sample Articles".

Volume List
 Issue(s) available: 33 - from Volume 20 Issue 1, to Volume 25 Issue 5

Volume	Issue	Year	Special Issue
Volume 26	Issue 1	2015	
	Issue 2	2015	
Volume 25	Issue 5	2014	Special Issue: Complex Engineering Service Systems
	Issue 4	2014	
	Issue 3	2014	
	Issue 2	2014	
	Issue 1	2014	
Volume 24	Issue 5	2013	
	Issue 4	2013	
	Issue 3	2013	
	Issue 2	2013	
	Issue 1	2013	

A. 저널 내 키워드 검색
B. 이전 서명으로 발행된 저널 페이지로 이동
C. E-mail Alerts, RSS, My Profile에 즐겨찾기 추가
D. Most Read : 저널의 최근 1년, 7일간 가장 인기 있는 기사 브라우징
E. 우리 도서관 구독분이 ■로 표시됩니다!
F. Further Info. : 저널에 대한 상세 정보

Home > Browse Journals & Books > Journal of Services Marketing > Volume 28, Issue 7



Journal of Services Marketing

ISSN: 0887-6045
 Online from: 1987
 Subject Area: Marketing

[Current Issue](#) | [Available Issues](#) | [Most Cited](#) | [Most Read](#) | [Alerts](#)

Most Read | Most Cited | Related

The most popular articles from this

A. Abstract 클릭하여 아티클의 자세한 서지정보 확인
B. 아티클의 참고문헌 인용정보 및 관련 콘텐츠로 연결
C. Marked list에 아티클 세션 저장, 인용정보 저장 등
D. SNS등으로 공유

◀ Previous Issue

Table Of Contents: Volume 28 Issue 7

Published: 2014, Start page: 529

Icon key: ■ You have access

Select all [Add to Marked List](#)

[Reverse use of customer data: implications for service-based business models](#)
 Hannu Saarijärvi , Christian Grönroos , Hannu Kuusela
 Keywords: Customer data , Service logic , Service-based business models
 Type: Research paper

[Abstract](#) | [HTML](#) | [PDF \(187 KB\)](#) | [Reprints](#)

[Does customer sociability matter? Differences in perceived value between banking users](#)
 Mohammad A Ahmad Al-Hawari (pp. 538 - 547)
 Keywords: E-satisfaction , E-loyalty , E-queuing
 Type: Research paper

[Abstract](#) | [HTML](#) | [PDF \(201 KB\)](#) | [Reprints](#)

Volume 28 Issue 7 [Next Article](#)

Document request:

Reverse use of customer data: implications for service-based business models

Article Options and Tools

View: [HTML](#) | [PDF](#)

[References \(47\)](#)

[Add to Marked List](#) | [Download Citation](#) | [Track Citations](#) | [Reprints & Permissions](#)

Author(s): Hannu Saarijärvi (School of Management, University of Tampere, Tampere, Finland) | Christian Grönroos (CERS Centre for Relationship Marketing and Service Management, Hanken School of Economics, Helsinki, Finland) | Hannu Kuusela (School of Management, University of Tampere, Tampere, Finland)

Citation: Hannu Saarijärvi , Christian Grönroos , Hannu Kuusela , (2014) "Reverse use of customer data: implications for service-based business models", Journal of Services Marketing, Vol. 28 Iss: 7, pp.529 - 537

DOI: <http://dx.doi.org/10.1108/JSM-05-2013-0111>

Downloads: The fulltext of this document has been downloaded 388 times since 2014

Abstract: **Purpose**
 – The purpose of this study is to explore and analyze the implications of reverse use of customer data for service-based business models. In their quest for competitive advantage, firms traditionally use customer data as resources to redesign and develop new products and services or identify the most profitable

Share

[in](#) [f](#) [t](#) [g+](#) [e](#) [+](#)

Further Information

[About the Journal](#)
[Sample Articles](#)
[Purchase Information](#)
[Editorial Team](#)
[Write for this journal](#)



Advanced Search

Search for

AND

Anywhere

- Anywhere
- Author
- Abstract
- Publication title
- Sp Issue/Vol title
- Content Item title
- Keywords
- ISSN/ISBN/EISBN
- Volume
- Issue
- Page
- Caption

Add a field

INCLUDE:

All content
 Only content I have access to

EarlyCite
 Backfiles

NARROW BY:

Content type:

Articles and Chapters
 Case studies

Publication date:

All dates
 Last month
 Last 6 months
 Last year
 Specific date range

From:
 To:

Search

Search History
Saved Searches

Recently Searched:

- Anywhere: journal service management (Articles/Chapters - 43871)

SEARCH TIPS

SEARCHING

You can perform a search across all Emerald content using either the Search tool at the top of each page or the Advanced Search tool on this page. If you are a registered user of the site, you can save your search criteria in order to re-run the search later. By default, search results are sorted by relevance.

ADVANCED SEARCH

Enter one or more search terms and select the type of content to be searched. For example, to search for articles and chapters with the word "library" in their title, enter the text "library" and select "Content item title". Select any additional filters, such as the Publication Date of "Last 6 months", and click "Search".

ADVANCED SEARCH TIPS

- BOOLEAN SEARCH** >
- AUTHOR SEARCHING** >
- PHRASES** >
- WILD CARDS** >
- REFINING YOUR SEARCH WITH SEARCH FILTERS** >
- SAVED SEARCHES** >

- A. 검색필드 제한하여 정확한 검색 결과 도출**
- B. INCLUDE : 모든 콘텐츠 또는 우리 도서관 구독분으로 제한 및 EarlyCite, Backfiles 로 검색범위 제한**
- C. NARROW BY : 콘텐츠 유형, 발행일로 검색범위 제한**
- D. Search History : 검색 기록 확인 및 결과 화면 바로 이동**
- E. Search Help : 자세한 검색 도움말 제공**

ADVANCED SEARCH TIPS

- BOOLEAN SEARCH** >
- AUTHOR SEARCHING** >
- PHRASES** >
- WILD CARDS** >
- REFINING YOUR SEARCH WITH SEARCH FILTERS** >
- SAVED SEARCHES** >

Search Results

A Articles/Chapters (74) Case Studies (0)

Order results by: Relevancy Newest First Oldest First

Results: 1-20 of 74 1 2 3 4 Next >

Items per page

Icon key: You have access Partial access Backfile EarlyCite Abstract only

Select all For selected items

Please select

Please select

Add to marked list

Email

Download citation

Track citation

and permissions

1 Unwrapping senior **consumers** packaging experiences
Type: Research paper
 Lynn Sudbury-Riley
 Marketing Intelligence & Planning, Volume: 32 Issue: 6, 2014
 ▼ Preview | Abstract | HTML | PDF (207 KB) | References | Reprints and Permissions

2 Strengthening regional identities and culture through wine industry cross border collaboration
Type: Research paper
 Francesco Contò , Demetris Vrontis , Mariantonietta Fiore , Alkis Thrassou
 British Food Journal, Volume: 116 Issue: 11, 2014
 ▼ Preview | Abstract | HTML | PDF (374 KB) | References | Reprints and Permissions

3 **Consumer** confusion proneness: insights from a developing economy
Type: Research paper
 Fandy Tjiptono , Denni Arli , Tania Bucic
 Marketing Intelligence & Planning, Volume: 32 Issue: 6, 2014
 ▼ Preview | Abstract | HTML | PDF (257 KB) | References | Reprints and Permissions

4 Defining a retailer's channel strategy applied to young **consumers**
Type: Research paper
 Brigitte de Faultrier , Jacques Boulay , Florence Feenstra , Laurent Muzellec
 International Journal of Retail & Distribution Management, Volume: 42 Issue: 11/12, 2014
 ▼ Preview | Abstract | HTML | PDF (593 KB) | References | Reprints and Permissions

5

6

B Search For Clear search

AND ▼

Add a field

INCLUDE:

All content Only content I have access to

EarlyCite Backfiles

Search

Search History Saved Searches

Recently Searched:

- [Anywhere: black consumer] AND [Anywhere: company] AND [Publication Date... (Articles/Chapters - 74)
- [Anywhere: journal service management (Articles/Chapters - 43871)

E Refine Search

FILTERS APPLIED:

Publication Date: - [Remove]

Keyword

Internet (3)
 Sustainability (2)
 Supply chain (2)
 Strategy (2)
 +More

Publication Date

Last 6 Months (63)
 Last 3 Months (25)
 Last Month (16)
 Last Week (5)

Publication

A. 검색결과 재정렬: 적합성, 최근 또는 오래된 순 정렬

B. Search for : 새로 검색

C. My profile에 검색결과 저장, 이메일전송 등


D. Type : 아티클 타입 안내 (다음 슬라이드 참조)

E. Refine Search : 검색결과 내 제한

9	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Informed choice: consumer preferences for information on pensions <u>Type: General review</u> Barbara Summers, Christine Ironfield-Smith, Darren Duxbury, Robert Hudson, Kevin Keasey Journal of Financial Regulation and Compliance, Volume: 13 Issue: 3, 2005 ▼ Preview Abstract PDF (285 KB) Reprints and Permissions	Marketing strategy/methods (4034) HR & organizational behaviour (292) +More
10	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Consumer education programs for mature consumers <u>Type: Conceptual Paper</u> A. Ben Oumlil, Alvin J. Williams Journal of Services Marketing, Volume: 14 Issue: 3, 2000 ▼ Preview Abstract HTML PDF (19)	Publication European Journal of Marketing (966) Journal of Consumer Marketing (94) British Food Journal (757) Intl J of Retail & Distrib Mgt (755) +More
11	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Casual wear product attribut <u>Type: Research paper</u> Zhiming Zhang, Yi Li, Chen Gong Journal of Fashion Marketing and 1, 2002 ▼ Preview Abstract HTML PD	
12	<input checked="" type="checkbox"/>	<input type="checkbox"/>	The ways companies really <u>Type: Research paper</u> Arnaldo L. Ryngelblum, Nadia W. Marketing Intelligence & Planning ▼ Preview Abstract HTML PD	
13	<input checked="" type="checkbox"/>	<input type="checkbox"/>	"Geiz-ist-geil" strategy: a thr <u>Type: Case study</u> K. Bridges, T.C. Melewar, B. Olu Management Decision, Volume: 4 ▼ Preview Abstract HTML PD	

- * **Research paper** : 저자에 의해 수행된 모든 형태의 연구-모델이나 프레임워크의 검증, 행동 연구, 데이터 검증, 시장 조사, 설문 조사, 경험적 또는 과학적, 임상학적 연구-를 보고하는 논문
- * **Viewpoint** : 저자의 견해와 해석에 의존하는 모든 논문 또는 저널리스트의 기사
- * **Technical paper** : 기술적 상품, 프로세스 또는 서비스를 기술하고 평가하는 논문
- * **Conceptual paper** : 연구의 기초가 되는 것이 아니라 가설을 세우는 것으로, 논변적이고 철학적인 토론과 다른 사람들의 작업과 사고의 비교연구를 포함
- * **Case study** : 사례연구는 실제 조직 내 개입 또는 경험을 기술하며, 교수 활동으로써 사용된 법적 또는 가상의 사례연구들이 포함
- * **Literature review** : 특정 주제분야에서 주석 또는 비평이 주 목적인 논문이 포함되며, 정보자원에 조언을 제공하는 선택적 참고문헌이 되거나, 연구의 목적이 토픽을 개발하고 다른 관점을 탐구하는데 주요 원인을 포함한다는 점에서 포괄적임
- * **General review** : 개요 또는 어떤 개념, 기법, 현상의 역사적인 조사를 제공하는 논문을 포함하여, 논변적이기보다 좀더 서술적이고 교육적임

Welcome: Brenda Kim | [Log out](#) | [Help](#) | [Cart](#) | [Mobile Pairing](#) | [Admin](#)

 Emerald | Insight

로그인 후, 등록된 이메일 또는 이름 클릭하여 My account로 이동

Home | Journals & Books | Case Studies | Author Services

Resource areas: Emerald Resources

in: Articles and Chapters

My Account Home > My Account

Personal Details

Access entitlements

Activate Access Token

My Account

Details
Update your personal details here.
[Details ▶](#)

Access
Access your subscription information here.
[Access ▶](#)

Redeem voucher
Redeem your voucher code here.
[Redeem voucher ▶](#)

Alerts
Manage your email alerts here.
[Alerts ▶](#)

Marked list
View your marked list articles and publications here.
[Marked list ▶](#)

Searches
Access your saved searches here.
[Searches ▶](#)

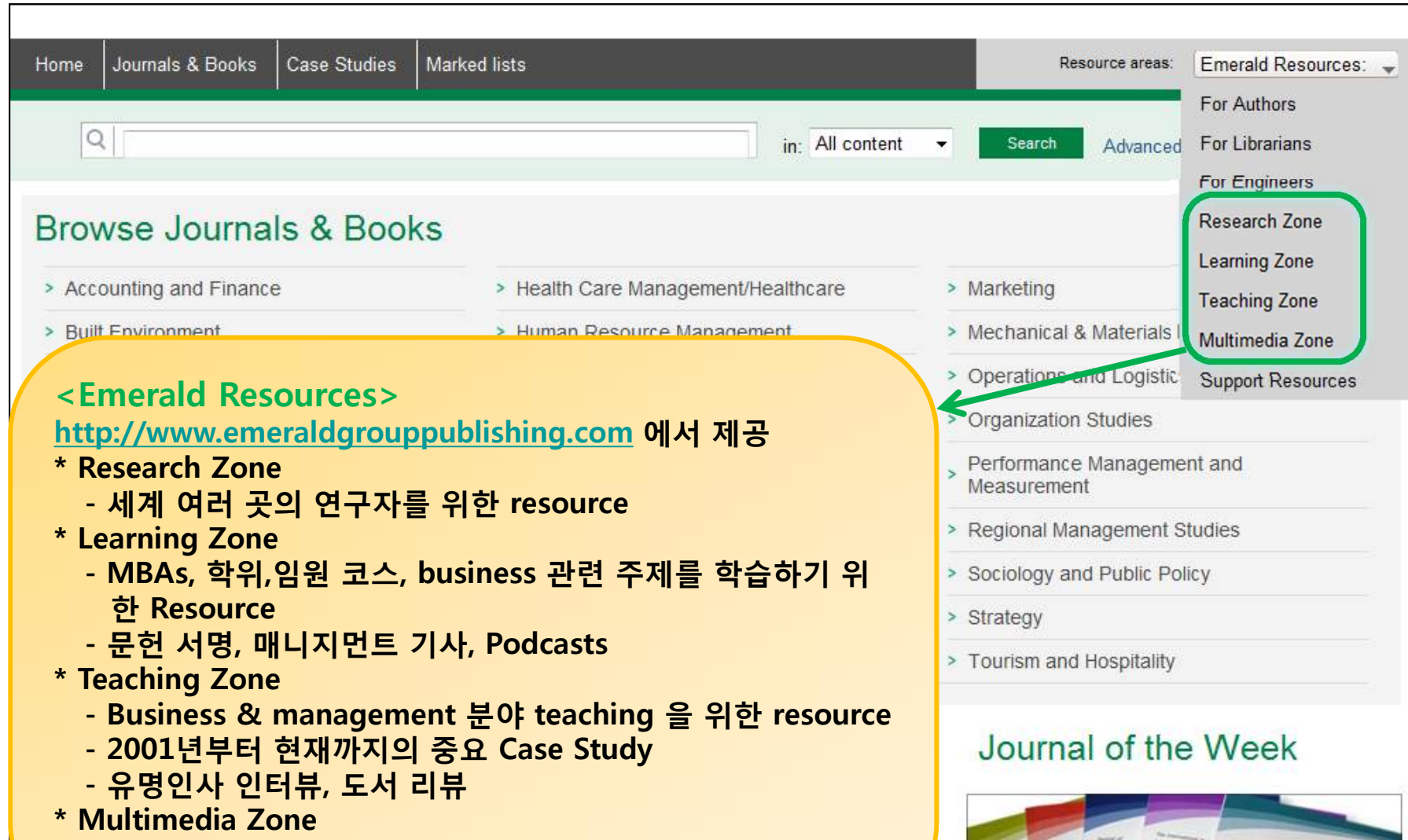
Email Alerts

Sign up for digest and subject alerts

[New content alerts](#) [Citation alerts](#) [Digests and subject alerts](#)

You are not subscribed to any alerts

- * **Details** : 개인 정보 수정
- * **Access** : 기사, 챕터 추가 구매 항목 확인
- * **Redeem voucher** : 트라이얼, 무료 액세스, 추가 콘텐츠 바우처 활성화 (access token 필요)
- * **Alerts** : 관심 아티클의 목차 알림, 구독 뉴스레터 확인
- * **Marked list** : 관심 저널, 아티클 목록 확인
- * **Searches** : 검색 결과 기록 관리



Home Journals & Books Case Studies Marked lists

Resource areas: Emerald Resources: ▾

For Authors
For Librarians
For Engineers
Research Zone
Learning Zone
Teaching Zone
Multimedia Zone
Support Resources

Browse Journals & Books

> Accounting and Finance > Health Care Management/Healthcare > Marketing
> Built Environment > Human Resource Management > Mechanical & Materials
> Operations and Logistic > Organization Studies
> Performance Management and Measurement
> Regional Management Studies
> Sociology and Public Policy
> Strategy
> Tourism and Hospitality

<Emerald Resources>
<http://www.emeraldgrouppublishing.com> 에서 제공

- * **Research Zone**
 - 세계 여러 곳의 연구자를 위한 resource
- * **Learning Zone**
 - MBAs, 학위, 임원 코스, business 관련 주제를 학습하기 위한 Resource
 - 문헌 서명, 매니지먼트 기사, Podcasts
- * **Teaching Zone**
 - Business & management 분야 teaching 을 위한 resource
 - 2001년부터 현재까지의 중요 Case Study
 - 유명인사 인터뷰, 도서 리뷰
- * **Multimedia Zone**
 - 초록, 전문가 인터뷰, 에디터/저자 인터뷰, Emerald 상품/서비스에 대한 소개를 동영상으로 제공

Journal of the Week

▼ Login

Username:

Password:

Login

[Athens/Institutional login](#)


[Forgot password?](#)

Welcome:
Guest

Home > Teaching Zone

Teaching Zone

Resources for teaching faculty and students in business and management



Emerald's Teaching Zone is designed to provide support and ideas for faculty involved in teaching business and management.

Teaching insights offer helpful and usable information to anyone in a teaching role. From the ground to the front line, our insights include:

- Case studies are ideal to use as examples of business practices, books and interviews which form an interesting and useful resource. We also supports the Global Foundation for Management Education.
- Resources are available to Emerald subscribers. Simply select your preferred resource and password to access.

*** Teaching Insights**
강의 계획서 작성, 강의 진행, 강의&지도 수행에 관한 팁 제공

Teaching Insights

Teaching insights into writing and running courses, schemes of work for existing courses, and tips on conducting lectures and tutorials.

*** Case Studies Collections**
경영&관리 이슈의 실례로 사용하기에 학습과 교수에 적합한 자료 제공

Case Studies Collection

Suitable for learning and teaching, an assortment of case studies that are ideal to use as illustrations of business and management issues.

*** Issue in Education**
교육분야에 최신 핫토픽과 인물 소개

Issues in Education

What's new in education? What are the current hot topics and who is adopting them? Visit our Issues in education section to keep up to date with the latest developments.

Interviews Collection

Interviews with leading figures – lively conversations with people who shape the business and academic fields.

Resources:

Licensing Solutions

For Authors

For Librarians

For Engineers

Research Zone

Teaching Insights

Case Studies Collection



▼ Login

Username:

Password:

Login

[Athens/Institutional login](#)

[Forgot password?](#)

Welcome:
Guest

Product Information:

For Journals

For Books

For Case Studies

Regional information

Resources:

Licensing Solutions

For Authors

For Librarians

For Engineers

Research Zone

Learning Zone

Teaching Zone

Multimedia Zone

Video Abstracts

Talking Management

Emerald Channel

Writing Teaching Cases

Podcasts

Home > Multimedia Zone


Multimedia Zone

Audio and video content from Emerald

Featured video: Online social networks and learning

Published in *On the Horizon*, this viewpoint essay seeks to argue that young people's online social networking can serve as sites for and supports for student learning in ways not currently assessed.

This work presents concrete examples of how social network sites, typically seen as a distraction, might be re-envisioned as supports for revised student learning outcomes.




Christine Greenhow
Assistant Professor, College of Education, Michigan State University


Purchase/rent/download this article...

Featured audio: Marketing and Logistics

Luxury brands go back to nature




Play audio




Video Channels


01: Video Abstracts

 We are delighted to present video abstracts of recently published and notable Emerald articles filmed by the articles' authors.

02: Talking Management

 The Talking Management Series features insightful interviews with leading business figures and management writers.

03: Emerald Channel

 This channel features short videos and seminars introducing the key benefits of Emerald products and services.

04: Writing Teaching Cases

*** Multimedia Zone**

- 저자가 직접 자신의 아티클에 대해 설명하거나, 인터뷰 형식으로 아티클에 대해 논의된 질의 & 응답을 동영상으로 제공
- 이 외에 전문가 인터뷰, 에디터/저자 인터뷰, Emerald 상품/서비스에 대한 소개도 동영상으로 제공



▼ Login

Username:

Password:

[- Athens/Institutional login](#)
[- Forgot password?](#)

Welcome:
Guest

Product Information:

- For Journals
- For Books
- For Case Studies
- Regional information

Resources:

- Licensing Solutions
- For Authors**
 - Impact of Research
 - Writing for Emerald
 - Editing Service
 - Emerald Literati Network
 - Guide to Getting Published
 - How To Guides
 - Editor Interviews
 - Emerald and Open Access
- For Librarians
- For Engineers
- Research Zone
- Learning Zone
- Teaching Zone
- Multimedia Zone

Visit our new-look
 Emerald Insight

Home > For Authors

For Authors

Support and services

Use the For Authors section to find information on all aspects of writing. Get practical tips and guidance on how to get your – or your students’ – work published and maximize dissemination.

Hear what editors themselves look for in papers, contact experienced copy editors to help improve your paper, or have an expert come to your institution to give advice on how to get published direct from the publisher.

Book authors: visit our [books](#) section.

Impact of Research

Emerald’s philosophy concerning impact of research is explained. Discover what Emerald means by impact, how Emerald measures impact and what impact information Emerald provides, as well as links to further information sources.

Writing for Emerald

If you are researching, teaching or consulting in management, or are yourself a manager with something to say, we aim to be your publisher of choice. Discover the benefits and opportunities in our Writing for Emerald section.

Editing Service

The Emerald Literati Network Editing Service allows authors to contact experienced copy editors to help improve the standard of English in a paper before it is submitted to a journal for consideration.

Emerald Literati Network

Find out who has won one of our prestigious Emerald Literati Network awards. These awards recognize the efforts of authors and editors and celebrate the outstanding contributions many have made, not only to our journals, but to the body of knowledge itself.

Guide to Getting Published

Emerald’s Guide to Getting Published is a new initiative – advice on how to get your work published. Why not host a presentation at your institution?

"How to..." Guides

their published article Open Access immediately on publication. Read this section for more information.

Editor Interviews

What are, and what will be, the hot topics in your areas? What criteria do editors and reviewers use to select papers? How could you increase your chances of publication? Find out by hearing what our editors have to say.

*** Writing for Emerald
투고 절차, 방법 안내**

*** Guides to Getting Published**
- 투고를 위한 안내 자료 등이 포함
- GGP (Guide to Getting Published) 세션의 비디오 영상의 다운로드 제공함