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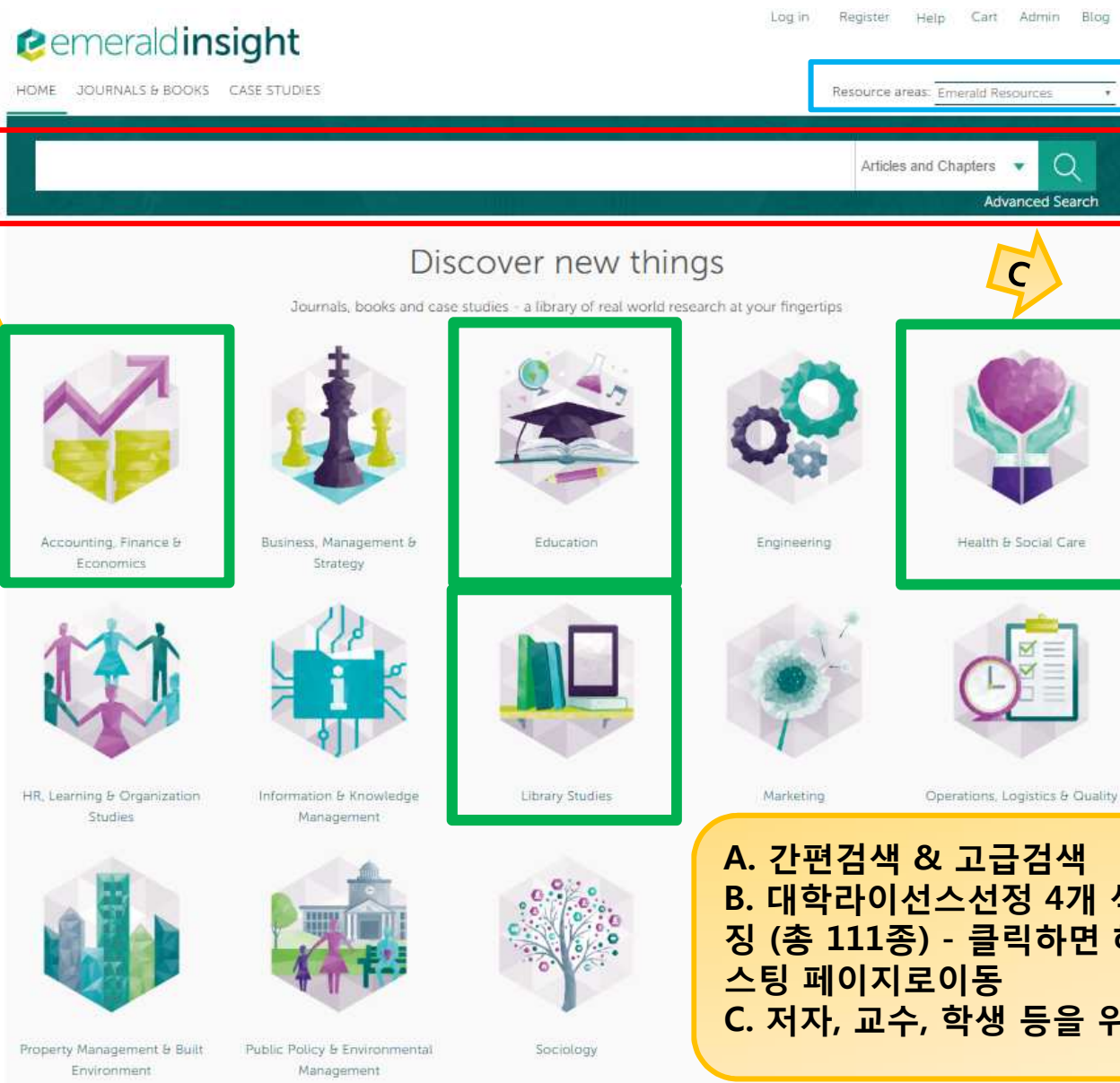# Emerald Specialist Collection

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⊟ Volume 30

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Journal Information

Accounting, Auditing & Accountability Journal

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D 언어 선택 ▼

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Published: 2016, Start page: 678

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■ □ Customer experience formation in toda
Michaela Lipkin (pp. 678 - 703)
Keywords: Individual level, Systematic literature review,
Service landscape
Type: Literature review

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Author(s):	Michaela Lipkin, (Department of Marketing, Centre for Relationship Marketing and Service Management (CERS), Hanken School of Economics, Helsinki, Finland)
Citation:	Michaela Lipkin, (2016) "Customer experience formation in today's service landscape", Journal of Service Management, Vol. 27 Iss: 5, pp.678 - 703
DOI:	http://dx.doi.org/10.1108/JOSM-06-2015-0180
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Abstract:	Purpose
	The purpose of this paper is to review customer experience formation (CXF) by first locating and analyzing how researchers approach CXF in the service literature and the theoretical underpinnings of these approaches, and then assessing which approaches are best suited for

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2 ■ ☐ Changing Political Fortunes: Race, Class, and "Black Power" in the Rise and Fall of a Black Urban Regime in Oakland
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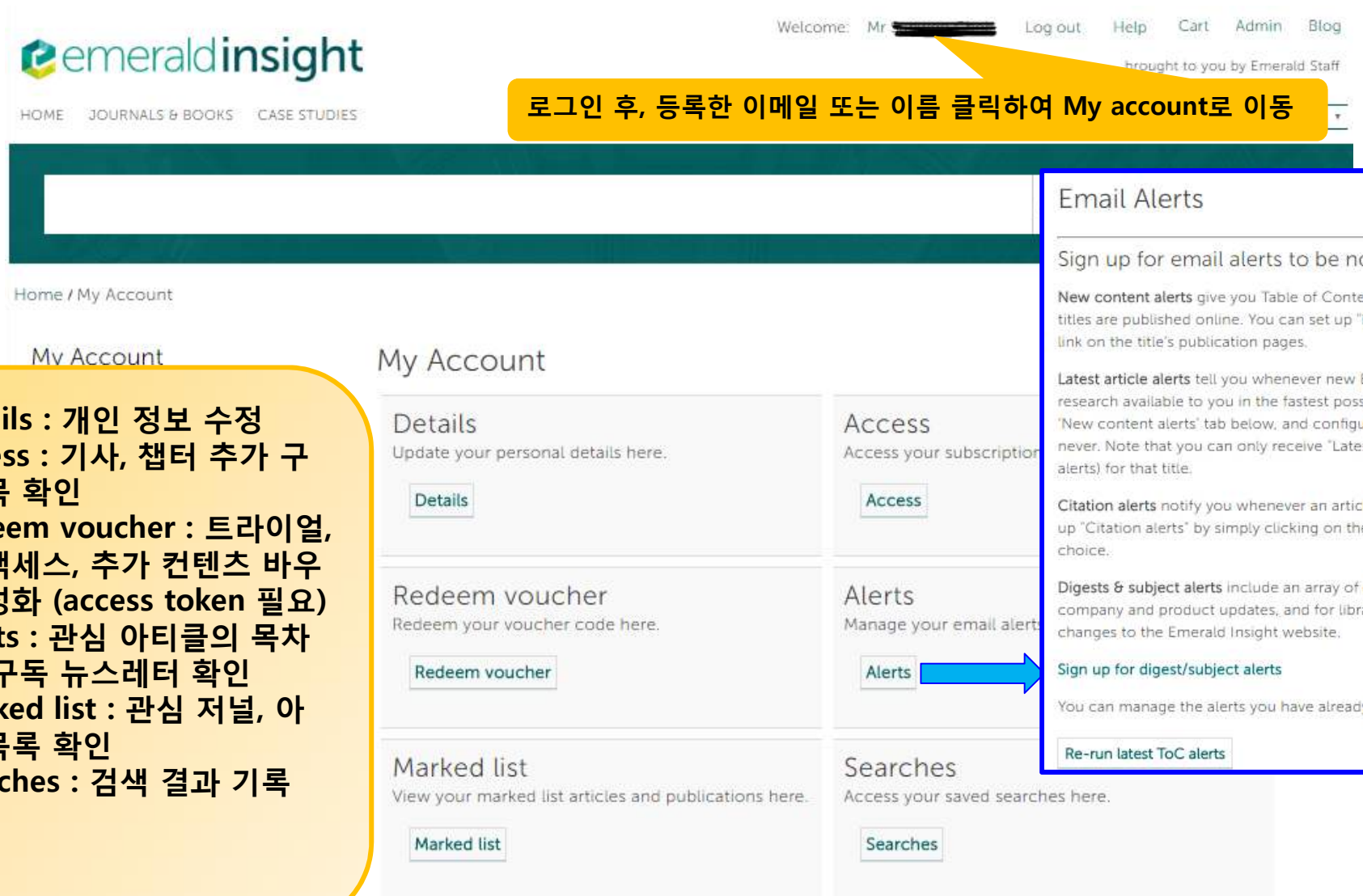Anywhere ▼

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16 Control and Power in Online Consumer Tribes: The Role of Confessions
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Anna Fyrberg-Yngfalk , Bernard Cova , Stefano Pace , Per Skålén
Series: Research in Consumer Behavior, v. 15, 2013
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