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- D. 매주 주제선정하여 관련 기사의 Free access 제공
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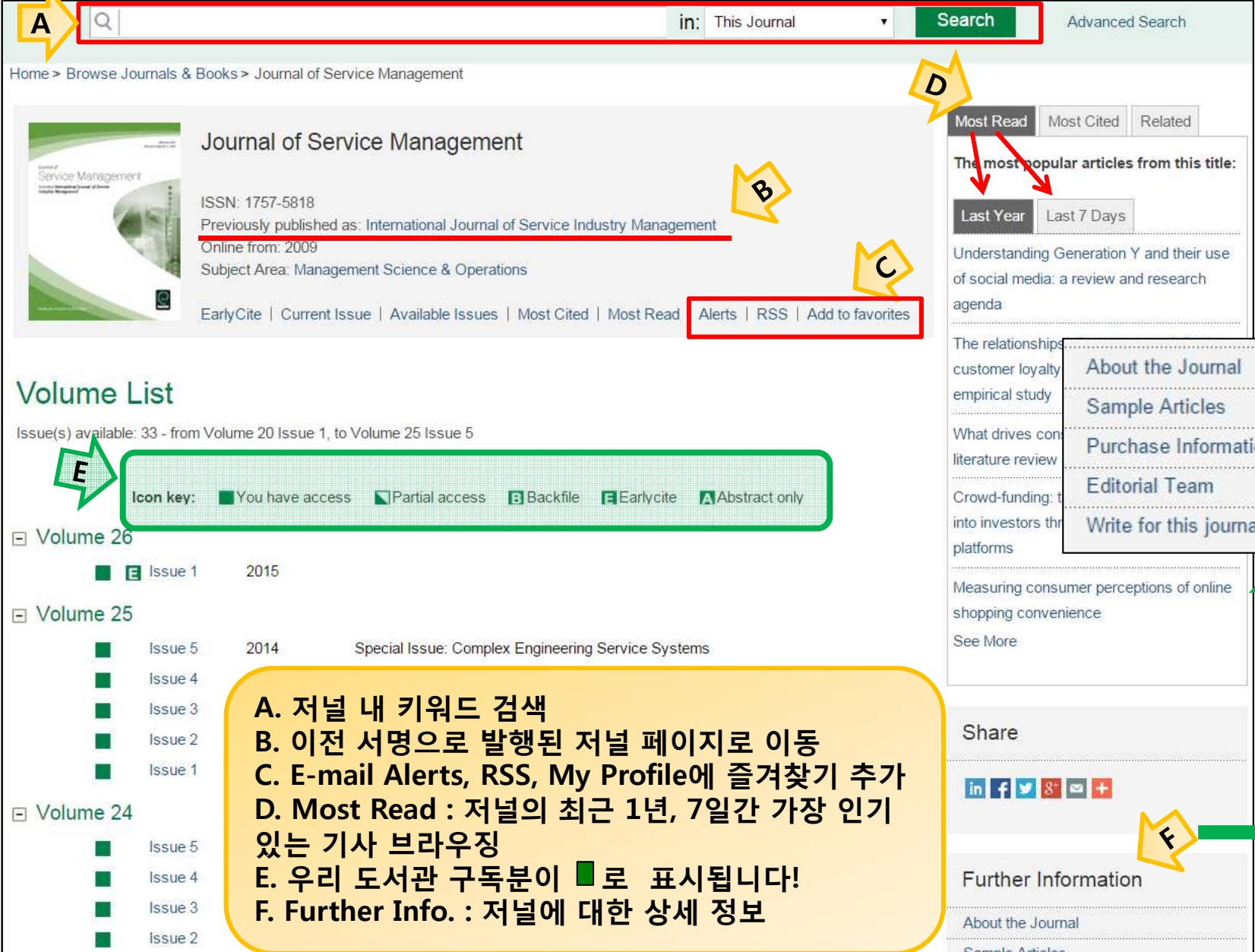
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Volume List
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- Volume 26
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Journal of Services Marketing

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Published: 2014, Start page: 529

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■ *Reverse use of customer data: implications for service-based business models*
 Hannu Saarijärvi , Christian Grönroos , Hannu Kuusela
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■ *Does customer sociability matter? Differences in banking users' perceptions*
 Mohammad A Ahmad Al-Hawari (pp. 538 - 547)
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 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>

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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

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 Marketing Intelligence & Planning, Volume: 32 Issue: 6, 2014
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- 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
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- 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
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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
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- * **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

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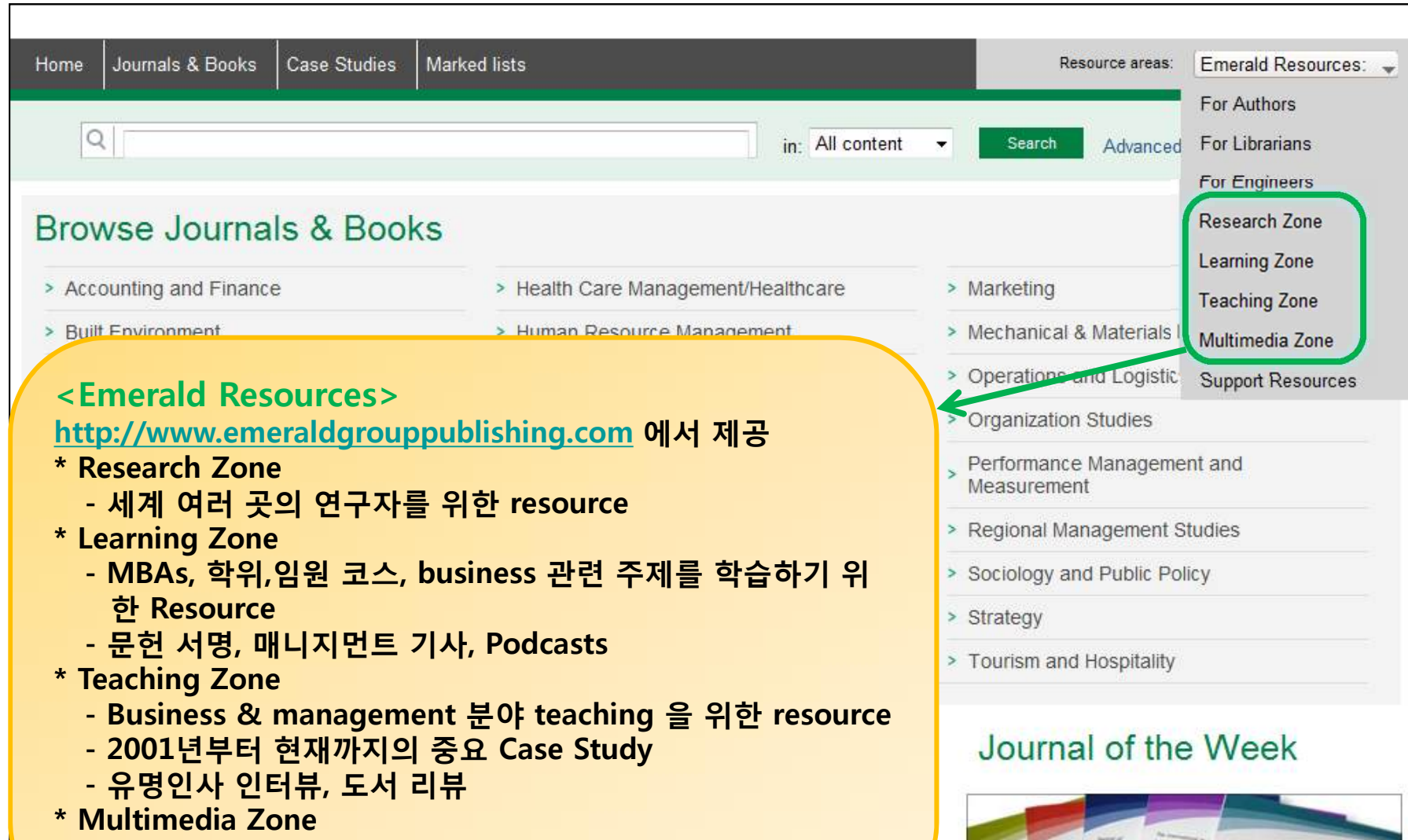
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Featured video: Online social networks and learning

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

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