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A growth-share matrix of service marketing research themes

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1.1 Introduction

A Research Agenda for Service Marketing offers a unique perspective on service marketing research's evolution and future directions. The idea for this book originated from the article "Twenty-seven years of service research: a literature review and research agenda" by Olivier Furrer, Jie Yu Kerguignas, Cécile Delcourt, and Dwayne D. Gremler (2020), published in the *Journal of Services Marketing*, whose findings provide structure to the present volume. Relying on the Growth–Share Matrix developed in the article of Furrer and others (2020), this introductory chapter aims to identify directions for future service marketing research, which will be further developed in the following contributing chapters.

The remaining parts of this chapter are organized as follows. First, to support our choice of using Furrer and others' (2020) Growth–Share Matrix as an organizing framework, we provide a short review of recent literature reviews and research agendas for service marketing research. Second, we present the methodology used by Furrer and others (2020) and introduce the Growth–Share Matrix used to classify the main themes found in service marketing literature, which provides us with an empirically grounded framework for the literature reviews and research agendas proposed in this volume (Lim et al., 2022). Third, as Furrer and others (2020) review the literature up to August 2019, we analyze the service marketing literature up to January 2023. Finally, identifying and classifying promising research directions lay the foundations for the research agendas developed by leading scholars in the field of service marketing.

1.2 A review of recent literature reviews and research agendas on service marketing

Throughout the recent history of service marketing research, several articles have sought to review the extant body of literature and propose research agendas to guide the future development of the research domain. These studies primarily rely on three main methods: expert-based surveys (Field et al., 2021; Fisk et al., 2000; Ostrom et al., 2010, 2015, 2021), citation studies (Kunz and Hogreve, 2011; Wilden et al., 2017), and content analyses of published research (Baron et al., 2014; Fisk et al., 1993; Furrer and Sollberger, 2007; Furrer et al., 2020; Nel et al., 2011). In addition, bibliometric analyses have recently grown in popularity as they help scholars review large volumes of existing literature (Donthu et al., 2022a, 2022b). Indeed, with methods relying on co-authorship, co-citation, or bibliographic coupling, such descriptive and structural analyses allow for the scientific mapping of the continually growing service marketing literature (Donthu et al., 2022b). These various review methods are complementary as they offer different perspectives on the literature and its evolution (Furrer et al., 2020).

In addition to the many review studies addressing specific themes of the service marketing literature (e.g., service robots [Lu et al., 2020], relationship marketing [Payne and Frow, 2017], the service-dominant logic [Wilden et al., 2017]), there are some notable illustrations of recent studies proposing alternative views of the evolution of the research domain. Combining expert surveys with web scrapping and content analysis methods, two companion articles by Field and others (2021) and Ostrom and others (2021) developed research priorities reflecting the transformative changes affecting service contexts. Donthu and others (2022a, 2022b) relied on bibliometric analyses to review the content of specific service marketing journals—*Journal of Service Research* and *Journal of Services Marketing*—thus allowing for the identification of the dominant research themes covered in these influential journals for the service marketing domain. For their part, Furrer and others (2020) replicated the study by Furrer and Sollberger (2007) and added a specific analytical framework, which consists of a Growth–Share Matrix classifying the main themes examined in the literature. Relying on this framework not only allows for the identification of influential research themes across an extensive volume of service marketing literature but also offers a dynamic perspective of their long-term evolution, synthesizing more than 20 years of publications. For these reasons, this Growth–Share Matrix has been retained as the overarching framework of the research agenda developed in this volume.

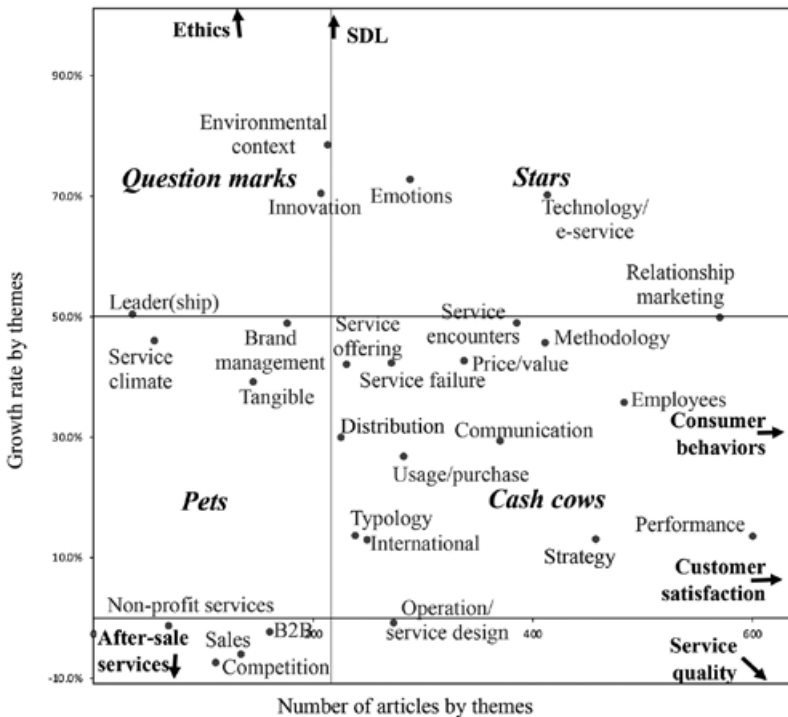
1.3 Furrer and others' (2020) methodology

To investigate the service marketing literature between 1993 and August 2019, Furrer and others (2020) used the method developed by Furrer and Sollberger (2007) and Furrer and others (2008), which consisted of a content analysis of articles published in leading research journals. The year 1993 was selected as a starting point, the same year as the literature review proposed by Furrer and Sollberger (2007), who themselves built on the service marketing literature analysis from Fisk and others (1993). The analysis was performed on the following ten service research and general marketing journals: *Journal of Services Marketing* (JSM), *Journal of Service Research* (JSR), *Journal of Service Management* (formerly *International Journal of Service Industry Management*; JoSM), *Journal of Marketing* (JM), *Journal of Marketing Research* (JMR), *Journal of Consumer Research* (JCR), *Journal of Retailing* (JR), *Journal of the Academy of Marketing Science* (JAMS), *Marketing Science* (MS), and *International Journal of Research in Marketing* (IJRM).

To categorize the content of the 3,177 articles they found through their literature search, Furrer and others (2020) identified a large number of keywords, which they aggregated to create a list of themes representing the most recent developments in service marketing literature. In doing so, they proposed an updated version of the themes developed by Furrer and Sollberger (2007). Three service experts who were part of the author team were involved in the classification process. First, they attributed the keywords to the research themes developed by Furrer and Sollberger (2007). When new keywords appeared several times and could not be allocated to any of the 27 previously existing research themes, they created a new theme. This process resulted in the creation of six additional research themes, which were labeled through rigorous, iterative discussions. These six emerging themes were *the service-dominant logic* (SDL) (Vargo and Lusch, 2004, 2008), *emotions* (Liu et al., 2019; Zablah et al., 2017), *sales* (Mai and Hoffmann, 2011), *leadership* (Popli and Rizvi, 2015), *brand management* (Brodie et al., 2009), and *service climate* (Bowen and Schneider, 2014). These six new research themes were consistent with emerging topics identified by prior studies suggesting priorities for future service research (e.g., Kunz and Hogreve, 2011; Ostrom et al., 2010, 2015). Overall, the procedure resulted in 33 research themes and an average of 2.98 themes per article. Table 1A.1 presents the 33 research themes and related keywords, as well as the number and percentage of articles per theme.

1.4 A growth–share matrix

One main objective of the review conducted by Furrer and others (2020) was to better understand the relative progression of service marketing research themes and the emergence of new ones. The authors relied on a two-by-two matrix to classify the research themes according to the total number of articles (horizontal dimension) and their growth rate over the period (vertical dimension), which also allowed them to offer an explicit visual representation of the service literature evolution (see Figure 1.1). The two selected dimensions resemble those made famous by the Boston Consulting Group (BCG) matrix (Henderson, 1970). Accordingly, the four quadrants of the matrix were labeled *cash cows*, *stars*, *question marks*, and *pets*.



Source: Adapted from Furrer and others, 2020.

Figure 1.1 Growth-Share Matrix

Cash cows represent themes addressed by a large number of articles; however, they are also characterized by a relatively low growth rate. They can be described as mature research themes that were particularly widespread in the early years covered by the analysis from Furrer and others (2020). Although their popularity has somewhat decreased, they have remained prominent themes in service marketing research. Notable research themes include *consumer behaviors*, with keywords related to the different types of customer behaviors as well as key customer behavioral outcomes of service encounters such as co-creation, word-of-mouth, and repurchase intentions; *customer satisfaction*, illustrated by keywords such as customer delight, pleasure, and (dis)satisfaction; and *service quality*, with keywords notably related to popular quality and performance evaluation scales in service marketing research such as SERVQUAL or SERPERF. The other themes classified in this quadrant are, in alphabetical order, *communication*, *distribution*, *employees*, *international*, *methodology*, *performance*, *price/value*, *service encounters*, *service failure*, *service offering*, *strategy*, *typology*, and *usage/purchase*.

Stars are themes that attracted the most scholarly attention during the later years of the period analyzed by Furrer and others (2020) and which continue to enjoy a steady growth rate. The four research themes in this group are *relationship marketing*, with keywords such as commitment, customer retention, relationship management, and trust; *SDL*; *technology and e-services*; and *emotions* (the latter three themes are further described in the next section of this introduction).

Four themes with a rather small number of articles were classified as *question marks* when they also exhibited a strong growth rate despite their relatively low number of articles. However, their future development remains uncertain as they could potentially become *stars*, or else be discarded by the service research community and thus possibly collapse as fads (Furrer et al., 2020). Themes belonging to the *question marks* quadrant are *environmental context*, including keywords such as service environment and ecosystem; *innovation*, with keywords such as new service development, technological development, diffusion, and time-to-market; *leadership*, represented by keywords such as leader and entrepreneur; and *ethics*, encompassing a wide range of keywords such as social responsibility, ecology, corporate social responsibility, and transformative services.

Finally, *pets* are research themes that can be described as peripheral to service marketing research. In comparison to other themes, *pets* comprise fewer articles and exhibit a lower growth rate. This category includes specialty themes, which are relatively independent of mainstream service marketing research

(Furrer et al., 2020). *Pets* are often related to other fields of marketing research and may not be strictly specific to services. Hence, these themes might be relevant as bridges between the service marketing literature and other research fields. *Pets* include *after-sales services*, *brand management*, *B2B*, *competition*, *non-profit services*, *sales and negotiation*, *service climate*, and *tangibles*.

1.5 Service marketing research from September 2019 to January 2023

In early 2023, we replicated the review protocol developed by Furrer and others (2020) to examine the articles published after August 2019. This new sample included 635 articles published between September 2019 and January 2023. In Table 1A.1, the last two columns report the number and percentage of articles from the new sample attributed to each theme.

Over the 2.5 years covered by this analysis, seven themes emerged as the most popular, accounting for more than 5% of the new sample. These are *technology* (10.2%), *ethics* (9.3%), *consumer behaviors* (6.5%), *service encounters* (6.5%), *SDL* (5.3%), *communication* (5.2%), and *employees* (5.2%). Looking at the figures from the original study (1993–2019), we can notice that the majority of these popular themes have gained shares over the past 2.5 years. Indeed, *technology and e-services* has continued to grow since the first period analyzed (it represented 4.1% of the 1993–2019 sample, with 70.2% of growth between 1993 and 2019), and remains a *star* theme, as does *SDL* (2.2%; 457.2%). *Ethics* (1.4%; 138.1%) and *service encounters* (3.8%; 49.0%) have also continued their growth and reached the *star* category, whereas *communication* (3.6%; 29.4%) and *employees* (4.8%; 35.8%) remain in the *cash cow* category. Only *consumer behavior* (9.8%; 34.2%) seems to have encountered less interest since 2019 but remains a *cash cow* theme.

Among the least popular themes, each representing less than 1% of the new sample, we find *leadership* (.2%), *service climate* (.4%), *competition* (.6%), *non-profit services* (.7%), and *service offerings* (.9%). Within these themes, different trends can be observed: *leadership* (2.0%; 70.5%), a former *question mark*, went from positive growth to decline, thus joining the *pet* quadrant. Similarly, *service offerings* (2.3%; 42.1%) shifted from *cash cows* to *pets*, when *service climate* (.5%; 46.0%) stopped growing and stabilized in the *pet* category. Regarding the previously declining *pet* themes, *non-profit services* (.7%; -1.3%) stopped regressing to stabilize while *competition* continued declining (1.1%; -7.4%).

In addition to providing updated figures and classification, the new sample also allowed for the identification of fresh research directions, complementing the priority research themes initially offered by Furrer and others (2020).

1.6 Promising directions for future service marketing research

Among the key insights proposed by Furrer and others (2020), five research themes were highlighted as particularly deserving of further attention based on the Growth–Share Matrix. Of these five themes, three (*technology and e-services*, *SDL*, and *emotions*) belong to the *stars* category, and the other two (*innovation* and *environmental context*) are classified as *question marks*. Additionally, the updated data emphasize two other promising themes, newly classified as *stars*: *ethics* and *service encounters*.

The first of the *star* themes, *technology and e-services*, designates research addressing the technological and digital transformation of service sectors. Research topics related to this theme include technological innovations, such as service robots, artificial intelligence, blockchain technology, the Internet of Things, smart services, and access-based services. In 2020, Furrer and others concluded that this theme presented an undeniable potential for further growth. Their prediction was based on the novelty aspect of several research topics, and also the many challenges related to technology and e-services facing service organizations that should be addressed by future research. In the most recent sample, technology and e-services have remained a core interest in service marketing research, with a total of 193 articles, representing 10.2% of the sample, which places this theme as currently the most popular in the service marketing literature. In the current volume, two chapters address pressing issues related to technology and e-services. First, the chapter “Service Robots and their Implications for Service Delivery” by Jochen Wirtz, Werner H. Kunz, Stefanie Paluch, and Valentina Pitardi explores how service robots are transforming service sectors, and the implications for customers, firms, and markets. Then, in her chapter titled “Omnichannel Services,” Ilaria Dalla Pozza tackles the management of the omnichannel service environment, including the integration of proliferating channels and touchpoints brought by technological advancements such as social media, chatbots, and the metaverse.

SDL, also a *star* theme, gathers articles focusing on value co-creation and other related concepts such as co-participation and co-production. Since its introduction by Vargo and Lush in 2004, *SDL* has attracted much scholarly

attention and benefited from the highest growth rate between 1993 and August 2019 (457.2%). Furrer and others (2020) argued that additional research was needed to help clarify the roles of the different stakeholders involved in the complex, dynamic processes of value co-creation in service ecosystems. They also encouraged researchers to examine in greater depth the different types of value that can be co-created (e.g., transformative value) by various service actors. Since August 2019, 101 articles classified as contributing to SDL have been published in the reviewed journals, which accounts for 5.3% of the new sample and places SDL in the fifth position of the most researched themes. In a chapter titled “Understanding How Service Ecosystem Actors Collaborate for Value Cocreation,” Bård Tronvoll and Bo Edvardsson take a systemic approach to facilitate the understanding of how service ecosystem actors collaborate for value co-creation and propose research directions related to the important value co-creation aspects that are agency, structure, duality, and platforms.

Emotions, the third *star* theme identified by Furrer and others (2020) also benefited from a strong growth rate between 1993 and August 2019. It encompasses articles focusing on the role of emotions in service delivery. This stream of service marketing literature, often drawing on typologies or measurement instruments developed in social psychology, has notably studied emotions in relation to technological innovation such as computer-enabled facial recognition of emotions (e.g., Cowie et al., 2001). Furrer and others (2020) highlighted the increase of research focusing on emotion recognition and service performance, as well as research investigating service employees’ emotional and behavioral responses to customers’ complaints and emotional needs. They also anticipated that the theme of emotions would keep warranting scholarly attention. Since then, this theme has continued to grow with 67 new papers, representing 3.5% of the new sample. To keep advancing research on emotions in service marketing, Cécile Delcourt provides a chapter titled “Emotions in Service Encounters: A Review and Research Agenda” in which she provides an overview of the role of emotions in service encounters and offers future directions aiming to better understand the critical importance of emotions, not only for customers and frontline employees but also for service organizations.

In addition, Furrer and others (2020) identified promising research avenues among *question mark* themes. First, they expected that the growing body of service marketing literature related to *innovation*, often strongly associated with technological advancements, and notably studying the development of new services, consumer adoption, and the organizational environments in which innovation occurs, would continue to grow. More specifically, they suggested that topics associated with customer engagement in service innovation

(e.g., crowdsourcing of service ideas, co-design, online service design) offer promising research directions. Since August 2019, 62 new articles representing 3.3% of the new sample have been added to the theme of innovation. In their contributing chapter titled “Market Services Innovations Networks (MSINs): Enriching the Network Lineage in Innovation Studies,” Benoit Desmarchelier, Faridah Djellal, and Faïz Gallouj propose a distinct stance on service innovation and thus depart from the technological aspects of innovation to focus on innovation networks, their main actors, the types of innovation targeted, their modes of formation and functioning, and their performance evaluation.

Next, the theme of *environmental context*, consisting of topics such as service context, service ecosystem, and the many challenges associated with the increasing complexity of service systems, was the second theme belonging to the *question marks* quadrant considered by Furrer and others (2020) as a growing theme of interest for further research. Since then, 60 articles have been classified in this theme, representing 3.2% of the new sample. This increase can be mainly attributed to the proliferation of articles related to the Covid-19 pandemic and its influences on service environments, such as Bove and Benoit (2020), Tuzovic and Kabadayi (2021), Finsterwalder and Kuppelwieser (2020), and Mollenkopf and others (2021). It should be noted that the notion of service ecosystem is closely related to the SDL theme. In the present volume, this topic is addressed in the chapter “Understanding How Service Ecosystem Actors Collaborate for Value Cocreation” by Bård Tronvoll and Bo Edvardsson. In addition, to cover a key specific aspect of service offline and online environmental contexts, Richard Nicholls provides a chapter on “The Future of Research on Customer-to-Customer Interaction (CCI),” a topic that has grown in importance in service marketing research. This chapter gives directions for advancing and organizing future CCI research, calling for a clarification of CCI conceptual foundations and more research related to the evolution of CCI, the management of CCI, the transcending disciplinary boundaries of CCI research, and how it fits the service marketing curriculum.

Furthermore, in light of the articles in the new data set, two additional research themes newly classified as *stars* appear as particularly prominent with a strong potential for future service marketing research. First, the *ethics* theme covers articles about transformative service research and topics such as social responsibility, legality, fairness, bribery, privacy concerns, and ecology. As a theme, *ethics* has recently attracted substantial researcher attention and has risen from the 26th rank in the original sample to be the 2nd most popular theme in the most recent sample. Strikingly, more papers ($n = 176$) were published between 2019 and 2023 than in the previous 27 years ($n = 142$). In the present volume,

this promising research theme is addressed in two chapters. First, in a chapter titled “Advocating Human Rights and Sustainable Development Goals: An Ecosystem-based Transformative Service Research (TSR) Approach,” Rodoula H. Tsiotsou, Sertan Kabadayi, and Raymond P. Fisk develop a human rights framework for achieving sustainable development goals from a transformative service research perspective. They notably use a healthcare service ecosystem framework to show how good health and well-being can be achieved using the proposed Human Rights Service Framework. Based on this framework, they identify research gaps and priorities. Then, Janet Davey, Raechel Johns, and Henna M. Leino draw attention to the strengths-based approach to understand how service relationships nurture (or deny) strengths and capacities. Their chapter titled “Strengths-based Service Solutions: Mapping a Way Forward in Marketplace Vulnerabilities” presents a conceptualization of the literature around transformative service research, vulnerability, and the emerging strengths-based literature to provide a research agenda aligned with priorities of service research (Field et al., 2021; Ostrom et al., 2021), and the seventeen United Nations Sustainable Development Goals (SDGs).

Close to being a *star* theme in the original sample, the theme of *service encounter* has reached the *star* quadrant in the latest period analyzed. This theme regroups articles investigating customer experience in services and some related aspects such as, but not limited to, customer contact, interaction, customer comfort, and customer engagement. With 121 articles published between September 2019 and January 2023, this theme is one of the most popular among service researchers, notably due to the continued scholarly interest in customer experience and engagement. In the present volume, two chapters explore how different aspects of the customer experience have been altered by the Covid-19 pandemic. First, in his chapter “Intercultural Service Encounters in the Post-COVID-19 World: A Research Agenda,” Piyush Sharma reviews research on both intercultural service encounters and the impact of Covid-19 on customers and employees in interpersonal consumer services. On this basis, he identifies critical research questions and develops some testable propositions to guide research on the nature and role of cross-cultural service encounters in the post-Covid-19 era. Next, in a chapter titled “From Customer to Digital to Civic to Transformative Engagement: A Conceptual Framework and Future Research Directions,” Rodoula H. Tsiotsou discusses customer engagement in an era where human interactions are increasingly replaced by human–technology interactions. Based on the integration and synthesis of the existing literature, she identifies gaps and provides recommendations for future directions in engagement research.

These seven themes, classified according to the Growth–Share Matrix proposed by Furrer and others (2020), thus serve as a common thread in the research agenda proposed in this volume. The contributing chapters mentioned in this introductory chapter are completed by two concluding chapters looking at a more distant future of service marketing research. First, J. Joseph Cronin, Jr. provides a chapter titled “Revisiting ‘Classic’ Service Research Themes in the Light of New Emerging Themes.” Then, exploring possible paths for the development of the research domain, Olivier Furrer and Jie Yu Kerguignas conclude with a chapter on “Expansion and Refocusing: Two Alternative Trajectories for Service Marketing Research.”

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Appendix

Table 1A.1 Service research literature: major themes, keywords, number, and percentage of articles

	Keywords	Total 1993-2019 (n = 3,177)		Growth 1993-2019 CGR (%)		New articles 2019-2023 (n = 635)	
		#	(%)	#	(%)	#	(%)
After-sale services	After-sale services, customer service, call centers, support services, warranties, guarantees.	87	0.9	-34.7		30	1.6
Brand management	Service brand, brand awareness, brand equity, brand image, brand extension, co-branding, brand association, brand identity.	176	1.7	48.9		25	1.3
Business-to-business (B2B)	Industrial buyers, outsourcing.	160	1.6	-2.3		22	1.2
Communication	Advertising, sales promotion, messages cues, media exposure, coupon, free samples, communication, image.	370	3.6	29.4		98	5.2
Competition	Pioneering advantage, competitive advantage, rivalry, benchmark, positioning.	111	1.1	-7.4		13	0.7
Consumer behaviors	Word-of-mouth, loyalty, customer referrals, switching behaviors, complaint, consumer search behavior, jay customers, dysfunctional customer behavior, repurchase intentions, decision-making process, customer misbehavior, revenge.	991	9.8	34.2		124	6.5

Keywords	Total 1993-2019 (n = 3,177)		Growth 1993-2019 CGR (%)		New articles 2019-2023 (n = 635)	
	#	(%)	#	(%)	#	(%)
Customer satisfaction	695	6.8	11.2	27	1.4	
Distribution	225	2.2	30.0	64	3.4	
Emotions	288	2.8	72.8	67	3.5	
Employees	483	4.8	35.8	98	5.2	
Environmental context	213	2.1	78.5	60	3.2	
Ethics	142	1.4	138.1	176	9.3	
Innovation	249	2.5	13.0	62	3.3	

Satisfaction, disconfirmation, dissatisfaction, pleasure, arousal, consumer comfort, delight.

Franchising, e-tailing, retailing, service delivery system, supply chain.

Emotional contagion, emotions, emotional bonding, emotional labor, anger.

Front-line employees, job autonomy, job satisfaction, customer orientation, internal marketing, internal marketing orientation, work organization, work stress, customer contact, employee sabotage, organizational citizenship behavior.

Service context, environment, service ecosystem.

Social responsibility, legality, fairness, bribery, privacy concerns, ecology, environment, stakeholders, code of practice, corporate social responsibility, CSR, transformative services.

Pioneer advantages, technological innovation, new service development, time-to-market, new product adoption, new product diffusion.

Keywords	Total 1993-2019 (<i>n</i> = 3,177)	Growth 1993-2019 CGR (%)	New articles 2019-2023 (<i>n</i> = 636)
	#	(%)	#
International	35	0.3	47
Leadership	207	2.0	3
Methodology/ theory	411	4.1	59
Non-profit services	68	0.7	14
Operation/service design	273	2.7	49
Performance	600	5.9	46
Price/value	337	3.3	62

Keywords	Total 1993-2019 (n = 3,177)	Growth 1993-2019 CGR (%)	New articles 2019-2023 (n = 635)
	#	(%)	#
Relationship marketing	570	49.9	66
Sales	134	-6.0	19
Service climate	55	0.5	8
Service dominant logic	223	2.2	101
Service encounters	385	49.0	121
Service failure	271	2.7	47
Service offering	230	2.3	18
Service quality	623	6.1	37
Strategy	457	4.5	40

Relationship, customer retention, relationship management, long-term relationship, commitment, trust, CRM, account management, switching costs.

Sales techniques, contract, negotiation, selling, buyer-seller relationships.

Service culture, organizational culture, climate.

SDL, customer co-creation, co-participation, co-production.

Experience, customer contact, face-to-face, interaction, customer comfort, critical incidents, service experience, customer experience, customer engagement.

Justice (procedural, distributive, interactional), complaint management, service failure, apology, compensation, perceived fairness.

Service level, loyalty programs, customer requirement, tailoring, product's service attributes.

Consumer evaluations, expectancy, expectations, perceptions, quality, SERVPERF, SERVQUAL scale.

Segmentation, customer profiling, marketing planning, strategic planning, growth strategy, market strategy, customer retention strategies, differentiation strategy, market entry, targeting, market orientation.

	Keywords	Total 1993-2019 (n = 3,177)		Growth 1993-2019 CGR (%)		New articles 2019-2023 (n = 635)	
		#	(%)	#	(%)	#	(%)
Tangibles	Tangible clues, servicescape, physical surroundings, surroundings, infrastructures, location, layout, atmospherics, service physical environment.	145	1.4	39.2		32	1.7
Technology/ e-service	Information technology, technology-based self-service, ATM, self-service bias, electronic distribution channels, Internet, online services, e-commerce, cyberservices, interactive, interactive marketing, telemarketing, eCRM, e-tailing, technology infusion, service robots, blockchain technology, the Internet of Things, smart services, access-based services.	413	4.1	70.2		193	10.2
Typology (types of services)	Classification, classifying, search services, experience services, credence services, types of services, typology goods vs. services, framework developed, paradigm, servitization, service infusion.	238	2.3	13.7		37	2.0
Usage/purchase	Consumption, preference, decision.	282	2.8	26.8		31	1.6

Note: Table adapted from Furrer and others (2020). CGR = compound growth rate, which is a measure of growth over multiple periods computed as $(Nlast/Nfirst)^{1/p} - 1$, where Nlast is the number of articles during the last period, Nfirst is the number of articles during the first period, and p is the number of periods. This measure was used by Furrer and others (2020), who split their sample into three periods (1993-2001, 2001-2010, and 2011-2019). See Furrer and others (2020) for more information on each period.