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Collana	Advances in Hospitality, Tourism, and the Services Industry (AHTSI) Book Series
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Nota di contenuto	Strategic relationships: a service science perspective / Md. Abul Kalam Siddike [and 3 others] -- Engineering value co-creation in product-service systems: processes, methods, and tools / Giuditta Pezzotta, Sergio Cavalieri, David Romero -- Co-creation emerging in markets and with consumers: contrasting service-dominant logic and value co-creation / Barbara Aquilani, Costanza Nosi, Tindara Abbate -- The importance of customer satisfaction and customer loyalty in the service sector / Kijpokin Kasemsap -- The interactive approach to exploring value co-creation / Maya Golan -- Role of PR in relations management with strategic partners leading to value co-creation / Tanushri Mukherjee, S. S. Nathawat-Aibas -- Service capability analysis as a contribution to co-creation / Rogerio Puga-Leal, Marta Ormazabal -- Co-creating value derivations in a service system journey / Ralph D. Badinelli -- Value co-creation approach for improving performance of outsourced projects / Yuval Cohen, Shai Rozenes -- An analysis of the agile theory and methods in the light of the principles of the value co-creation / Bertrand Verlaine -- Social media marketing and value co-creation: a system dynamics approach / Francesca Costanza -- Strategic IT alignment in service sector / Abrar Haider, Sureerat Saetang

-- QPLAN: a tool for enhancing software development project performance with customer involvement / Marco Antonio Amaral Feris --

Balancing value co-creation: culture, ecology, and human resources in tourism industry / Jesus Alcoba [and 4 others] -- Value co-creation in education: a case study on engineering education / V. E. Annamalai -- Student-faculty joint research as a strategic alliance for knowledge co-creation in academia / Neeta Baporikar -- Mobile services for development: an opportunity for academic co-creation / Alan Hartman -- E-service innovation in rural Africa through value co-creation / Anna Bon, Jaap Gordijn, Hans Akkermans -- Modelling and simulation perspective in service design: experience in transport information service development / Monica Dragoicea [and 3 others] -- Co-creation and healthcare operations management / Paul Lillrank -- Value co-creation in fitness centers: the role of customer citizenship behavior on perceived value, satisfaction, and repurchase intention / Weisheng Chiu, Sunyun Shin, Hyun-Woo Lee.

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Sommario/riassunto

"[This book] is a comprehensive source of scholarly material on frameworks for the effective management of value co-creation in contemporary business contexts. Highlighting relevant perspectives across a range of topics, such as public relations, service-dominant logic, and consumer culture theory, this publication is ideally designed for professionals, researchers, graduate students, academics, and practitioners interested in emerging developments in the service industry"--Provided by publisher.

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