

1. Record Nr.	UNINA9910820801703321
Titolo	Global trends and challenges in services // guest editors: Marianna Sigala and Evangelos Christou
Pubbl/distr/stampa	Bradford, England, : Emerald Group Publishing, c2006
ISBN	1-280-70594-9 9786610705948 1-84663-057-6
Edizione	[1st ed.]
Descrizione fisica	1 online resource (97 p.)
Collana	Managing Service Quality, an international journal ; ; 16, no. 4
Altri autori (Persone)	SigalaMarianna ChristouEvangelos
Disciplina	658.8
Soggetti	Marketing Service industries
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di contenuto	Cover; CONTENTS; EDITORIAL ADVISORY BOARD; Global trends and challenges in services; Student satisfaction and quality of service in Italian universities; The importance of service quality in bank selection for mortgage loans; Bank service quality: evidence from five Balkan countries; Mass customisation implementation models and customer value in mobile phones services; Investigating the impact of business-process-competent information systems (ISs) on business performance; Book review;
Sommario/riassunto	The objective of this e-book is to identify the emerging trends and challenges that face businesses within the service sector, as well as examine and discuss ways by which service firms try to address the former. Overall, three papers are focusing on the important issue of service quality and its different dimensions and implications (e.g. cross-cultural understanding, experiences, relations and emotional issues), while two papers concentrate on the exploitation of information and communication technologies and their role in enhancing business performance through the creation of personal servi