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Lee, Jungwoo, Han, Spring H. (Eds.)

The Future of Service Post-COVID-19 Pandemic, Volume 2

Transformation of Services Marketing

- Identifies clearly the phenomena related to the changing nature of services and marketing post-COVID-19 pandemic
- Expands on the meaningful terminology emerging from these phenomena introduced in Volume 1
- Considers research issues concerning service management in the future and paves the way for academics and practitioners launching further practical research projects on the topic

This book adds to the discussion from Volume 1 by providing insights and stimulating new thinking about the changing nature of services and marketing, service work and workers, and service experiences during and after the COVID-19 pandemic in 2020, particularly focusing on services marketing. This book serves as a useful resource for business practitioners and academics in the areas of service management and marketing responses during a pandemic. Each chapter deals with specific current issues within these industries due to COVID-19 and issues that will come up post-pandemic. As COVID-19 is expected to change the service practice and promote the utilization of novel methods, such as untact marketing, untact service, telecommuting, alternative work arrangements, job crafting, and new work skills, a range of examples and cases are provided to elaborate on applying these emerging new concepts within the service sector.

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