



Jungwoo Lee, Spring H. Han (Eds.)

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

Transformation of Services Marketing

Series: The ICT and Evolution of Work

- 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

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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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