

Editorial

This second issue of 2021 introduces four articles on service management research. We would like to thank the authors for their engagement and the reviewers for their support, and wish all our readers exciting and stimulating insights into very different topics of service management research.

“Blockchain in service management and service research – Developing a research agenda and managerial implications” is the fifth SMR special research paper. We invited a large group of renowned scholars (*Kai Spohrer, Viswanath Venkatesh, Raji Raman, Hartmut Hoehle, Arne De Keyser, Cédric Verbeeck, Thijs J. Zwijsenberg, Kim Peiter Jørgensen, Roman Beck, Olivier Rikken, Marijn Janssen, Zen- lin Kwee, and Fabian Schär*) from different academic fields to share their views on emerging topics regarding blockchain in service management and service research. Their individual commentaries and conceptual contributions, following a systematic literature review on blockchain in service research by *Marion Büttgen and Julia Dicenta*, refer to different theoretical and domain perspectives, including managerial implications for service companies as well as forward-looking suggestions for further research.

The second article of this issue presents a look on online reviews and their impact on consumer behavior. *Anna Naujoks* uses in “Quality or Quantity? The power of expert reviews in the presence of conflicting aggregated ratings” the theoretical framework of dual-process theory and signaling theory to examine the effect of majority and minority influences. The paper further investigates how expert reviewers are perceived, and the role played by the total number of available reviews. The results of the empirical study demonstrate that expert sources weaken the promi-

nent influence of the majority, especially when majority size is small.

“Working conditions and health of leaders in three service sectors” by *Franziska Pundt and Marcel Lück* investigates the job demands, job resources, and health of leaders in three service sectors. The analyses are based on data of the 2018 BIBB/BAuA Employment Survey, a representative sample of the German labour force. The three service sectors trading, finance, and public services varied significantly in how leaders perceive job demands, job resources, psychosomatic health complaints, and musculoskeletal health complaints. Hardly any variation was found, however, in how demands and resources are associated with psychosomatic and musculoskeletal health complaints. These findings imply that service leaders’ perceptions provide sector-specific patterns of demands and resources, which are well reflected in stress theory.

The fourth article “When do you trust your doctor more? A comparison between Korea to Germany” by *Su Jin Yang, Janice Hyungyo Han, and Jae Il Kim* examines the role of demographic homophily in the medical service context. It suggests that demographic homophily between a customer and a service provider has a positive effect on trust, thereby leading to customer loyalty. The cross-cultural study compares Korean and German consumers. Regardless of cultural background, demographic homophily turned out to be an important explanatory variable for building trust with medical service providers.

We wish our audience interesting insights into these different areas of service management research.

Martin Benkenstein and Marion Büttgen
Editors-in-Chief