

## EDITORS

---

Martin Benkenstein

Manfred Bruhn

Marion Büttgen

Christiane Hipp

Martin Matzner

Friedemann W.  
Nerdinger

From Goods to Services Consumption:  
A Social Network Analysis on Sharing Economy  
and Servitization Research

*Martin P. Fritze, Florian Urmetzer, Gohar F. Khan,  
Marko Sarstedt, Andy Neely, and Tobias Schäfers*

---

The Moderating Effect of Customers' Willingness  
to Participate in Service Recovery and its  
Impacting Factors – An Empirical Analysis

*Nicola Bilstein*

---

Individual Drivers and Outcomes of Envisioned  
Value in Use of Customer Solutions:  
An Empirical Study in the Electric Mobility Context

*Jennifer Hendricks*

---

Examining the Effects of Employees' Behaviour  
by Transferring a Leadership Contingency Theory  
to the Service Context

*Marion Popp and Karsten Hadwich*

Volume 2

3/2018

C.H.BECK · Vahlen · Munich

[www.journal-smr.de](http://www.journal-smr.de)



Q650201803



## Rostocker Dienstleistungstagung

### **6th Rostock Conference on Service Research September 13th and 14th, 2018**

Research in individual services and service industries is of central importance in national as well as international contexts. The 6th Rostock Conference on Service Research will bring together European Researchers and practitioners from all areas of business administration and all disciplines researching in the field of services.

The conference serves business economists, economists, business psychologists, sociologists and other service-oriented researchers. The opening keynote speech will be given by Prof. Dr. Dr. h.c. Dr. h.c. Jörg Becker (European Research Center for Information Systems ERCIS, University of Münster).

We would like to invite all interested parties to participate in the sixth Rostock Conference on Service Research. Further information on the conference as well as the accompanying program for PhD students is available at

<http://www.dl-tagung.de>.

## Managing Editor

*Martin Benkenstein*, University of Rostock/Germany

## Advisory Board

*Jörg Finsterwalder*, University of Canterbury/New Zealand

*Andy Neely*, University of Cambridge/UK

*Frank Piller*, RWTH Aachen/Germany

## Editorial Board

*Manfred Bruhn*, University of Basel/Switzerland

*Dwayne Gremler*, Bowling Green State University/USA

*Anat Rafaeli*, Technion Haifa/Israel

*Marion Büttgen*, University of Hohenheim/Germany

*Joachim Hüffmeier*, TU Dortmund/Germany

*Sven Tuzovic*, QUT Business School/Australia

*Christiane Hipp*, Brandenburg University of Technology/Germany

*Michael Kleinaltenkamp*, FU Berlin/Germany

*Florian von Wangenheim*, ETH Zürich/Switzerland

*Martin Matzner*, Friedrich-Alexander University Erlangen-Nürnberg/Germany

*Werner H. Kunz*, University of Massachusetts Boston/USA

*Jochen Wirtz*, NUS Business School/Singapore

*Friedemann W. Nerdinger*, University of Rostock/Germany

*Peter Magnusson*, Karlstad University/Sweden

*Kathrin Mösslein*, Friedrich-Alexander University Erlangen-Nürnberg/Germany

## CONTENT

Editorial . . . . .	2
From Goods to Services Consumption: A Social Network Analysis on Sharing Economy and Servitization Research By <i>Martin P. Fritze, Florian Urmetzer, Gohar F. Khan, Marko Sarstedt, Andy Neely, and Tobias Schäfers</i> . . . . .	3
The Moderating Effect of Customers' Willingness to Participate in Service Recovery and its Impacting Factors – An Empirical Analysis By <i>Nicola Bilstein</i> . . . . .	17
Individual Drivers and Outcomes of Envisioned Value in Use of Customer Solutions: An Empirical Study in the Electric Mobility Context By <i>Jennifer Hendricks</i> . . . . .	30
Examining the Effects of Employees' Behaviour by Transferring a Leadership Contingency Theory to the Service Context By <i>Marion Popp and Karsten Hadwich</i> . . . . .	44
Imprint . . . . .	59