

# Editorial

First of all I would like to inform our audience that another respected scholar in the field of service research, *Andreas Eggert*, University of Paderborn, joint our editorial board.

*Andreas Eggert* has received his Ph.D. from the Technical University of Kaiserslautern in Germany. He has been a visiting academic with the University of Sydney in Australia, the University of Toulouse in France, and the University of Ljubljana in Slovenia. Professor Eggert has been appointed as Strategic Research Advisor at Newcastle University Business School in the UK and as member of the International Advisory Board of the Copenhagen Business School Marketing Department in Denmark. With more than 10.000 Google Scholar citations, his publications are among the most often cited articles in their domain. Andreas has joint our team of editors especially as an expert in service marketing.

Besides this information about the editorial board I would like to draw attention to the four exciting articles on service management research that are part of this forth issue of 2020. We thank the authors for their commitment and the reviewers for their support.

This issue starts with a special contribution: Once a year, the SMR dedicates a special research paper to a particularly relevant area of service management research. This year, the special research paper addresses the subject of "Digital Disruption in Retailing and Beyond". *Heiner Evanschitzky* and *Boris Bartikowski* invited respected scholars in this field of research to write a commentary on future research. *Tim Baines*, *Markus Blut*, *Christian Brock*, *Kristina Kleinlercher*, *Parikshit Naik*, *Olivia Petit*, *Thomas Rudolph*, *Charles Spence*, *Carlos Velasco*, and *Nancy V. Wunderlich* wrote comments on what research is needed to understand, reflect and manage opportunities and challenges of

digital technologies for retail businesses and their network partners.

In "Branded Employee Behaviour as a Double-Edged Sword: How Perceptions of Service Employees Impact Job Seekers' Application Intentions" *Nancy V. Wunderlich*, *Anja Iseke*, and *Hürrem Becker-Özcamlica* shed light on why and how branded service employee behaviour affects job seekers' application intentions. Starting point of their argumentation is that branded service employee behaviour provides two opposing signals: it contributes to consistent evaluations of the brand, leading to more brand trustworthiness and enhancing job seekers' application intentions. However, it may also be perceived as inauthentic, reducing job seekers' application intentions.

*Hannes Fleischer* aggregates and categorises in his paper "Stereotypes in Services – A Systematic Literature Review to Move from Scattered Insights to Generalizable Knowledge" highly specialized findings that exist on specific stereotypes and thus make the current knowledge more generalizable. He shows that a strong focus on customer stereotypes regarding employees exists but other stereotype constellations are less often investigated.

Finally in "Not Without my Fellow Patient! – The Influence of the Fellow Patient in Hospitals on Patient Satisfaction and Self-rated Health" *Saskia Hantel* and *Martin Benkenstein* analyze complex interactions between fellow patients and anxiety, pre- and post-operative stress, compliance, negative feelings, long term satisfaction with the hospital and self-rated health by building a theory-based model and testing the model in two empirical studies.

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

*Martin Benkenstein and Marion Büttgen*  
Editors-in-Chief