

## EDITORS

---

Martin Benkenstein

Manfred Bruhn

Marion Büttgen

Christiane Hipp

Martin Matzner

Friedemann W.  
Nerdinger

## Topics for Service Management Research – A European Perspective

*Martin Benkenstein, Manfred Bruhn, Marion Büttgen, Christiane Hipp, Martin Matzner and Friedemann W. Nerdinger*

---

## Capturing Value in the Service Economy

*Jochen Wirtz and Michael Ehret*

---

## Customization of B2B Services

*Michael Kleinaltenkamp, Ioana Minculescu and Sascha Raithel*

---

## Demographic Change and Job Satisfaction in Service Industries

*Christian Dormann, Sarah Brod and Sarah Engler*

Volume 1

1/2017

C.H.BECK · Vahlen · Munich

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



Q650201701

# Die Regeln für packende Geschichten.

## Menschen

wenden sich gerne Geschichten zu. Geschichten sind spannend, sie überraschen und faszinieren, bringen uns zum Träumen, zum Lachen oder zum Weinen; Geschichten verbreiten sich, indem sie weiter erzählt werden.

## Stories, die begeistern

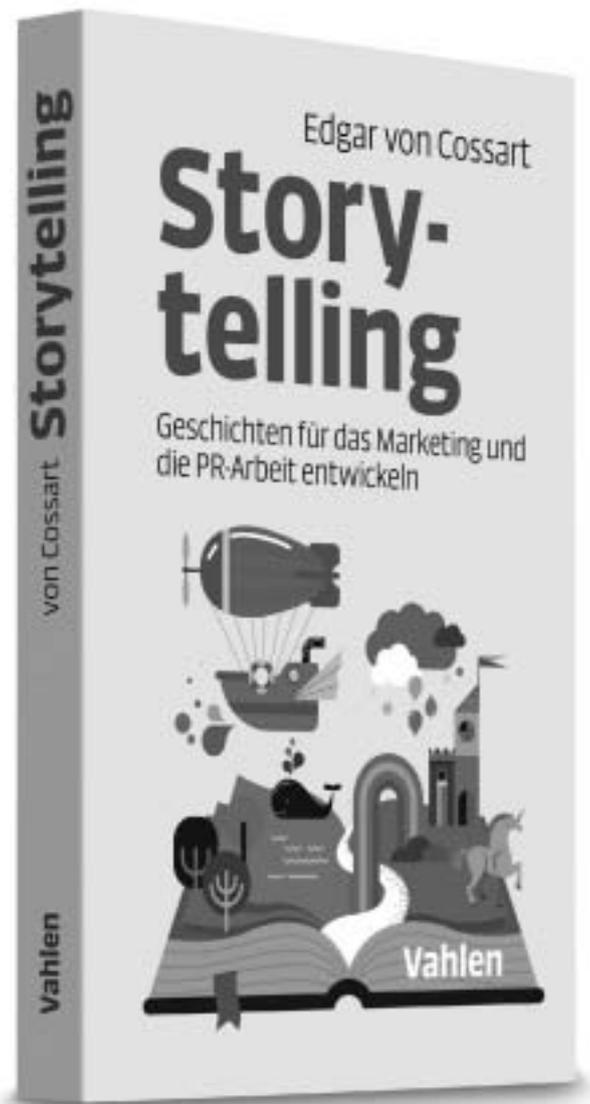
Fast keine erfolgreiche Marke kommt mehr ohne eigene Story aus. Aber nur eine Geschichte, die gelungen ist, zieht das Publikum in ihr Geschehen mit hinein und lässt es teilhaben. Um diese Qualität zu erreichen, bedient sich der Geschichtenerzähler bestimmter Regeln. Nur mithilfe dieser Regeln kann es gelingen, ein Publikum zu fesseln und zu begeistern.

## Dieses Buch

zeigt, wie mit einfachsten Regeln packende Geschichten entstehen können, wie sie wiedergegeben werden sollen und was mit ihnen erreicht werden kann.

*»Kindern erzählt man Geschichten zum Einschlafen – Erwachsenen, damit sie aufwachen.«*

Jorge Bucay, argentinischer Autor



von Cossart

## Storytelling

2017. VIII, 112 Seiten.

Kartoniert € 16,90

ISBN 978-3-8006-5412-3

Portofrei geliefert:

[vahlen.de/17686511](http://vahlen.de/17686511)

## CONTENT

Editorial . . . . .	2
Topics for Service Management Research – A European Perspective <i>By Martin Benkenstein, Manfred Bruhn, Marion Büttgen, Christiane Hipp, Martin Matzner and Friedemann W. Nerdinger</i> . . . . .	4
Capturing Value in the Service Economy <i>By Jochen Wirtz and Michael Ehret</i> . . . . .	22
Customization of B2B Services: Measurement and Impact on Firm Performance <i>By Michael Kleinaltenkamp, Ioana Minculescu and Sascha Raithel</i> . . . . .	39
Demographic Change and Job Satisfaction in Service Industries – The Role of Age and Gender on the Effects of Customer-Related Social Stressors on Affective Well-Being <i>By Christian Dormann, Sarah Brod and Sarah Engler</i> . . . . .	57

**Managing Editor:** Prof. Dr. Martin Benkenstein, Institute for Marketing and Service Research, University of Rostock, Ulmenstr. 69, D-18057 Rostock, Phone: +49 381 498-4376, Fax: +49 381 498-4378, E-Mail: martin.benkenstein@uni-rostock.de

**Editorial Board:** Prof. Dr. Dr. h.c. mult. Manfred Bruhn, University of Basel, Prof. Dr. Marion Büttgen, University of Hohenheim, Prof. Dr. Christiane Hipp, Brandenburg University of Technology, Prof. Dr. Martin Matzner, Friedrich-Alexander University Erlangen-Nürnberg, Prof. Dr. Friedemann W. Nerdinger, University of Rostock.

**Manuscripts:** We ask all authors who would like to submit a paper to use our submission system: <https://www.openconf.org/smr>. Neither the publisher nor the editors assume any liability for unsolicited manuscripts. The acceptance of a contribution has to be in writing.

**Copyright:** Upon acceptance for publication the author transfers to the C.H.BECK the exclusive copy right of his or her contribution for the duration of the copyright as laid down by law. The copyright covers

the exclusive right and licence to reproduce, publish, distribute and archive the article in all forms and media of expression now known or developed in the future, including reprints, translations, photographic reproductions, microform, electronic form (offline and online) or any other reproduction of similar nature. The author's second window right after the expiry of 12 months after first publication, as laid down in article 38/4) German Copyright Law, remains unaffected. All articles published in this journal are protected by copyright law. Without first obtaining permission from the publisher, no material published in this journal may be reproduced, distributed, performed or displayed publicly, or made accessible or stored in electronic databases or reproduced, distributed or utilized electronically, outside the narrow limitations of copyright law.

**Publisher:** C.H.BECK oHG, Wilhelmstr. 9, 80801 München; postal address: P.O.Box 40 03 40, 80703 München; phone: +49 89 38189 0; fax: +49 89 38189 398, Bank account: Postbank München IBAN: DE82 7001 0080 0006 2298 02, BIC: PBNKDEFFXXX.

The publisher is a *offene Handelsgesellschaft* under German law with Dr. Hans Dieter Beck and Dr. h.c. Wolfgang Beck as partners.

**Subscription:** An annual subscription to the journal comprises four issues.

**Subscription rates 2017:** € 219 (VAT incl.) annual subscription rate, campus licence € 399 (VAT incl.). Single Issue: € 61 (VAT incl.), shipping charges have to be added to the rates. Subscription and rate include print issue and a licence for the online archive. The components cannot be cancelled separately. Complaints about copies not received must be lodged within 6 weeks starting at the end of the quarter.

**Subscription service:** Please order with either the publisher or any book shop.

**CustomerServiceCenter:** Phone: +49 89 38189 750, Fax: +49 89 38189 358, E-Mail: kundenservice@beck.de

**Cancellation:** The subscription may be cancelled in writing 6 weeks before the end of a calendar year.

**Citation:** SMR – Journal of Service Management Research, number of volume (number of issue), year, page.

**Typesetting:** FotoSatz Pfeifer GmbH, 82152 Krailling.

**Printing:** Kessler Druck und Medien GmbH & Co. KG, Michael-Schäffer-Straße 1, 86399 Bobingen.