

EDITORS

Martin Benkenstein

Manfred Bruhn

Marion Büttgen

Andreas Eggert

Heiner Evanschitzky

Christiane Hipp

Helmut Krcmar

Martin Matzner

Friedemann W.
Nerdinger

Commentaries on the Sharing Economy: Advancing New Perspectives

*Martin P. Fritze, Martin Benkenstein, Russell Belk,
Joann Peck, Jochen Wirtz, and Bart Claus*

This Business Analytics Tool Looks Nice, but... I am Still Happy Without It – Evidence from the Financial Services Industry

*Michael Leyer, Jürgen Strohhecker, and Janina
Kettenbohrer*

The Effects of Technology Affinity, Prior Customer Journey Experience, and Brand Familiarity on the Acceptance of Smart Service Innovations

*Stefan Trautwein, Jörg Lindenmeier, and Christian
Arnold*

Antecedents of Frontline Employees' Customer Orientation: A Comprehensive Review

Björn A. Hüttel

Volume 5

1/2021

C.H.BECK · Vahlen · Munich

www.journal-smr.de



Q650202101



UNIVERSITÄT
BIELEFELD

Faculty of Business Administration
and Economics

International Conference on Challenges in Managing Smart Products and Services

CHIMSPAS 2021

26 & 27 August 2021

**SUBMIT YOUR
ABSTRACT NOW!**

Submission deadline:
April 1, 2021

www.chimspas.de



Smart products and services are about to transform both markets and companies. In 2019, researchers discussed corresponding managerial issues during the first Conference on Challenges in Managing Smart Products and Services (CHIMSPAS). Motivated by this fruitful conference, we invite colleagues to join us for a follow-up conference in 2021.

We would like to invite researchers from diverse management fields such as service management, strategic management, marketing, innovation and technology management, entrepreneurship, as well as colleagues from engineering and practitioners to attend CHIMSPAS and stimulate the discussion at the conference. ■

The CHIMSPAS 2021 conference will take place **in any case**, either in-person, virtually or as a hybrid event.

Further information on the conference and the program is available at www.chimspas.de.

Managing Editors

Martin Benkenstein, University of Rostock/Germany

Marion Büttgen, University of Hohenheim/Germany

Editorial Board

Manfred Bruhn, University of Basel/Switzerland

Andreas Eggert, Paderborn University/Germany

Heiner Evanschitzky, Alliance Manchester Business School/UK

Christiane Hipp, Brandenburg University of Technology/Germany

Helmut Krcmar, Technical University of Munich/Germany

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

Friedemann W. Nerdinger, University of Rostock/Germany

Advisory Board

Sabine Benoit, Surrey Business School/UK

Jörg Finsterwalder, University of Canterbury/New Zealand

Dwayne Gremler, Bowling Green State University/USA

Joachim Hüffmeier, TU Dortmund/Germany

Michael Kleinaltenkamp, FU Berlin/Germany

Werner H. Kunz, University of Massachusetts Boston/USA

Michael Leyer, University of Rostock/Germany

Peter Magnusson, Karlstad University/Sweden

Martin Mende, Florida State University/USA

Kathrin Möslin, Friedrich-Alexander University Erlangen-Nürnberg/Germany

Andy Neely, University of Cambridge/UK

Frank Piller, RWTH Aachen/Germany

Anat Rafaeli, Technion Haifa/Israel

Sven Tuzovic, QUT Business School/Australia

Florian von Wangenheim, ETH Zürich/Switzerland

Jochen Wirtz, NUS Business School/Singapore

CONTENT

Editorial	2
Commentaries on the Sharing Economy: Advancing New Perspectives By <i>Martin P. Fritze, Martin Benkenstein, Russell Belk, Joann Peck, Jochen Wirtz, and Bart Claus</i>	3
This Business Analytics Tool Looks Nice, but... I am Still Happy Without It – Evidence from the Financial Services Industry By <i>Michael Leyer, Jürgen Strohhecker, and Janina Kettenbohrer</i>	20
The Effects of Technology Affinity, Prior Customer Journey Experience, and Brand Familiarity on the Acceptance of Smart Service Innovations By <i>Stefan Trautwein, Jörg Lindenmeier, and Christian Arnold</i>	36
Antecedents of Frontline Employees' Customer Orientation: A Comprehensive Review By <i>Björn A. Hüttel</i>	50
Imprint	19