

הפרט בעולם השירות

הקורס מיועד לפתח ידע ומיומנויות בניהול והובלת שינוי באירגוני שירות. היכולת להבין באופן מעמיק לקוחות ועובדים וליישם את ההבנה לפעולות ניהול היא גורם מרכזי בהצלחה של אירגוני שירות. במהלך הקורס נדון ביחסים בין השותפים בשירות- הלקוחות, העובדים והנהלת האירגון, ונעסוק במאפיינים שהופכים אירגון שירות למצליח.

נושאים

עבודה ריגשית
לחץ, שחיקה ומעורבות
ביצוע תפקיד השירות
בקרה, שליטה והעצמה
ניהול עובדי שירות

הרכב ציון

נוכחות פעילה: 10%
ניתוח ארועי שירות (בצוותים): 50%
מבחן: 40%
נוכחות חובה

קריאה מומלצת

עבודה ריגשית

Deng, H., Walter, F., Lam, C. K., & Zhao, H. H. (2017). Spillover effects of emotional labor in customer service encounters toward coworker harming: A resource depletion perspective. *Personnel Psychology, 70*, 469-502.

Drach-Zahavy, A., Yagil, D., & Cohen, I. (2017). Social model of emotional labour and client satisfaction: exploring inter-and intrapersonal characteristics of the client-provider encounter. *Work & Stress, 31*, 182-208.

Ishii, K., & Markman, K. M. (2016). Online customer service and emotional labor: An exploratory study. *Computers in Human Behavior, 62*, 658-665.

Yagil, D. (2015). Display rules for kindness: Outcomes of suppressing benevolent emotions. *Motivation and Emotion, 39*, 156-166.

לחץ, שחיקה ומעורבות

Auh, S., Menguc, B., Spyropoulou, S., & Wang, F. (2016). Service employee burnout and engagement: the moderating role of power distance orientation. *Journal of the Academy of Marketing Science, 44*, 726-745.

Han, S. J., Bonn, M. A., & Cho, M. (2016). The relationship between customer incivility, restaurant frontline service employee burnout and turnover intention. *International Journal of Hospitality Management, 52*, 97-106.

Kumar, V., & Pansari, A. (2016). Competitive advantage through engagement. *Journal of Marketing Research, 53*, 497-514.

Leon-Perez, J. M., Antino, M., & Leon-Rubio, J. M. (2016). The role of psychological capital and intragroup conflict on employees' burnout and quality of service: a multilevel approach. *Frontiers in psychology, 7*, 1755.

Zeynep Y, ; van Rossenberg, Y, Kinnie, N & Swart, J. (2015). [Engaged and committed? The relationship between work engagement and commitment in professional service firms.](#) *The International Journal of Human Resource Management, 26*, 1602-1621.

ביצוע התפקיד

Beatty, S. E., Ogilvie, J., Northington, W. M., Harrison, M. P., Holloway, B. B., & Wang, S. (2016). Frontline service employee compliance with Customer Special Requests. *Journal of Service Research, 19*, 158-173.

Jiang, K., Hu, J., Hong, Y., Liao, H., & Liu, S. (2016). Do it well and do it right: The impact of service climate and ethical climate on business performance and the boundary conditions. *Journal of Applied Psychology, 101*, 1553-1568.

García-Buades, E., Martínez-Tur, V., Ortiz-Bonnín, S., & Peiró, J. M. (2016). Engaged teams deliver better service performance in innovation climates. *European Journal of Work and Organizational Psychology, 25*, 597-612.

Linuesa-Langreo, J., Ruiz-Palomino, P., & Elche-Hortelano, D. (2017). New Strategies in the New Millennium: Servant Leadership As Enhancer of Service Climate and Customer Service Performance. *Frontiers in Psychology, 8*, 786.

Luria, G., Gal, I. & Yagil, D. (2015). Spending more time with the customer: Service-providers' behavioral discretion and call-center operations. *Service Business, 9*, 427-443.

בקרה, שליטה והעצמה

Auh, S., Menguc, B. & Jung, Y. S. (2014). [Unpacking the relationship between empowering leadership and service-oriented citizenship behaviors: A multilevel approach](#). *Journal of the Academy of Marketing Science, 42*, 558-579.

Rodrigues, L., Alencar, C., Coelho, F. & Sousa, C M. P. (2015). Control [mechanisms and goal orientations: Evidence from frontline](#) service employees. *European Journal of Marketing, 49* 350-371.

Sahadev, S., Sahadev, S., Purani, K., Purani, K., Kumar Panda, T., & Kumar Panda, T. (2017). Service employee adaptiveness: Exploring the impact of role-stress and managerial control approaches. *Employee Relations, 39*, 54-78.

Yoo, J., & Yoo, J. (2017). Customer power and frontline employee voice behavior: Mediating roles of psychological empowerment. *European Journal of Marketing, 51*, 238-256.

ניהול עובדי שירות

Auh, S., Bowen, D. E., Aysuna, C., & Menguc, B. (2016). A Search for Missing Links Specifying the Relationship Between Leader-Member Exchange Differentiation and Service Climate. *Journal of Service Research, 19*, 260-275.

Jiang, Kaifeng, J., Chih-Hsun, C. & Yu-Ching, C. (2015). [Developing collective customer knowledge and service climate: The interaction between service-oriented high-performance work systems and service leadership.](#) *Journal of Applied Psychology*, 100, 1089-1106.

פיתוח עובדים

Chen, M., Lyu, Y., Li, Y., Zhou, X., & Li, W. (2017). The impact of high-commitment HR practices on hotel employees' proactive customer service performance. *Cornell Hospitality Quarterly*, 58, 94-107.

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Popli, S., Popli, S., Rizvi, I. A., & Rizvi, I. A. (2017). Leadership style and service orientation: the catalytic role of employee engagement. *Journal of Service Theory and Practice*, 27, 292-310.

Schaarschmidt, M. (2016). Frontline employees' participation in service innovation implementation: The role of perceived external reputation. *European Management Journal*, 34, 540-549.

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Wallace, E., de Chernatony, L. & Buil, I. (2013). [Building bank brands: How leadership behavior influences employee commitment.](#) *Journal of Business Research*, 66, 165-171.