



**EDITORIAL: The Triple-A Framework for Serving Humanity
with Service Research**

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EDITORIAL: The Triple-A Framework for Serving Humanity with Service Research

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Abstract

Purpose – This paper proposes a conceptual framework for service research and introduces the first ServCollab special issue on the topic “*Broadening and Reinvigorating the Service Discipline to Reduce Human Suffering and Improve Well-Being*”.

Design/methodology/approach – Building on previous knowledge and personal reflections, we developed the “*Triple-A Framework for Serving Humanity with Service Research*,” which identifies three crucial features of conducting ethical service research: Authentic, Advancing, and Applicable.

Findings – In terms of the research scope, the Triple-A framework proposes that service research should be Authentic in its approach, topics of investigation, research questions, and theories/frameworks used. Service scholars should close current research gaps using theories, methods, a team of investigators, and data that Advance service research. Moreover, service research should be applicable by positively impacting society/planet earth, policy makers, organizations, and people. Finally, ethical standards should be met in the application of all three features of service research.

Practical implications –Practical guidelines are provided to service researchers for conducting research useful for theory development and practical application.

Social implications - The proposed framework pushes service research to be original, insightful, imaginative, responsible, and relevant by seeking to improve individual and society's well-being.

Originality/value – The authors propose a novel perspective, the “*Triple-A Framework for Serving Humanity with Service Research*,” to guide service scholars in conducting state-of-the-art and methodologically rigorous research.

Keywords: service research, TSR, authentic, advancing, applicable, ethical research, triangulation, transformative ethnography, transformative netnography

Paper type: Conceptual paper

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1. Introduction

In recent years, Planet Earth and humanity have faced unprecedented challenges and profound changes. Climate crisis, refugee crisis, pandemic and subsequent healthcare crisis, new technologies, and adoption of AI in almost every stage of life have impacted human experience and well-being. What makes these challenges more complex and the efforts to tackle them more urgent is their complex interdependence, as it is almost impossible to address or study one without considering others.

The common feature of this wide range of challenges is that they all directly or indirectly affect service providers, service recipients, and all other actors in service ecosystems. Therefore, given the centrality of service to human experience (Fisk *et al.*, 2020), the service discipline has great potential to serve humanity by influencing the generation and adoption of new ideas to create a better world (Bolton, 2020) and by studying ways to reduce suffering, improve well-being, and elevate the human experience. This profound role and potential are not new. Transformative Service Research (TSR) has already advocated the role of services and service research in reducing human suffering and improving well-being (Anderson *et al.*, 2013; Nasr and Fisk, 2019).

Service research is now a mature, independent, dynamic discipline (Furrer *et al.*, 2020). Since services are based on human relationships and interactions, service researchers should focus on how well we serve each other's needs (Fisk 2021). Service researchers feel both the pressure and the responsibility to provide findings and insights that help practitioners and policymakers address those challenges (Russell-Bennett and Rosenbaum, 2019). For this

important service research responsibility, the *Journal of Services Marketing* (JSM) plays a vital role. As the journal's co-editors pointed out, "the JSM seeks to be at the forefront of generating current and interesting knowledge that benefits academics, practitioners, communities, and, hopefully, mankind." (Russell-Bennett and Rosenbaum, 2019, p. 1).

In recent years, there have been numerous calls for interdisciplinary and multi-stakeholder-based service research to advance the service discipline and increase its potential to address complex global issues. In fact, the call for more interdisciplinary research within the service discipline is not new, as the need to adopt a more interdisciplinary and transdisciplinary approach has been repeatedly emphasized as a priority for service researchers (Gustafsson *et al.*, 2016). Additionally, the importance of collaborations with scholars from other human-facing disciplines and using their theories and frameworks have been suggested as a necessity for service research to reduce human suffering and improve well-being (Fisk *et al.* 2020). Undoubtedly, collaborations with other disciplines could synthesize their accumulated literature with the service literature, providing valuable insights into specific problems and reinvigorating the service discipline itself. In addition to interdisciplinarity, the complexity of the challenges that humanity faces also requires the involvement of multiple stakeholders during the research process, thus creating well-being outcomes for those multiple stakeholders at different levels of service ecosystems (Bolton 2020). It is important that service research offer insights and implications for all stakeholders, including individuals, communities, policymakers, and disadvantaged populations, rather than only offering solutions for service organizations.

ServCollab, a human services nonprofit organization that seeks to serve humanity through service research collaborations, organized this special issue titled "*Broadening and Reinvigorating the Service Discipline to Reduce Human Suffering and Improve Well-Being*". The

purpose of this special issue was to broaden and reinvigorate the service discipline by inspiring service scholars to look beyond the service discipline in their exploration of how to reduce human suffering, improve well-being, and elevate the human experience. Aligning with the mission of ServCollab and the scope of the special issue, the papers included in the special issue use theories, frameworks, and concepts from other disciplines, apply them in a service context, and discuss how they contribute to broadening the service discipline.

2. The Triple-A Framework for Serving Humanity with Ethical Service Research

In addition to broadening the scope of service discipline, this ServCollab special issue advocates for using novel methodologies and expanding into new research contexts and populations to offer well-being insights and implications for multiple stakeholders in various service ecosystems. We strongly believe that there is a need to go beyond our comfort zone and look beyond the service discipline to provide meaningful answers to some of today's complex issues. Toward that goal, this editorial proposes the *Triple-A (Authentic, Advancing, Applicable)* Framework for Ethical Service Research (Figure 1) to help researchers provide meaningful answers to some of today's complex service system issues. Following this framework can help researchers assess their research's originality, importance, and impact on reducing human suffering, improving well-being, and elevating the human experience. In other words, with the proposed framework, we guide service researchers in how to conduct research that matters by providing new theoretical lenses and connecting theory and relevant practice using rigorous methodologies and meeting ethical standards. The Triple-A framework aligns with ServCollab's ethos, goals, and practices.

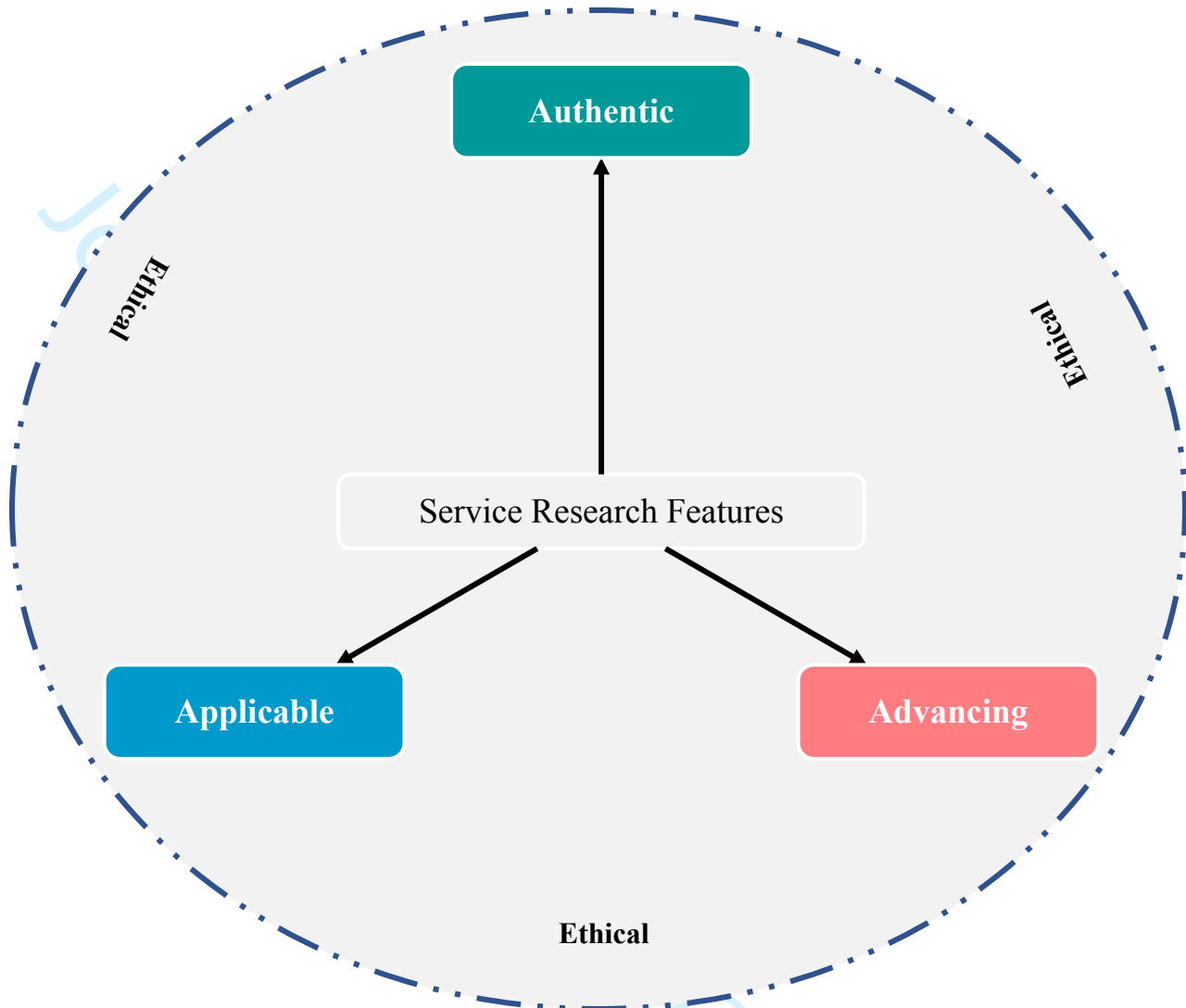


Figure 1: The Triple-A framework in Serving Humanity with Ethical Service Research

Authentic Research. Service research is ideally equipped to serve as a venue for a multi-paradigmatic and theoretical dialogue that promotes societal exploration in search of a fuller understanding of service system phenomena. Thus, of immediate concern in this editorial is an epistemological issue that concerns the fundamental nature of research, how knowledge should progress within services, and what its purpose should be. Authenticity has been proposed as a

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2
3 fundamental concept in research to enable progress in a discipline as long as an agreement on its
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5 essence can be achieved (Reisinger and Steiner, 2006). Bruner (1994) defines authenticity as
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7 four mutually exclusive forms: first, originals as opposed to copies (no reproduction can be
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9 totally authentic); second, an authentic reproduction copy of the original; third, a historically
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11 accurate replication that resembles the original enough to look credible (authenticity in the eye of
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13 the beholder); fourth, the authority or power that authenticates and legally confirms any of these
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15 types of authenticity (as extrinsically determined).
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19 Authentic research refers to the originality of the research approach, topic, research
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21 questions, and theories (Table 1). Thus, the topic research questions under investigation should
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23 be novel or in an under-studied area capable of producing new theories or findings using
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25 innovative methodologies to enrich current scientific knowledge. New theories challenging the
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27 dominant paradigm contribute to scientific progress by helping solve existing empirical
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29 discrepancies. An authentic research approach indicates new questions, topics, and perspectives
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31 on the construction of the research problems. Moreover, authentic research entails bringing new
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33 theories to service research or integrative frameworks that provide new or in-depth
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35 understandings of service phenomena. Thus, service research may synthesize existing theories or
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37 frameworks and connect ideas from service marketing and other sub-fields of marketing or other
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39 disciplines (Guetzkow, Lamont, and Mallard, 2004) to explain service phenomena. Furthermore,
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41 current demands urge a shift away from Western thinking in science and toward consideration of
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43 other perspectives, such as Eastern perspectives (Poole, 2022), which might be useful in service
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45 research. Therefore, service researchers should not be claustrophobic in their theoretical
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47 approaches but open their horizons and consider new theories and thinking paradigms in their
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49 investigations.
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Table 1. The Triple-A framework Assessment Criteria

Authentic		Advancing		Applicable	
Research Scope	- Research approach	Research Gaps	- Theory/Framework	Research Impact	- Descriptive and goal relevance
	- Research topic		- Investigator		- Operational validity
	- Research questions		- Method		- Nonobviousness
	- Theory/Framework		- Data		- Timeliness

For example, the growth of critical studies reflects a growing movement of scholars who challenge the mainstream paradigm and fight for greater social and environmental justice (Middlemiss, 2010; Rastegar *et al.*, 2021). In a similar vein, TSR is a novel approach that re-directs service research scope and attention to humans, society, and the planet, challenging the purpose of mainstream service research that focuses on businesses and how to increase profits by improving their practices.

Advancing Research is much about pushing the boundaries of service research and closing current research gaps as it is about methods and practices (Table 1). Advancing service research necessitates new methodological tools, designs, and techniques associated with service research or combining multiple methods. We use *Triangulation* as an example of advancing service research. Triangulation is the process of using an opposing viewpoint to confirm, dispute, or expand existing research results. Cohen and Manion (1986) define triangulation as an “*attempt to map out, or explain more fully, the richness and complexity of human behaviour by studying it from more than one standpoint*” (p.254). Triangulation involves four forms: investigator, theory,

methodology, and data. *Investigator triangulation* involves using multiple researchers (ideally including researchers from other sub-fields and/or disciplines) in approaching service phenomena and interpreting data findings. Akihito (1992, p. 580) supported such an approach: "Since science pursues truth and scientific methodology puts truth to the use of mankind, it is desirable that such studies be pursued through cooperation that transcends national and other boundaries." Multiple researchers are involved in investigator triangulation to gather, process, or analyze data separately. Thus, it reduced the risk of observer bias.

Theory triangulation refers to using more than one theoretical lens or framework to formulate hypotheses and interpret the study results. One of the benefits of theoretical triangulation is that "no single theory can have a monopoly on explanations" because each theory has its value, adding to (rather than replacing) our understanding of practice and individuals in their social, economic, and cultural contexts (Hoque, Covalski, and Gooneratne, 2013, p. 1171). A single paradigm or theory restricts rather than liberates research and entails unduly recognizing one paradigm. When a single theory is adopted, an attempt is made to shoehorn the data into that specific theory, avoiding discussing anything that does not fall within the parameters of the selected theory (Lukka and Mouritsen, 2002). For example, Tsiotsou and Diehl (2022) recently integrated communication and media theories (agenda setting, framing, and relational dialectics) with TSR perspectives to illustrate how transformative value is created in service interactions. Accordingly, Boenigk *et al.* (2021) combined TSR and integration theory to transformative service initiatives to overcome barriers for people experiencing vulnerabilities. Thus, theory triangulation might help understand a research problem from various theoretical approaches or resolve data inconsistencies.

Methodological triangulation involves using more than one method to gather data and study a phenomenon (e.g., qualitative and quantitative methods). Methodological triangulation provides more comprehensive data, increased validity, and enhanced understanding of studied phenomena (Bekhet and Zauszniewski, 2012). For example, institutional ethnography could be combined with the survey method to provide valuable insights into service research. Institutional ethnography is a qualitative research methodology, a transformative form of inquiry that focuses on everyday interactions and the way these are structured by institutional forces (Smith 2006). Thus, a qualitative research method is combined with a quantitative to overcome the limitations and bias associated with a single research approach.

Moreover, research methodologies can be decided based on the research questions and framework used. For example, transformative ethnography or auto/ethnography may be suitable for conducting TSR studies. “*Transformative ethnography is a method of learning to cross cultures through an embodied, experiential, and reflective practice*” (Feder, 2018, p.12). Furthermore, the context of the study, combined with its framework and research, may be a decisive point for selecting the appropriate research method. In line with this reasoning, transformative netnography may be an appropriate method for studying online transformative communications to answer techno-cultural questions. Netnography refers to “*a new approach to conducting ethical and thorough ethnographic research that combines archival and online communications work, participation and observation, with new forms of digital and network data collection, analysis and research representation*” (Kozinets, 2015, p. 1). Transformative netnography focuses on purpose-driven research and desired effects, such as pursuing goals of social and racial justice, sustainability, species protection, human welfare, and ecological individual and social betterment” (Kozinets, 2022). Thus, transformative ethnography and

netnography are suitable methodologies for TSR studies, and service researchers should consider them in future research endeavors.

However, we argue that service scholars (usually using quantitative methods) do not fall into "methodological fetishism", "using sophisticated methods to study trivial topics" (Berger, 2002). They should investigate and answer important questions that help reduce human suffering and improve individual and societal well-being.

Data triangulation involves using heterogeneous data sources, service contexts, and sampling protocols. For example, scholars have proposed a regenerative paradigm that recognizes the value of various types of knowledge and perceptions, such as indigenous, spiritual, and experiential ways of knowing (Gibbons, 2020) – all of which can be used to supplement scientific understanding in a trans-disciplinary or paradigm-shifting approach (Becken & Kaur, 2021). Data can be collected from different samples, places or times, making the results generalizable. Thus, service researchers are advised to collect data from diverse consumer groups (including vulnerable consumers such as minorities, the elderly, people with disabilities, and refugees) and consider them in their analyses and findings. Because as senior media director Jerry Daykin stated: *"Marketers are 'setting themselves up to fail' if they rely on averages and do not make an effort to include diverse communities in their marketing strategy from the beginning"* (Jefferson, 2021).

The triangulation approach could advance service research in several ways. Using various theories can provide a more comprehensive understanding of a research problem. Service research can capitalize on the complementariness of different theories and paradigms, so they talk to each other. Such a breakthrough would comprehensively capture reality and pave the way for service scholars to rely on a range of theoretical views. Moreover, triangulation provides

high-quality data for rigorous research, and thus, it enhances the validity, credibility, and generalizability of research findings. Triangulation will increase service researchers' confidence that their data reflect reality more closely (credibility) because it reduces bias. Furthermore, it will help them better capture the complexity of real-world service phenomena because triangulation provides insights from multiple lenses and levels. Although singular forms of triangulation can be found in service research, combining all forms is rare. Therefore, we propose that future research endeavors embrace a full triangulation approach.

Applicable means that research findings should guide policy-making and/or managerial practices in a reliable and meaningful way. To this end, the applicability of research findings should be assessed using its stakeholders as a frame of reference. Given that current service research takes a broader perspective (systemic), its beneficiaries should include customers, vulnerable consumers, businesses, communities, governments, policymakers, and society. Thomas and Tymon (1982, p. 346) proposed five practitioner needs to guide scholars in assessing the practical relevance of their research to organizational actors (Table 1). These needs include descriptive relevance, goal relevance, operational validity, nonobviousness, and timeline. The accuracy of research findings in capturing phenomena experienced by the practitioner – stakeholder(s) in our case - in his or her environment is referred to as descriptive relevance. Goal relevance concerns the relationship of outcomes in theory to the phenomena (e.g., service experiences or service systems) the stakeholder(s) desires to impact. Operational validity refers to the capacity of the stakeholder(s) to execute the action implications of a theory by modifying its causal (or independent) variables. Nonobviousness alludes to the degree to which a theory meets or exceeds the complexity of common sense theory already utilized by a benefitting actor/stakeholder. Timeliness concerns the requirement that a theory is available to the

benefitting actors/stakeholders in time to apply it to solve current problems. In our framework, we modify the five practitioner needs by merging the first two needs, descriptive and goal relevance, because we see them as a continuum of interconnected practices. Moreover, Thomas and Tymon (1982) confined these needs to organizational actors, whereas we broadened this notion to encompass all possible stakeholders benefitting from service research.

Service scholars should be able to engage with policymakers and/or practitioners to build capacity, advance scholarship, grow partnerships, and provide resources to help them engage with and demonstrate the impact of research in their communities and society. These collaborations could encourage transdisciplinary research approaches, integrating multiple theories in designing and executing research objectives, questions, methods, and intended outcomes. This approach benefits researchers who increase knowledge and discovery, practitioners who collaborate with researchers and community stakeholders, and society that benefits from research advancements. Service research must demonstrate relevance, accessibility, and inclusivity to have maximum reach and influence on all humans and society. Thus, service research should strive to integrate systems and communities of knowledge in mutually beneficial and future-oriented ways. Moreover, the applicability element of our Triple-A Framework indicates that service research should be *transformational* by contributing to ‘*the emergence of a new order out of existing chaos... <which> begins with ever-increasing disruption to the (service) system, moves to the point of death of the old way of being, and then, as with the phoenix, proceeds toward an inspired rebirth*’ (Ackerman-Anderson, 2010, p. 61).

In addition, service researchers should translate their findings into ways of making meaningful changes/improvements not only in relation to businesses but also to society and planet earth by providing guidance to policymakers and governments. The social implications of

service research refer to its capacity to make a visible difference in society and the planet. Thus, service scholars should strive for a social impact by implementing research that improves the overall quality of people's lives and secures sustainability. Furthermore, the practical implications of service research results should be more than just lip service to some possible wishful use; they should have genuine quantifiable repercussions and make real-life changes. While creativity is encouraged, service researchers should keep their assumptions within reasonable expectations and not forget to consider the constraints of their approach or sample. Service researchers should also make sure the conclusions they draw hold in the context of other countries' situations and restrictions and differences across service systems before claiming that they are relevant and applicable globally.

Ethical Principals as the Catalyst of Service Research. For service research to serve humanity, it needs to be ethical, in addition, to being authentic, advancing, and applicable. We support that research ethos should be the catalyst guiding service researchers in their quest to solve challenging human, environmental, and societal problems. Because service research often entails human subjects, using The Belmont Report on Ethical Principles and Guidelines for the Protection of Human Subjects of Research (1979) may be a good start: Respect for Persons, Beneficence, and Justice. These principles acknowledge people's autonomy and the right to their own beliefs, choices, and self-legislation and that not all humans are capable of self-determination and, as a result, need protection (respect for persons). Thus, respecting people requires voluntary participation and adequate knowledge (informed consent). Moreover, researchers should maximize potential benefits for individuals, communities, or society while avoiding potential harms (short-term and long-term) (beneficence). Furthermore, researchers should avoid the unfairness that results from entrenched social, racial, sexual, and cultural

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3 prejudices. In the context of vulnerable individuals/groups, evidence generation must be
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5 positioned in their lived experience with understanding the reality of unequal power relationships
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7 and fostering conditions that encourage these people's agency while securing their dignity
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9 (justice).
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12 In sum, the “*Triple-A Framework for Serving Humanity with Service Research*” is a
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14 valuable tool for future service research initiatives that aim to advance knowledge by assessing
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16 the research's novelty, significance, and contribution while meeting ethical standards. As such,
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18 this framework aligns with ServCollab’s mission and goals.
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24 **3. The Articles in the Special Issue**

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27 This ServCollab special issue opens with commentaries by two prolific and prominent scholars.
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29 First, Fisk (2022) describes the perspective and ongoing efforts of ServCollab on Elevating
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31 Human Experience and explains in detail how building collaborative service research projects
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33 can contribute to serving humanity. This commentary offers broad applications for all
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35 researchers who want to participate in collaborative efforts to reduce suffering and improve well-
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37 being. Following the research themes identified by ServCollab, this commentary offers a unique
38
39 approach to initiating and conducting research collaborations to address topics around service
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41 inclusion, service language, and climate change. In the second commentary, Schultz (2022)
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43 introduces the concept, mission, and practice of Macroservicing based on a synthesis of literature
44
45 from several disciplines. He suggests that complex social traps and systemic challenges require
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47 systemic services-marketing solutions by organizations that engage vulnerable people and
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49 address the needs of all relevant stakeholders. The Framework for Constructive Engagement
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51 shared in this commentary provides valuable guidelines for all stakeholders to build
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collaborations to eliminate social traps and other societal challenges and, thus, reduce suffering and enhance well-being in the service ecosystems.

The articles included in this special issue collectively represent different dimensions of the Triple-A framework. While some articles satisfy one or two dimensions of the framework, the majority have all three: authentic, advancing, and applicable. They are *authentic* in terms of topics; the articles cover a broad range from relatively novel topics like service exclusion and inclusion, refugees, and service language to human enhancement technologies using some new approaches and frameworks. The articles can be grouped into two TSR and ServCollab themes: well-being outcomes and service inclusion/exclusion. They are *advancing* as the research methods, and contexts vary, including both quantitative and qualitative studies as well as conceptual and empirical articles. Moreover, the authors come from various countries, some from under-researched countries, such as India, New Zealand, the USA, Malaysia, Vietnam, France, and Pakistan. Finally, they are *applicable* as almost all papers offer implications and recommendations for multiple stakeholders of service ecosystems.

3.1. Articles about Well-being Outcomes

The articles in this group address different well-being outcomes for various stakeholders in service ecosystems. Lima and Belk (2022) develop a conceptual framework that highlights transhumanism’s ideals of becoming “superhumans” by having desirable outcomes like superintelligence, super longevity, and super well-being through human enhancement technologies (HET) and their relations with services marketing principles. This paper achieves *authenticity* by examining a relatively new concept of "transhumanism" in their paper in the special issue. More specifically, this is one of the first papers in the services marketing discipline

that investigates the promises and perils of those transhumanism ideals and HETs and discusses the potential of HETs in doing great good or bad. As more research on the technology-services interaction and the role of various technologies on well-being topics is encouraged (Rosenbaum and Russell-Bennett 2021), highlighting the concept of transhumanism in this paper is the right step in *advancing* the technology-related service research. Furthermore, this paper also discusses its proposed framework in the context of bioethics and thus invites service scholars to collaborate with colleagues from the medicine and ethics fields to understand broader applications of transhumanism and HETs.

In their paper, Tang and Blocker (2022) examine how service providers can facilitate social resilience in service communities to promote collective well-being and engagement, especially during crises and turbulent times. This paper has *authenticity* by bringing this relatively novel topic to the service literature. More specifically, it investigates the nature of social resilience and its underlying processes in service contexts. It provides a deeper understanding of the drivers and outcomes of social resilience in service communities. By drawing parallels from the cellular resilience of circulating tumor cells (CTC) and examining the survivability of such cancer cells, this paper offers insights regarding human social resilience and well-being. Therefore, this paper *advances* the service discipline by synthesizing concepts from the field of molecular biology with service research findings. Furthermore, in terms of methodology, the authors use an abductive approach to ground their conceptual framework (CTC resilience) in the mini-case study with a real-world nonprofit service community by using data from multiple sources. Finally, this paper offers *applications* not only for service researchers and practitioners but also for community leaders and policymakers, given the need for building more

resilient societies because of the recent pandemic along with the UN Societal Development goals.

Subramanian, Finsterwalder, and Hall's (2022) paper addresses refugees and refugee well-being, one of the primary research themes of ServCollab. This paper provides a systematic review of refugee-related service research beyond the service discipline to identify research gaps and questions to help service scholars' efforts in reducing suffering and improving the well-being of refugees. As part of their systematic review, the authors include research published in other disciplines like refugee studies, health and well-being, management, and operations to *advance* refugee-related service research and encourage interdisciplinary collaborations between scholars from those disciplines. This paper satisfies the *authenticity* dimension of the Triple-A framework as it is the first systematic literature review on refugee-related services undertaken from a service research perspective. Finally, in terms of its impact and application, this paper proposes using Communities of Practice (CoP) to build multisectoral engagement to address the issues and questions the authors identified. While CoP has been used in other social science fields like education, this paper advocated for its application in services research, especially when studying topics like refugees that require initiatives from multiple stakeholders. Thus, the paper *advances* service research on refugees and provides several practical guidelines.

Based on the consumer literacy literature, Pham, Le, Nguyen, and Pham (2022) propose a novel concept, i.e., customer service co-creation literacy (SCL), that captures customers' expertise for active service co-creation. Furthermore, this paper investigates how SCL can be instrumental in facilitating customer co-creation behavior that improves subsequent customer value. The authors suggest that this domain-specific concept of SCL is broader than some previously used concepts like consumer expertise or service literacy. It includes various facets of

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2
3 expertise that customers need to perform co-creation activities and evaluate service value. This
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5 paper's *authenticity* comes from the use of this novel concept in understanding customers' co-
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7 creation behavior. While it uses healthcare as the setting for its empirical study, this paper
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9 contributes to the *advancing* dimension of the proposed Triple-A framework by conducting its
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11 study in a relatively under-researched context of Vietnam. Finally, the paper scores high in the
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13 *applicability* dimension by offering valuable societal implications for multiple stakeholders in
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15 addition to providing some managerial insights.
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21 **3.2. Articles about Service Exclusion and Inclusion**

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23 Four articles in this group share the common theme of addressing service exclusion and inclusion
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25 using different approaches in various contexts and populations. The first article by Ali, David,
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27 and Channa (2022) brings together two major research themes of ServCollab, i.e., service
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29 inclusion and language. The authors investigate how racist language used in service interactions
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31 in the health and education sectors works against consumers belonging to the Sheedi community
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33 in Pakistan's Sindh province. This paper is an excellent example of the Triple-A framework in
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35 practice. First, this paper addresses an important topic, discrimination, and exclusion in services,
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37 by adopting the perspective of the use of inclusive language, a relatively recent topic studied in
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39 services. Additionally, this paper explores racist language as influenced by class and gender-
40
41 related biases in Pakistan's specific community, Sheedis. This context is important as it is not
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43 only aligned with the mission of this journal to be more inclusive, but it also exposes the readers
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45 of this special issue and the scholars to a less known community in an under-researched country.
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47 It is the right step in advancing the service discipline by investigating service issues in different
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49 contexts. Finally, the authors' suggestion of using a more inclusive language that emphasizes
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professional lexicon, culturally appropriate terminology, gender-neutral vocabulary, and other socially acceptable terms has broader applications and implications for service organizations and policymakers.

Meshram and Venkatraman's (2022) article in this special issue provides another application of the Triple-A framework. It examines a relatively under-researched topic of caste-based financial exclusion in microcredit lending services by drawing on the statistical discrimination theory adopted by labor economics. Given the importance of financial exclusion, especially in the BOP markets, for overall financial vulnerabilities and well-being, this paper not only has an important and *authentic* topic but also advances the TSR by using a novel perspective to study caste-based discrimination in prosocial services in the Indian market. It highlights the issue of statistical discrimination by examining how low-caste individuals are excluded from microfinancing services *advancing* our knowledge on the topic. This is important as such exclusionary practices created by caste-based profiling are against the very reason why those microfinancing services were launched to help the individuals experiencing different forms of vulnerabilities. Finally, as data-driven decision-making becomes more prominent in financial services, this paper is of practical importance because it signifies algorithmic injustice, a form of statistical discrimination that can still create service exclusion.

Awan, Shamim, Saleem, and Muhammed (2022) develop and empirically test a scale for service inclusion for tourists with disabilities. Using the four dimensions of service inclusion developed by Fisk et al. (2018), the authors use scale development techniques to generate and purify measurement scale items. They conduct their studies in Malaysia, an increasingly popular tourism destination. While it uses the tourism and hospitality sector as its main context, this paper *advances* the TSR literature and the recent conceptualization of service inclusion by

providing a measurement scale that can be used in future empirical studies investigating service inclusion and its outcomes. Also, this paper addresses a specific type of service exclusion created by disabilities. However, the scale developed for this specific type of context can be extended to other service exclusion cases. Furthermore, as part of the nomological validation process, this paper provides empirical evidence for the relationship between service inclusion and other important outcome variables like tourists' well-being perceptions and their behavioral responses.

The last article of this special issue by Ng, Chuah, and Nungsari (2022) examines an issue that is gaining prominence in service literature, i.e., service exclusion. This paper provides a detailed conceptualization of service exclusion by going beyond its simple understanding as "the lack of access to services". More specifically, unlike many existing studies, the authors conceptualize service exclusion from a process perspective, focusing on 'how' customers experiencing vulnerabilities are excluded rather than 'what' has been excluded. The paper identifies seven types of service exclusion practices using the data from in-depth interviews. This paper also satisfies the *authenticity* and *advancing* dimensions of the Triple-A Framework by using the refugees in Malaysia as the research context. While many existing refugee-related service studies use European or Middle Eastern countries for their empirical studies, this paper uses Malaysia, a host country with the largest number of refugees in Southeast Asia. Therefore, in terms of its *applicability*, this paper offers findings and insights that can be used to extend the scope of ever increasing number of refugee-related studies in service literature.

4. Conclusion

We hope the “*Triple-A Framework for Serving Humanity with Service Research*” will provide service scholars with helpful research guidelines that serve humanity. This framework suggests

that the service researchers should be authentic in their research approach, topic and questions by drawing on novel theories and frameworks. Also, service researchers should push the boundaries of the current service discipline by adopting new methodological tools, design, and data collection techniques using multiple and innovative sources and collaborating with researchers from other disciplines. Furthermore, service researchers should consider the impact of their research in terms of not only consumers and businesses but also all relevant stakeholders, including governments, policymakers, and society. Finally, all knowledge generation activities should follow ethical principles for conducting service research, particularly when vulnerable individuals/groups are involved.

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