

Task 3 – Source Evaluation

Student Details

Name : **Joseph Emerson Monzon**

Student ID : **2539937**

Topic chosen:

- Importance of Customer Service in Business Success

Title of Source:

- Lemon, K.N. and Verhoef, P.C. (2016). Understanding Customer Experience Throughout the Customer Journey. Journal of Marketing,

Author(s): Katherine N. Lemon and Peter C. Verhoef

Year published: 2016

How did you find this source?

- Google Scholar searches using keywords related to customer service, customer experience and in Business success.

Why did you choose this source?

- Academic source published in the Journal of Marketing, a peer-reviewed journal.
- Article was written by recognized experts and has been cited by other researchers

Author Credibility:

- Experienced marketing professors of well known universities and have undergone extensive research on customer experience.
- Their work is highly cited by other academics, showing that they are recognised experts in the field.

Authors' Qualifications and Expertise:**Author 1**

- **Katherine N. Lemon**
Professor of Marketing at Boston.

Field of Expertise:

- Customer experience, customer relationship management (CRM), service marketing, customer loyalty, and customer journey management.

Author's 2

- **Peter C. Verhoef**
Professor of Marketing at the University of Groningen (Netherlands).

Field of Expertise:

- Customer experience, customer loyalty, retail marketing, digital marketing, customer value, and business strategy.

Reliability :**Is the source reliable?**

- Yes

Why ?

- Published in a scholarly academic journal (Journal in Marketing)
- Written by recognized Experts in Customer Experience fields
- A peer reviewed research (other experts evaluate works before publication)
- Cited / Citations (influential and widely used by researchers in studying Customer Service, Customer Experience and or in Business success.