

Task 3 – Source Evaluation Template

Student Details

Name and student ID: Georgeta Seceleanu (2537724)

The importance of customer service for business success

Title of source: The Growing Importance of Customer-Centric Support for Improving Customer Experience

Authors: Jagdish N. Sheth, Varsha Jain, Anupama Ambika

Year published: 2023

How did you find this source?

Journal of Business Research, vol. 164 (Elsevier)

<https://www.sciencedirect.com/science/article/pii/S0148296323003016?via%3Dihub>

How did you find this source?

I searched online for academic articles on "the importance of customer service for business success" and identified this study published in a well-established academic journal (Journal of Business Research).

Why did you choose this source?

I chose this source because it directly examines the link between customer service and business success. It is based on empirical research (interviews with 46 industry practitioners and customer focus groups) rather than opinion, and it was published in a leading academic journal in the marketing/business field.

Why did you choose this source?

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When was it published? Is it recent enough? Why?

It was published in 2023, making it recent and highly relevant. It reflects current trends in customer experience, including the digital and omnichannel context, which makes it applicable to today's business environment.

Author Credibility — Who is the author? What are their qualifications?

The authors are Jagdish N. Sheth, Varsha Jain, and Anupama Ambika. Jagdish N. Sheth is a highly respected and widely cited scholar in marketing (affiliated with Emory University, USA), author of numerous influential books and articles in the field. Varsha Jain and Anupama Ambika are researchers specializing in marketing and customer experience, with multiple publications in reputable academic journals — evidenced by the fact that their work is consistently cited by other scholars in the field.

Reliability — Is the source reliable? Why?

Yes, this source is reliable because:

- It was published in a **peer-reviewed academic journal** (Journal of Business Research, published by Elsevier — one of the most respected journals in business/marketing research)
- The authors have **recognized expertise** in the field
- The study has been **cited by numerous other academic papers** since publication, which is a strong sign of credibility within the research community
- It is based on **empirical data** (interviews and focus groups), not just opinion