

The importance of customer service for business success

Roneeka Herbert
student ID
2533657

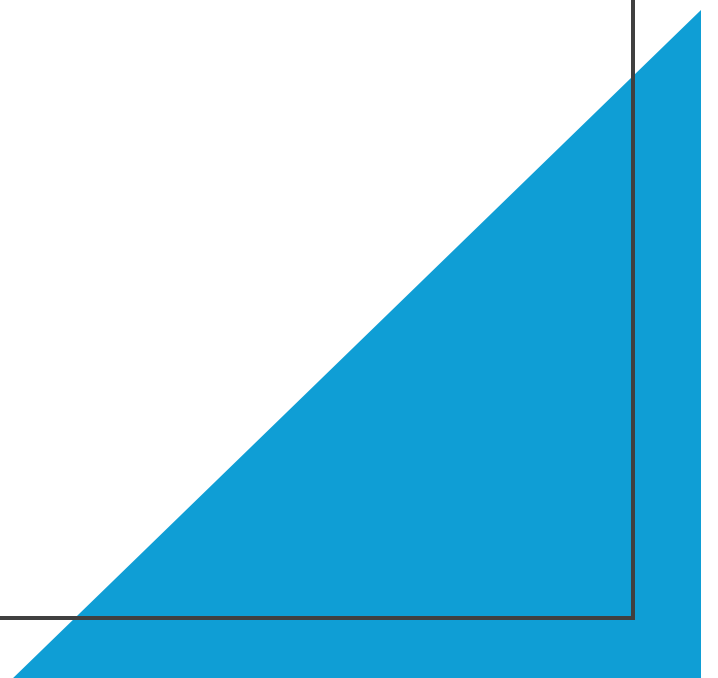


Topic chosen: The importance of customer service for business success.

Title of source: The growing importance of customer-centric support services for improving customer service.

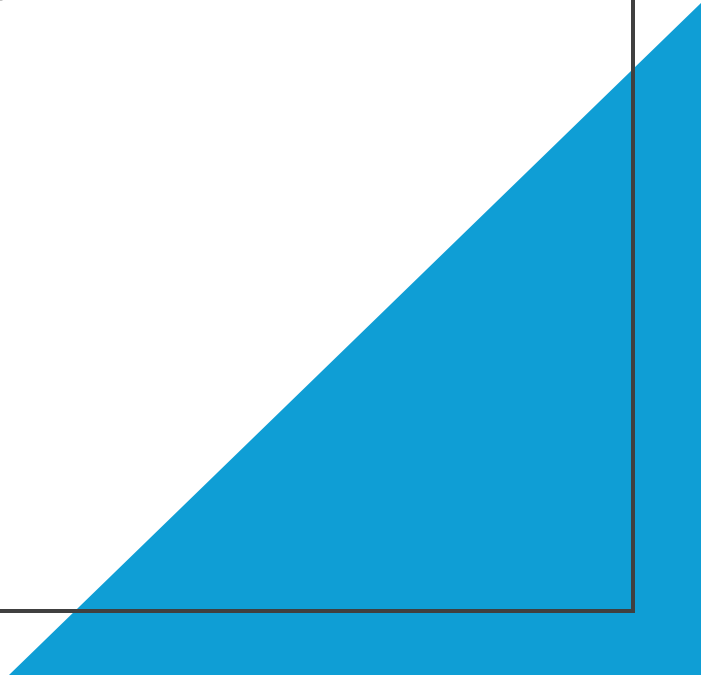
Author(s): Jagdish N Sheth, Varsha Jain, Anupama Ambika

Year Published: September 2023



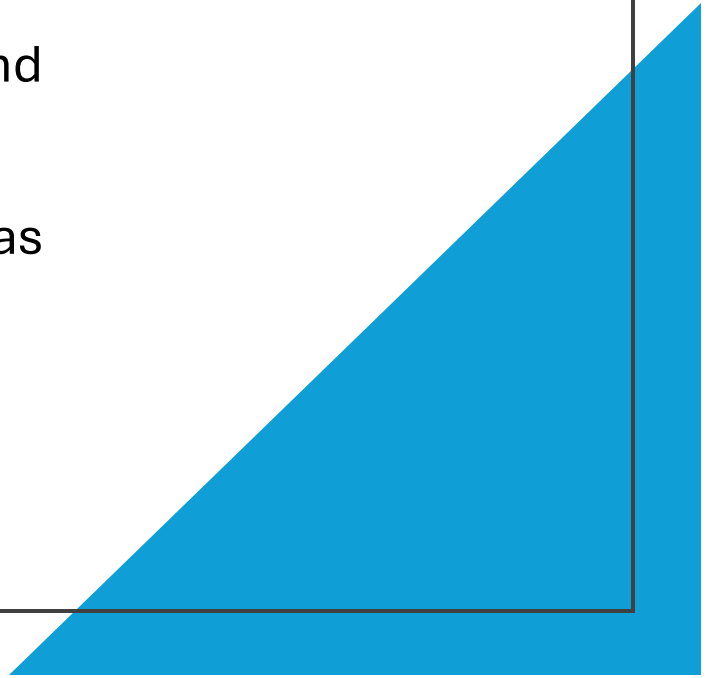
How Did You Find This Source?

I found my source through Google Scholar. I typed in my chosen topic in the search bar and looked for the most reliable and academic research article.



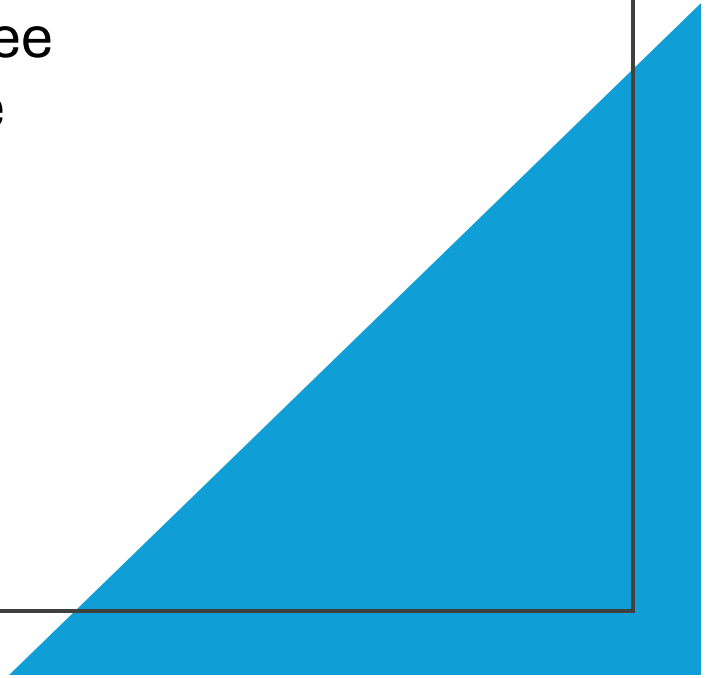
Why did you choose this source?

I chose this source because it is relevant to my chosen topic and also because it mainly focuses on improving customer service and customer support. I found this article very useful because it provided information with references to back up the information published. I Find this source highly credible because it was published in the journal of business research, a well-known academic journal published by Elsevier. The authors also have many experiences in academics such as marketing, customer support and customer service.



When was it published? Is it recent enough?

This article was published in September 2023 in the journal of business research, which makes this article only three years old. Customer service expectations change quite often so using an up-to-date source will make the information relevant for businesses today.



Author Credibility

Who is the author? What are their qualifications or expertise?

Jagdish N Sheth

Qualifications:

B.com (Honour's) university of
madras

Mba university of Pittsburgh

PhD university of Pittsburgh

This Author has over 50 years
of teaching and research experience

Expertise: Consumer behavior,
relationship marketing, customer
relation management and marketing
strategies.

Varsha Jain

Qualifications:

PhD in Advertising

Mba in marketing

Expertise: Chair professor of marketing at
MICA (India). Consumer behavior, digital
marketing, customer experience and luxury
Marketing.

This author has published over 140 academic
Publications and serves as Associate
Editor for leading marketing journals. This
Author has also received 25 research awards

Author Credibility

Who is the author? What are their qualifications or expertise?

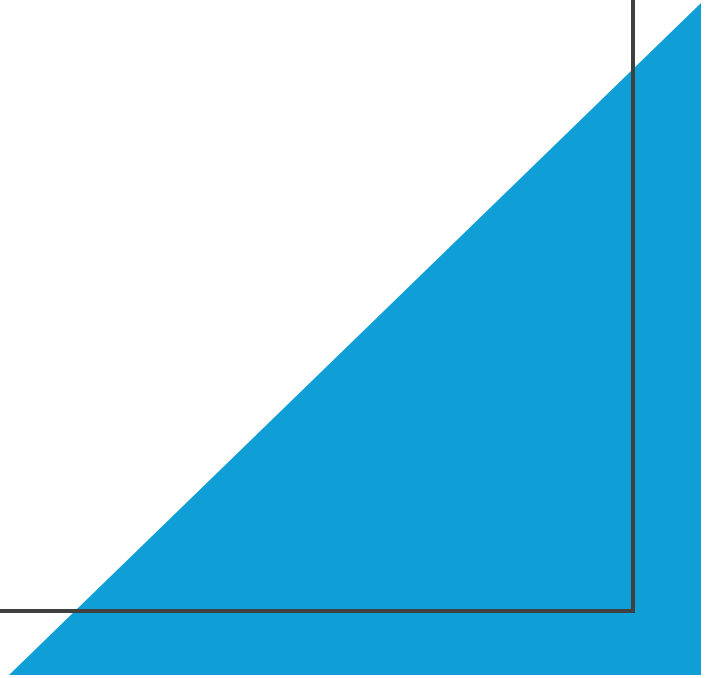
Anupama Ambika

Qualifications: Management degree in marketing

Experience marketing academic and researcher

Expertise: Lecturer in marketing at the institute of management technology (IMT) Dubai. Consumer behavior, customer service, digital marketing , augmented reality (AR) and technology and marketing.

Has published research in leading marketing journals and has industry experience with organizations such as IBM and Capgemini.



Reliability

Is this source reliable and why?

This source is reliable because the article is a peer-reviewed journal article published by the journal of business research, which is known internationally. The article was published by Elsevier who is one of the best-known academic publishers. Before this article was published it was reviewed by experts to ensure the information is correct. It also provides many references showing that the research is reliable and that the readers can check the information is factual.

