

## **Forschungsseminar des Clusters Strategy & Information**

### **Understanding Electronic Service Failures: Formation, Impact and Recovery**

Prof. Chee-Wee Tan, Copenhagen Business School, Denmark

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**Abstract:** E-service failure has been the bane of e-commerce by compelling consumers to either abandon transactions entirely or to switch to traditional brick-and-mortar establishments. More often than not, it is not the manifestation of e-service failure that drives away consumers, but rather, the absence and/or inadequacy of service recovery solutions that led to undeserved anger and frustration. Yet, despite the challenges posed by e-service failures, there has not been a study to-date that systematically investigates how failures emerge within online transactional environments and what can be done to alleviate their negative consequences. To develop an integrated theoretical model for e-service failure and recovery, this research program draws on the Expectation Disconfirmation Theory (EDT) to account for the impact of e-service failures on online consumer behaviours and Counterfactual Thinking to postulate the effectiveness of various recovery technologies in mitigating different failure consequence. The theoretical model was subsequently validated based on a series of empirical studies employing pluralistic methodologies.