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Service Failure and Recovery in Online Platforms: What We Know, and What We Need to Know!

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Abstract

Academic research has given considerable attention to service failure issues and subsequent recovery efforts during the past few years, especially in an online environment. Nevertheless, research examining the effectiveness of recovery interventions in an online context is relatively inconclusive, and the results reported in many cases are conflicting in nature which poses a serious threat to domain expansion and managerial understanding. Hence, we systematically analyse the extant literature on online service failure and recovery, and categorises the studies in this domain into seven themes following a concept-centric approach and provided a synthesised framework. More specifically, this review consolidated and made a synthesis based on the methodologies executed, theories used, type of online service recovery, the role of platform, recovery perspective, speed, source and magnitude of recovery, and the recovery outcomes. Thus, in this review, we present many compelling research gaps, follow-up research questions, and also critical insights into managerial practice for efficaciously managing service failure issues in the online service environment.

Keywords: Service failure, recovery, online, systematic review, recovery outcomes.

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