

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.

Bio: Chee-Wee Tan is an Associate Professor in the Department of IT Management at Copenhagen Business School (Denmark). He holds a PhD in Business Administration from the University of British Columbia (Canada) as well as Master of Science and Bachelor of Science degrees from the National University of Singapore (Singapore).



Chee-Wee's research interests focus on design and innovation issues related to the delivery of digital services in various contexts. Particularly, he is interested in discovering how value can be extracted from digital services and exploring ways by which contemporary technological trends can contribute to the design of innovative services. Findings from his research has been presented at numerous international conferences and he has articles published or forthcoming in journals such as MIS Quarterly (MISQ), Information Systems Research (ISR), Journal of the American Society for Information Science and Technology (JASIST), European Journal of Information Systems (EJIS) and Decision Support Systems (DSS) among others. Chee-Wee currently serves as an Associate Editor for MISQ. He is also guest editor for a Special Issue on 'Embracing the Internet of Things (IoT) to Drive Data-Driven Decisions' at the Journal of Management Analytics (JMA).