

## **Module 5: Operational Management of sustainable high-end customer experience**

### **Additional readings**

Goldstein, S., Johnston, R., Duffy, J., & Rao, J. (2002). The Service Concept: The Missing Link in Service Design Research? *Journal of Operations Management* (20), 121-134. doi: [https://doi.org/10.1016/S0272-6963\(01\)00090-0](https://doi.org/10.1016/S0272-6963(01)00090-0)

Norton, R. S. (1992). The Balanced Scorecard-Measures that Drive Performance. *Harvard Business Review*.

'S Jegers, R., & Rasson, G. M. (n.d.). *Management voor Dienstverlenende bedrijven*. 2012. Leuven.

Van Looy, B., Gemmel, P., & Van Dierdonck, R. (2013). *Service management: an integrated approach* (3 ed.). Harlow: Financial Times Prentice Hall.