Message from the Editor

In the recent April 2011 issue of *Journal of Communication Inquiry* are four original articles that examine various topics in the field of communication and media studies: visual metaphors in political communication research, the coverage of Barack Obama’s inauguration in commemorative journalism, the official and unofficial reception of Apple’s iPhones in China, and representation of Edward Cullen, the male hero of the popular Twilight series. Through a critical engagement with the topic each author brings original and thought provoking arguments and analyses to their articles and makes important contribution in enriching our field of study. The articles are currently available on Sage’s Online First and you will be able to meet them in print as well. I hope you enjoy reading these articles.

Hye Jin Lee
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Current Issue Article Abstracts

**Service Innovation Viewed Through a Service-Dominant Logic Lens: A Conceptual Framework and Empirical Analysis**

*Andrea Ordanini and A. Parasuraman*

Abstract: Research to date on service innovation is rooted primarily in traditional new product development focusing on tangible goods. In this paper we invoke insights from the emerging service dominant logic (SDL) perspective and propose a conceptual framework for investigating the antecedents and consequences of service innovation. *(continue reading)*

**A Meta-Analysis of Organizational Complaint Handling and Customer Responses**

*Katja Gelbrich and Holger Roschk*

Abstract: Service recovery is a crucial success factor for organizations. Thus, many studies have addressed the issue of post-complaint behavior. Conducting a meta- analysis, the authors test the following path model… *(continue reading)*
Evaluating Customer Information Breaches as Service Failures: An Event Study Approach
Arvind Malhotra and Claudia Kubowicz Malhotra

Abstract: Firms are collecting more information about their customers than ever before in an attempt to understand and better serve customer needs. At the same time, firms are becoming more vulnerable to the compromise of customer information through security breaches. This study attempts to associate breach reports with… (continue reading)

Doing Good and Doing Better Despite Negative Information? The Role of Corporate Social Responsibility in Consumer Resistance to Negative Information
Andreas B. Eisingerich, Gaia Rubera, Matthias Seifert, and Gunjan Bhardwaj

Abstract: Despite increased research on the various effects of Corporate Social Responsibility (CSR), the question of whether CSR is worthwhile for firms still remains to be addressed. Prior work suggests that CSR offers firms insurance-like protection against negative publicity due to greater levels of goodwill with various stakeholders. Yet… (continue reading)

The Impact of Mission Fulfillment on the Internal Audience: Psychological Job Outcomes in a Services Setting
Taewon Suh, Mark B. Houston, Steven M. Barney, and Ik-Whan G. Kwon

Abstract: The way a firm fulfills its mission statement may play a role in internal marketing and affect important psychological job outcomes of employees. The conceptual model proposed herein argues that mission fulfillment influences key psychological states related to motivation (i.e., employee engagement), social identity (organizational identification), and emotional resources (emotional exhaustion). These psychological… (continue reading.)

Walk Your Talk: An Experimental Investigation of the Relationship Between Word of Mouth and Communicators’ Loyalty
Ina Garnefeld, Sabrina Helm, and Andreas Eggert

Abstract: Research provides ample evidence regarding the impact of Word of Mouth (WOM) communication on recipients. Service providers increasingly attempt to harness this power of WOM by introducing referral reward programs and other marketing instruments that aim to stimulate positive WOM. However, scholars have neglected to research…(continue reading.)

The Power of Self-Efficacy Change During Service Provision: Making Your Customers Feel Better About Themselves Pays Off
Jacqueline van Beuningen, Ko de Ruyter, and Martin Wetzels

Abstract: The study focuses on a new service benefit derived from service usage, i.e., self-efficacy increase, rather than self-efficacy evaluations as such. The authors propose that this benefit, which refers to feeling better about oneself… (continue reading)
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**Online First – View These Articles Published Ahead of Print**

**Cherry-Picking Customers by Party Size in Restaurants**  
*Gary M. Thompson*

**The Effect of Unrelated Supporting Service Quality on Consumer Delight, Satisfaction, and Repurchase Intentions**  
*Xuehua Wang*

**Developing Customer Service Innovations for Service Employees: The Effects of NSD Characteristics on Internal Innovation Magnitude**  
*Nita Umashankar, Raji Srinivasan, and Dustin Hindman*

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