Role of Justice in Information System Service Recovery Process

Research-in-Progress

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Abstract

Service recovery has been widely studied in the marketing discipline. However, not much attention has been paid to service recovery in information systems research. We argue that the digital service failures can be studied by building upon the service recovery literature in the marketing research stream. A survey will be used to study consumers who had recently perceived some type of digital service failure and have gone through the IT enabled service recovery process. To this end, we build upon justice theory and investigate the impact of interactional, distributive and procedural justice on negative emotions and satisfaction with the service recovery. In addition, we posit that satisfaction can have a positive impact on trust, word-of-mouth and a negative impact on switching behavior.

Keywords

Service recovery, digital service, service recovery, justice theory, word-of-mouth, trust, switching, satisfaction.