

International Journal of

Qualitative Research in Services

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Scope of the Journal

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Thanks to the silent revolution of 'tertiarisation' that has been happening for the last hundred or more years, the service sector now accounts for some 80-90% of the economies of the developed world and is also the fastest-growing sector. Qualitative research is ideally suited to exploring the nature and characteristics of services, particularly given the intangibility element involved. IJQRS disseminates high-quality, peer-reviewed research, providing an avenue for methodological innovations and insights in qualitative research specifically applied to services.



Topics covered include:

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- Human factors in the production of services
- Service organisation and management
- International and cross-cultural dimensions
- Ethical and legal environment
- Similarities and differences in services
- Service quality and value
- Marketing of services
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- Government, community and non-profit services
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- Multidisciplinary focus of service knowledge
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