عنوان فارسی مقاله:
روابط بين مشارکت مشتری در ایجاد ارزش و وفاداری مشتری

عنوان انگلیسی مقاله:
Relations between customer engagement into value creation and customer loyalty

توجه!
این فایل تنها قسمتی از ترجمه می‌باشد. برای تهیه مقاله ترجمه شده کامل با فرمت ورد (قابل ویرایش) همراه با نسخه انگلیسی مقاله، اینجا کلیک کنید.
3. Conclusions

Systematic comparative analysis of scientific literature revealed that studies of relations between customer engagement into value creation and customer loyalty are fragmentary and depend on the research context. The conceptual model of relations between customer engagement into value creation and customer loyalty developed on the basis of literature analysis includes intermediate constructs that determine the relations, which allows us to analyse the relations in integrated manner, unfolding both direct and indirect relations between the two constructs. On the other hand, the presented model has certain limitations which should be revised before applying it to more detailed empirical research. The model does not include factors that condition customer engagement into value creation. Moreover, the influence of other customers on engagement into value creation and its relations with customer loyalty and intermediate variables is not evaluated. Finally, the model does not involve the factors that moderate customer satisfaction with their engagement into value creation (the outcomes of the process).

Despite the mentioned limitations, the conceptual research model may be considered to be a sufficient basis for constructing empirical research instrument.