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Dear Dr. N. A. Jojomon and Mr. Manu C,

Sub: Acceptance of research paper titled 'Service Recovery Evaluations in Online Travel Platforms: Evidence from Indian Hospitality Industry'.

This is to confirm the acceptance of the research paper titled 'Service Recovery Evaluations in Online Travel Platforms: Evidence from Indian Hospitality Industry' submitted to the IITM Journal of Business Studies (JBS) ISSN Number (Online): 2394-5028. ISSN Number (Print): 2393-9451, UGC Care Listed and Creative Commons Licensed to be published in the January to December 2021, Vol:8, Issue:1.

The Editor -in -Chief reserves the right to make any further changes required on the research paper.

Yours Faithfully,

(Dr Sarmistha Sarma)


Editor- in -Chief

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(279)


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Chief Editor

SERVICE RECOVERY EVALUATIONS IN ONLINE TRAVEL PLATFORMS: EVIDENCE FROM INDIAN HOSPITALITY INDUSTRY

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ABSTRACT

Although considerable research attention has been given to the domain of online service failure and recovery in the recent years, extant literature has been inconclusive on the relative impact of each dimension of justice on post recovery customer outcomes following a successful service recovery. Hence this study examines the impact of online service recovery on post recovery customer outcomes as a result of varying justice dimensions such as distributional, procedural and interactional. A scenario-based role-playing survey was done among 325 Indian online hospitality customers in and results from a structural equation modelling revealed that distributive justice had the highest impact among the three dimensions of justice. The study provides significant contribution to both theory and practice which helps the managers to design robust strategies for addressing service failures in a hospitality context.

Keywords: online service failure, online service recovery, justice perceptions, distributive justice, online hospitality

INTRODUCTIONS

Information technology and online services have revolutionised the business world and has significantly modified the way services are being provided, particularly in the hospitality sector. In today's online markets, with the increasing dependence on technology enabled services, the chances of errors and failures are much higher than that in an offline setting due to the fact that online customers are more informed and demanding than offline customers, which makes it difficult for the service providers to meet their expectations (Kuo & Wu, 2012).

As more and more people are moving online for purchasing services, particularly in the hospitality sector, the managers are also faced with the problem of meeting the expectation of customers regarding quality service delivery (Zhao et al., 2014). A service failure occurs when the service provider is unable to meet the expectations of the customer (Maxham, 2001). Service failures can have deleterious impacts and will lead to customer dissatisfaction, switching intention and distrust towards the firm. Hence,