



Service Science

Publication details, including instructions for authors and subscription information:
<http://pubsonline.informs.org>

Introduction to Service Science Special Section on Navigating the Use of Technology in Service Marketing

Haitao (Tony) Cui, Alison Jing Xu, Ting Zhu

To cite this article:

Haitao (Tony) Cui, Alison Jing Xu, Ting Zhu (2025) Introduction to Service Science Special Section on Navigating the Use of Technology in Service Marketing. *Service Science* 17(2-3):73-73. <https://doi.org/10.1287/serv.2025.intro.v17.n2-3>

Full terms and conditions of use: <https://pubsonline.informs.org/Publications/Librarians-Portal/PubsOnLine-Terms-and-Conditions>

This article may be used only for the purposes of research, teaching, and/or private study. Commercial use or systematic downloading (by robots or other automatic processes) is prohibited without explicit Publisher approval, unless otherwise noted. For more information, contact permissions@informs.org.

The Publisher does not warrant or guarantee the article's accuracy, completeness, merchantability, fitness for a particular purpose, or non-infringement. Descriptions of, or references to, products or publications, or inclusion of an advertisement in this article, neither constitutes nor implies a guarantee, endorsement, or support of claims made of that product, publication, or service.

Copyright © 2025, INFORMS

Please scroll down for article—it is on subsequent pages



With 12,500 members from nearly 90 countries, INFORMS is the largest international association of operations research (O.R.) and analytics professionals and students. INFORMS provides unique networking and learning opportunities for individual professionals, and organizations of all types and sizes, to better understand and use O.R. and analytics tools and methods to transform strategic visions and achieve better outcomes.

For more information on INFORMS, its publications, membership, or meetings visit <http://www.informs.org>

Introduction to *Service Science* Special Section on Navigating the Use of Technology in Service Marketing

Guest Editors: Haitao (Tony) Cui,^a Alison Jing Xu,^a Ting Zhu^b

^aCarlson School of Management, University of Minnesota, Minneapolis, Minnesota 55455; ^bMitchell E. Daniels, Jr. School of Business, Purdue University, West Lafayette, Indiana 47907

Contact: tcui@umn.edu (H(T)C); alisonxu@illinois.edu (AJX); zhu640@purdue.edu (TZ)

<https://doi.org/10.1287/serv.2025.intro.v17.n2-3>

Copyright: © 2025 INFORMS

Integrating artificial intelligence (AI), including both predictive AI and generative AI, into the design and delivery of services represents a fundamental shift in how services are conceived, implemented, and experienced. This special section of *Service Science*, an INFORMS journal, aims to explore the broad and diverse impact of AI on service sectors ranging from healthcare to finance, education, and beyond. We invited papers that explore how AI technologies and algorithms are transforming service landscapes, enhancing customer experiences, and reshaping operational processes.

Kirshner (2025) provides an excellent example of how AI influences consumer decision making. The study

uses experimental methods to explore how consumers perceive algorithmic advisors through the lens of psychological distance and construal-level theory. Contrary to previous findings, it reveals that algorithms are viewed as more abstract and psychologically distant than human advisors. This psychological distance plays a critical role in shaping algorithm preference, offering fresh insights into when and why consumers choose algorithmic versus human guidance.

References

Kirshner SN (2025) Psychological distance and algorithm aversion: Congruency and advisor confidence. *Service Sci.* 17(2-3):74–91.