

SYMPOSIUM – DEVIANCE AND ETHICS IN SERVICES

EDITORIAL

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Monica Kennedy and Michael Corliss (2008) explored tensions at the interface faced by employees. This study provides insight into the tensions faced by employees who are bound by organisations to serve customers according to policy, which often does not cater to individual cases. To meet the needs of customers' front-line employees have two choices: 1) adhere to policy; or 2) deviate from policy and satisfy the customers' requirements.

Employees feeling compelled to serve customers experience fear and they do not openly admit to deviations. These thought provoking insights will assist to stimulate further research in this growing field of interest.

Dominique Keffe, Rebekah Russell-Bennett and Alastair Tombs (2008) contrast with the previous article where employees were the focus to the customer's perspective. Using experimental design, this article investigates the impact of attribution of blame and different service recovery strategies on the deviant behaviour of customers in a luggage loss situation. The results show that high-level service recovery strategies such financial compensation combined with an apology, directly reduce the occurrence of retaliation, as well as indirectly reduce retaliation through the mediating effects of customer anger.

Victoria Browning (2008) brings both the employee and customer perspectives together in a study that qualitatively investigates the types of deviant behaviour and the key factors influencing the behaviour in two hospitality industries. The results indicate that the attitude and behaviour of the customer appears to be a key trigger for front-line employees to engage in deviant behaviour.

Taken collectively, these three articles show that deviant behaviour has relevance in both the management and marketing fields with opportunities for further research that combines theories and approaches from these two fields. We hope that that the focus in this issue highlights these opportunities and encourages researchers from both fields to collaborate and learn from each other.

References

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