

TABLE OF CONTENTS

Volume 6	Number 5A	December 2013
Using Critica When Analyz	al Incidents to Validate the Direct Measurement of Attribute Imp	oortance and Performance
v	. Baier	1
Transaction I	ustomers Tolerate Service Failure? The Moderating Roles of Ser Frequency in a B2B Context	·
WS. Low, J	JD. Lee, WC. Lian	12
Technology P	Policy Implementation Road: Exploring Firms' Technology Read	iness in a
Mandatory V	Vertical Diffusion Environment	
V. E. Erosa.		20
Recommende	er Systems as a Mobile Marketing Service	
D. J. Kridel, I	D. R. Dolk. D. Castillo	32

The figure on the front cover is from the article published in Journal of Service Science and Management, 2013, Vol. 6, No. 5A, pp. 32-48 by Donald J. Kridel, Daniel R. Dolk and David Castillo.

Open Access JSSM