

## References

- Akkermans, H., & Vos, B. (2003). Amplification in service supply chains: An exploratory case study from the telecom industry. *Production and Operations Management*, 12(2), 204-223. doi:10.1111/j.1937-5956.2003.tb00501.x
- Akkermans, H., & Voss, C. (2013). The service bullwhip effect. *International Journal of Operations & Production Management*, 33(6), 765-788. doi:10.1108/IJOPM-10-2012-0402
- Anderson, E. G., Morrice, D. J., & Lundeen, G. (2005). The “physics” of capacity and backlog management in service and custom manufacturing supply chains. *System Dynamics Review*, 21(3), 217-247. doi:10.1002/sdr.319
- Armstrong, M., & Taylor, S. (2014). *Armstrong’s handbook of human resource management practice* (13<sup>th</sup> ed.). London: Kogan Page Limited.
- Basnayake, W. B. (2017). The Effect of a Team’s Knowledge Management Practices on Team Performance. *Sri Lankan Journal of Management*, 22(2), 106-129.
- Batt, R. (1999). Work Organization, Technology, and Performance in Customer Service and Sales. *Industrial and Labor Relations Review*, 52(4), 539-564.
- Bell, S. J., & Luddington, J. A. (2006). Coping With Customer Complaints. *Journal of Service Research*, 8(3), 221-233. doi:10.1177/1094670505283785
- Berret, M. (n.d.). *Industry 4.0: A challenge and a chance*. Retrieved from www.rolandberger.com: <https://www.rolandberger.com/fr/Insights/Global-Topics/Industry-4.0/>
- Bitner, M. J., Booms, B. H., & Mohr, L. A. (1994). Critical Service Encounters: The Employee's Viewpoint. *Journal of Marketing*, 58(4), 95-106. doi:10.2307/1251919
- Bowen, D. E., & Johnston, R. (1999). Internal service recovery: developing a new construct. *International Journal of Service Industry Management*, 10(2), 118-131. doi:10.1108/09564239910264307
- Butterfield, L. D., Borgen, W. A., Amundson, N. E., & Maglio, A. T. (2005). Fifty years of the critical incident technique: 1954–2004 and beyond. *Qualitative Research*, 5(4), 475-497. doi:10.1177/1468794105056924

- Douglas, J. (2015). Mystery shoppers: an evaluation of their use in monitoring performance. *The TQM Journal*, 27(6), 705-715. doi:10.1108/TQM-04-2015-0052
- Flanagan, J. C. (1954). The critical incident technique. *Psychological Bulletin*, 51(4), 327-358. doi:10.1037/h0061470
- Folkes, V. S., & Kotsos, B. (1986). Buyers' and Sellers' Explanations for Product Failure: Who Done It? *Journal of Marketing*, 50(2), 74-80. Retrieved from <https://www.jstor.org/stable/1251601>
- Frei, F. X. (2006). Breaking the Trade-Off Between Efficiency and Service. *Harvard Business Review*, 84(11), 93-101. Retrieved from <https://hbr.org/2006/11/breaking-the-trade-off-between-efficiency-and-service>
- Grönroos, C. (1984). A Service Quality Model and its Marketing Implications. *European Journal of Marketing*, 18(4), 36-44. doi:10.1108/EUM0000000004784
- Hackman, J. T., & Wageman, R. (1995). Total Quality Management: Empirical, Conceptual, and Practical Issues. *Administrative Science Quarterly*, 40(2), 309-342. Retrieved from <https://www.jstor.org/stable/2393640>
- Hart, C. H., Heskett, J. L., & Sasser, W. E. (1990). The Profitable Art of Service Recovery. *Harvard Business Review*, 68(4), 148-156. Retrieved from <https://hbr.org/1990/07/the-profitable-art-of-service-recovery>
- Hiles, A. N. (1994). Service Level Agreements: Panacea or Pain? *The TQM Magazine*, 6(2), 14-16.
- Hughey, A. W., & Mussnug, K. J. (1997). Designing effective employee training programmes. *Training for Quality*, 5(2), 52-57. Retrieved from <http://people.wku.edu/aaron.hughey/pdf/training.pdf>
- Jehanzeb, K., & Bashir, N. A. (2013). Training and Development Program and its Benefits to Employee and Organization: A Conceptual Study. *European Journal of Business and Management*, 5(2), 243-252.
- Johnston, R., & Fern, A. (1999). Service Recovery Strategies for Single and Double Deviation Scenarios. *The Service Industries Journal*, 19(2), 69-82. doi:10.1080/02642069900000019

- Johnston, R., & Michel, S. (2008). Three outcomes of service recovery: Customer recovery, process recovery and employee recovery. *International Journal of Operations & Production Management*, 28(1), 79-99.  
doi:10.1108/01443570810841112
- Kaynak, H. (2003). The relationship between total quality management practices and their effects on firm performance. *Journal of Operations Management*, 21(4), 405-435.  
doi:10.1016/S0272-6963(03)00004-4
- Kim, W. C., & Mauborgne, R. (2005). *Blue Ocean Strategy*. Boston, MA: Harvard Business School Press.
- Kuroda, H. (2019). *Toward Inclusive and Sustainable Development*. Tokyo: Bank of Japan. Retrieved from  
[http://www.boj.or.jp/en/announcements/press/koen\\_2019/data/ko190315a.pdf](http://www.boj.or.jp/en/announcements/press/koen_2019/data/ko190315a.pdf)
- Martinson, A. G., & Martinson, M. G. (1994). In Search of Structural Excellence. *Leadership & Organization Development Journal*, 15(2), 24-28.  
doi:10.1108/01437739410055344
- Maxham, J. G., & Netemeyer, R. G. (2002). A Longitudinal Study of Complaining Customers' Evaluations of Multiple Service Failures and Recovery Efforts. *Journal of Marketing*, 66(4), 57-71. Retrieved from  
<https://www.jstor.org/stable/3203358>
- Maxham, J. G., & Netemeyer, R. G. (2003). Firms Reap What They Sow: The Effects of Shared Values and Perceived Organizational Justice on Customers' Evaluations of Complaint Handling. *Journal of Marketing*, 67(1), 46-62.  
doi:10.1509/jmkg.67.1.46.18591
- Michel, S. (2001). Analyzing service failures and recoveries: a process approach. *International Journal of Service Industry Management*, 12(1), 20-33.  
doi:doi.org/10.1108/09564230110382754
- Michel, S., & Meuter, M. L. (2008). The service recovery paradox: true but overrated? *International Journal of Service Industry Management*, 19(4), 441-457.  
doi:10.1108/09564230810891897

- Michel, S., Bowen, D., & Johnston, R. (2009). Why service recovery fails: Tensions among customer, employee, and process perspectives. *Journal of Service Management, 20*(3), 253-273. doi:10.1108/09564230910964381
- Ng, I. C., Wirtz, J., & Lee, K. S. (1999). The strategic role of unused service capacity. *International Journal of Service Industry Management, 10*(2), 211-244. doi:10.1108/09564239910264352
- Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1985). A Conceptual Model of Service Quality and Its Implications for Future Research. *Journal of Marketing, 49*(4), 41-50.
- Powell, T. C. (1995). Total Quality Management as Competitive Advantage: A Review and Empirical Study. *Strategic Management journal, 16*(1), 15-37. doi:10.1002/smj.4250160105
- Ranaweera, U. M., & Dharmasiri, A. S. (2016). Generation Y and Their Job Performance. *Sri Lankan Journal of Management, 21*(1), 39-82.
- Reynolds, K. L., & Harris, L. (2005). When service failure is not service failure: an exploration of the forms and motives of “illegitimate” customer complaining. *Journal of Services Marketing, 19*(5), 321-335. doi:10.1108/08876040510609934
- Schneider, B., & White, S. S. (2004). *Service Quality - Research Perspectives*. Thousand Oaks, CA: Sage Publications.
- Seligman, M. E. (1972). Learned Helplessness. *Annual Review of Medicine, 23*, 407-412. doi:10.1146/annurev.me.23.020172.002203
- Singh, S. K. (2009). Structuring organizations across industries in India. *Management Research News, 32*(10), 953-969. doi:10.1108/01409170910994169
- Smith, A. K., Bolton, R. B., & Wagner, J. (1999). A Model of Customer Satisfaction with Service Encounters Involving Failure and Recovery. *Journal of Marketing Research, 36*(4), 356-372. Retrieved from <http://citeseerx.ist.psu.edu/viewdoc/download?doi=10.1.1.410.6871&rep=rep1&type=pdf>
- Sri Lanka Telecom PLC. (2018). *Annual Report 2017*. Retrieved from [http://www.slt.lk/sites/default/files/sustainability\\_reports/SLT\\_AR\\_2017.pdf](http://www.slt.lk/sites/default/files/sustainability_reports/SLT_AR_2017.pdf)

- Tague, N. R. (2005). *The Quality Toolbox* (3rd ed.). Milwaukee, WI: ASQ Quality Press.
- Tax, S. S., Brown, S. W., & Chandrasekaran, M. (1998). Customer Evaluations of Service Complaint Experiences: Implications for Relationship Marketing. *Journal of Marketing*, 62(2), 60-76. Retrieved from : <https://www.jstor.org/stable/1252161>
- Telecommunications Standardization Sector of ITU [ITU-T]. (2007). *Enhanced Telecom Operations Map (eTOM) – The business process framework (ITU-T Recommendation No. M.3050.1 (03/07))*. Retrieved from <https://www.itu.int/rec/T-REC-M.3050.1-200703-I/en>
- Telecommunications Standardization Sector of ITU [ITU-T]. (2008). *Definitions of terms related to quality of service (ITU-T Recommendation No. E.800 (09/08))*. Retrieved from <https://www.itu.int/rec/T-REC-E.800-200809-I/en>
- TM Forum. (2018). *Business Process Framework Primer (GB921 Addendum P Release 18.0.1)*. Retrieved from <https://www.tmforum.org/resources/suite/gb921-business-process-framework-etom-suite-release-18-0-0/>
- Zeithaml, V. A., Berry, L. L., & Parasuraman, A. (1996). The Behavioural Consequences of Service Quality. *Journal of Marketing*, 60(2), 31-46. doi:10.2307/1251929