

# Emotional Competence 2.0 – Emotionally Competent Advisors and the Success of Curated Fashion Retailing

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### **Abstract**

While previous literature has mainly focused on the relevance of advisor professional skills and expertise for the success of dyadic service interactions, this study emphasizes the role of advisor emotional competence for advisor and company related success in curated fashion retailing, that is, personal online style counseling, a rather new trend in the retail industry. Additionally, the role of mood and product category involvement is considered. The results of an experimental study show that high emotional advisor competence positively influences advisor and company related success metrics in terms of advice taking, satisfaction, word-of-mouth, and repurchase intention. Interestingly, customer positive mood weakens the effect of emotional competence on these metrics. Important implications for management and research are discussed.

**Keywords:** *Advisor emotional competence; curated fashion retailing; service interactions*

**Track:** Sales Management and Personal Selling