

Navigating Turbulence – Service Recovery in Multi-Stakeholder Megaprojects

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Abstract

This study explores service recovery in the context of megaprojects, using the Thames Tideway Tunnel and High Speed 2 Railway Line as comparative case studies. Megaprojects, characterized by their vast scope, complexity, and impact, inevitably generate complaints from local communities. The paper aims to examine the dynamics among several key stakeholders which include members of the local communities, local authorities, and constructions organisations (e.g., contractors, engineers and architects) in addressing such complaints. Drawing on 47 in-depth interviews with megaproject stakeholders as well as rich secondary data, we aim to contribute to service failure by unpacking the decision mechanisms processes related to the currently under-researched area of service failure and recovery in complex, multi-stakeholder contexts such as megaprojects. Our study aims to inform managers involved in project organizations and policy makers and eventually to enable effective and sustainable stakeholder relations.

Subject Areas: *Business-to-Business Marketing, Inter-organizational Collaboration, Service Marketing*

Track: Service Marketing & Service Innovation