
Publisher's note

The publisher of *Journal of Services Marketing* has withdrawn the article; Russell-Bennett R, Gasparin I, Gnusowski M, Vredenburg J, Ahmed J, Ercan S (2025), "Designing transformative service initiatives (TSIs) in polarised contexts:

a framework for effective practice", *Journal of Services Marketing*, Vol. 39 No. 10 pp. 180–194, doi: <https://doi.org/10.1108/JSM-08-2025-0570>. It has come to our attention that, due to an error in the production process, the published article was compiled into Vol. 39 Issue 10 incorrectly.

The article has now been compiled into the correct issue, Vol. 40 Issue 1.

The publishers of the journal sincerely apologise to the readers.

The current issue and full text archive of this journal is available on Emerald Insight at: <https://www.emerald.com/insight/0887-6045.htm>



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