
Retraction notice: Chatbots, service failure recovery, and online customer experience through lenses of frustration – aggression theory and signaling theory

The publisher of the *Journal of Services Marketing* wishes to retract the article Ozuem W., Ranfagni S., Willis M., Salvietti G. and Howell K. (2025), “Chatbots, service failure recovery, and online customer experience through lenses of frustration – aggression theory and signaling theory”. *Journal of Services Marketing*, Vol. 39 No. 5 pp. 493–512, doi: <https://doi.org/10.1108/JSM-10-2024-0525>.

It has come to our attention that generative AI was used in breach of [Emerald’s publishing ethics policies](#) and that six of the publications referenced do not exist. The impacted references are as follows:

- 1 Brown, A., & White, B. (2020). Understanding Customer Trust in Chatbots: A Qualitative Study. *Journal of Service Research*, 18(2), 145–160.

- 2 Brown, J., & Jones, M. (2021). AI Adoption and Usage Across Service Tasks: A Comparative Study. *Journal of Service Research*, 36(2), 215–230.
- 3 Green, R., Taylor, L., & Brown, D. (2018). Blame Attribution in Customer Interactions with Chatbots: Implications for Service Performance. *Journal of Marketing*, 72(3), 301–315.
- 4 Jones, A., White, E., Brown, J., & Taylor, L. (2020). Differential Evaluation of Chatbot-Led Interactions: A Comparative Analysis. *Journal of Business Research*, 45(1), 87–102.
- 5 Taylor, L., Green, R., & White, E. (2021). The Role of Chatbots in Service Failure Recovery: Perceived Value and Privacy Risk. *Information Systems Journal*, 15(3), 301–315.
- 6 White, E., Jones, A., Taylor, L., & Brown, J. (2020). Humanlike Interactional Competences of Chatbots: An Exploratory Study. *Journal of Marketing*, 65(4), 401–416.

As part of the investigation, the authors were requested to provide a copy of the raw data so that the editorial team could verify the findings. The authors provided partial datasets but were unable to provide fully coded datasets. Additional concerns were also raised regarding the originality of the article and its similarity to another study by Ozuem, W., Ranfagni, S., Willis, M., Salvietti, G., & Howell, K. (2024). Exploring the relationship between chatbots, service failure recovery and customer loyalty: A frustration–aggression perspective. *Psychology & Marketing*, 41, 2253–2273. <https://doi.org/10.1002/mar.22051>. As a result, the findings of the article cannot be relied upon. The authors would like to note that they disagree with the content of this notice. It should also be noted that author Kerry Howell was not responsible for the references, data collection, or data analysis. The publisher of the journal sincerely apologizes to the readers.

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