Reading list for Digitalization and Services (SMAB35), 15 credits.

The reading list was approved by the Board of the Department of Service Management and Service Studies 30 August 2019, revised 22 April 2020.

The reading list is valid from 31 August 2020.


150 pages of selectable literature focusing on digital retail, digital tourism and digital service management and marketing. 100 pages of other elective literature on the subject.

Total amount of pages: Approx. 1550.