

Damned If You Do, Damned If You Don't? The Impact of Online Review Management On Service Performance

**ABSTRACT**

Service firms are increasingly engaged in managing online reviews, a key factor for prospective customers to make purchasing decisions. This study investigates the impact of online review management practices on service firms' performance. Structural equation modeling is conducted using data collected from 207 managers in hospitality services in popular US destinations.

**Keywords:** Online review management, Service operations, Social media, Survey research, Structural equation modeling