



**“THE INFLUENCE OF CULTURE ON
DESIGN: A SYSTEMATIC REVIEW OF
LITERATURE”**

AUTORES

MAURICIO ALESSANDRO RUIZ SOTO
<https://orcid.org/0009-0000-4815-5472>
ANDRES ACOSTA AGUINAGA
<https://orcid.org/0000-0002-7115-6892>

LINEA DE INVESTIGACION

LA INFLUENCIA CULTURAL EN LOS PROCESOS DEL DISEÑO



● 7% de similitud general

Principales fuentes encontradas en las siguientes bases de datos:

- 5% Base de datos de Internet
- Base de datos de Crossref
- 5% Base de datos de trabajos entregados
- 3% Base de datos de publicaciones
- Base de datos de contenido publicado de Crossref

FUENTES PRINCIPALES

Las fuentes con el mayor número de coincidencias dentro de la entrega. Las fuentes superpuestas no se mostrarán.

1	University of Osijek - Faculty of Electrical Engineering, Computer Scien... Submitted works	2%
2	strathprints.strath.ac.uk Internet	<1%
3	California Southern University on 2024-05-20 Submitted works	<1%
4	mdpi.com Internet	<1%
5	perucine.blogspot.com Internet	<1%
6	UC, Irvine on 2024-05-02 Submitted works	<1%
7	link.springer.com Internet	<1%
8	California Southern University on 2023-11-08 Submitted works	<1%

ABSTRACT

This research delves into the interplay between innovative service design and the enhancement of service quality and efficiency, with the ultimate aim of boosting customer satisfaction and value creation. The study is based on an extensive review of 50 articles from major databases like Scopus and Web of Science. The findings suggest a strong link between innovative service design and improved service quality and efficiency, with the former acting as a key catalyst for enhancing service quality, leading to higher customer satisfaction and loyalty. It also allows service providers to optimize their processes, minimize waste, and boost productivity, thereby improving service delivery efficiency. The study concludes that innovative service design is pivotal in enhancing service quality and efficiency across various sectors, emphasizing the need for organizations to devise and implement effective service quality strategies that can adapt to evolving customer needs and preferences. Future research should continue to investigate this relationship and formulate strategies for implementing innovation in service design.

Keywords: Culture; Design; Efficiency.