

Magnus SÅrderlund

List of Publications by Year in descending order

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Version: 2024-02-01

48
papers

1,942
citations

331670

21
h-index

265206

42
g-index

48
all docs

48
docs citations

48
times ranked

1273
citing authors

| # | ARTICLE | IF | CITATIONS |
|----|---|------|-----------|
| 1 | Customer satisfaction and its consequences on customer behaviour revisited. Journal of Service Management, 1998, 9, 169-188. | 2.0 | 303 |
| 2 | Measuring customer loyalty with multi-item scales. Journal of Service Management, 2006, 17, 76-98. | 2.0 | 207 |
| 3 | Customer familiarity and its effects on satisfaction and behavioral intentions. Psychology and Marketing, 2002, 19, 861-879. | 8.2 | 168 |
| 4 | Receiving word-of-mouth from the service customer: An emotion-based effectiveness assessment. Journal of Retailing and Consumer Services, 2007, 14, 123-136. | 9.4 | 153 |
| 5 | Physical attractiveness of the service worker in the moment of truth and its effects on customer satisfaction. Journal of Retailing and Consumer Services, 2009, 16, 216-226. | 9.4 | 100 |
| 6 | Revisiting the smiling service worker and customer satisfaction. Journal of Service Management, 2008, 19, 552-574. | 2.0 | 87 |
| 7 | Assessing behavior before it becomes behavior. Journal of Service Management, 2005, 16, 169-185. | 2.0 | 56 |
| 8 | Loyalty program rewards and their impact on perceived justice, customer satisfaction, and repatronize intentions. Journal of Retailing and Consumer Services, 2015, 25, 47-57. | 9.4 | 54 |
| 9 | Other customers in the retail environment and their impact on the customer's evaluations of the retailer. Journal of Retailing and Consumer Services, 2011, 18, 174-182. | 9.4 | 52 |
| 10 | Extending the experience construct: an examination of online grocery shopping. European Journal of Marketing, 2020, 54, 2419-2446. | 2.9 | 49 |
| 11 | Influencing consumers to choose environment friendly offerings: Evidence from field experiments. Journal of Business Research, 2017, 76, 89-97. | 10.2 | 40 |
| 12 | The consumer experience: The impact of supplier effort and consumer effort on customer satisfaction. Journal of Retailing and Consumer Services, 2017, 39, 219-229. | 9.4 | 39 |
| 13 | The happy versus unhappy service worker in the service encounter: Assessing the impact on customer satisfaction. Journal of Retailing and Consumer Services, 2010, 17, 161-169. | 9.4 | 38 |
| 14 | The proactive employee on the floor of the store and the impact on customer satisfaction. Journal of Retailing and Consumer Services, 2018, 43, 46-53. | 9.4 | 38 |
| 15 | Service encounters with virtual agents: an examination of perceived humanness as a source of customer satisfaction. European Journal of Marketing, 2021, 55, 94-121. | 2.9 | 38 |
| 16 | Employee Mere Presence and Its Impact on Customer Satisfaction. Psychology and Marketing, 2016, 33, 449-464. | 8.2 | 37 |
| 17 | Spreading joy: examining the effects of smiling models on consumer joy and attitudes. Journal of Consumer Marketing, 2015, 32, 459-469. | 2.3 | 34 |
| 18 | Short brand stories on packaging: An examination of consumer responses. Psychology and Marketing, 2018, 35, 294-306. | 8.2 | 32 |

| # | ARTICLE | IF | CITATIONS |
|----|--|-----|-----------|
| 19 | Employee display of burnout in the service encounter and its impact on customer satisfaction. Journal of Retailing and Consumer Services, 2017, 37, 168-176. | 9.4 | 31 |
| 20 | The happy virtual agent and its impact on the human customer in the service encounter. Journal of Retailing and Consumer Services, 2021, 59, 102401. | 9.4 | 30 |
| 21 | Service robots with (perceived) theory of mind: An examination of humans' reactions. Journal of Retailing and Consumer Services, 2022, 67, 102999. | 9.4 | 26 |
| 22 | Joking with customers in the service encounter has a negative impact on customer satisfaction: Replication and extension. Journal of Retailing and Consumer Services, 2018, 42, 55-64. | 9.4 | 23 |
| 23 | The depicted service employee in marketing communications: An empirical assessment of the impact of facial happiness. Journal of Retailing and Consumer Services, 2017, 38, 186-193. | 9.4 | 22 |
| 24 | The robot-to-robot service encounter: an examination of the impact of inter-robot warmth. Journal of Services Marketing, 2021, 35, 15-27. | 3.0 | 21 |
| 25 | Employee norm-violations in the service encounter during the corona pandemic and their impact on customer satisfaction. Journal of Retailing and Consumer Services, 2020, 57, 102209. | 9.4 | 20 |
| 26 | The retrospective and the prospective mind and the temporal framing of customer satisfaction. European Journal of Marketing, 2003, 37, 1375-1390. | 2.9 | 19 |
| 27 | Preferential treatment in the service encounter. Journal of Service Management, 2014, 25, 512-530. | 7.2 | 18 |
| 28 | The "killer" ad: an assessment of advertising violence. European Journal of Marketing, 2010, 44, 1811-1838. | 2.9 | 17 |
| 29 | Multi-level loyalty program rewards and their effects on top-tier customers and second-tier customers. Journal of Consumer Marketing, 2016, 33, 162-171. | 2.3 | 17 |
| 30 | When the customer has left the store: An examination of the potential for satisfaction rub-off effects and purchase versus no purchase implications. Journal of Retailing and Consumer Services, 2014, 21, 529-536. | 9.4 | 15 |
| 31 | Merely asking the customer to recommend has an impact on word-of-mouth activity. Journal of Retailing and Consumer Services, 2015, 27, 80-89. | 9.4 | 15 |
| 32 | The allure of the bottle as a package: an assessment of perceived effort in a packaging context. Journal of Product and Brand Management, 2017, 26, 91-100. | 4.3 | 15 |
| 33 | Employee encouragement of self-disclosure in the service encounter and its impact on customer satisfaction. Journal of Retailing and Consumer Services, 2020, 53, 102001. | 9.4 | 15 |
| 34 | The variable nature of services: An empirical examination of trust and its effects on customers' satisfaction responses to poor and good service. Total Quality Management and Business Excellence, 2003, 14, 291-304. | 3.8 | 14 |
| 35 | Positive social behaviors and suggestive selling in the same service encounter. Managing Service Quality, 2013, 23, 305-320. | 2.4 | 14 |
| 36 | The Effects of Humour in Online Recruitment Advertising. Australasian Marketing Journal, 2016, 24, 180-186. | 5.4 | 14 |

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|----|--|-----|-----------|
| 37 | When service robots look at themselves in the mirror: An examination of the effects of perceptions of robotic self-recognition. <i>Journal of Retailing and Consumer Services</i> , 2022, 64, 102820. | 9.4 | 12 |
| 38 | Employee emotional displays in the extended service encounter. <i>Journal of Service Management</i> , 2019, 31, 115-136. | 7.2 | 10 |
| 39 | Customer Satisfaction and its Influence on Different Behavioural Intention Constructs. <i>Journal of Customer Behavior</i> , 2002, 1, 145-166. | 0.0 | 9 |
| 40 | Jokes in the store and its effects on customer satisfaction. <i>International Review of Retail, Distribution and Consumer Research</i> , 2017, 27, 260-283. | 2.0 | 9 |
| 41 | Watching Others Receive Unearned Superior Treatment: Examining the Effects on Tourists Who Receive Less Than Their Peers. <i>Journal of Travel Research</i> , 2019, 58, 1175-1192. | 9.0 | 9 |
| 42 | The hard-working virtual agent in the service encounter boosts customer satisfaction. <i>International Review of Retail, Distribution and Consumer Research</i> , 2022, 32, 388-404. | 2.0 | 6 |
| 43 | Can the label "member"™ in a loyalty program context boost customer satisfaction?. <i>International Review of Retail, Distribution and Consumer Research</i> , 2019, 29, 340-357. | 2.0 | 5 |
| 44 | The Homicidol Effect: Investigating Murder as a Fitness Signal. <i>Journal of Social Psychology</i> , 2012, 152, 147-157. | 1.5 | 4 |
| 45 | Screen size effects in online data collections. <i>Journal of Consumer Marketing</i> , 2019, 36, 751-759. | 2.3 | 3 |
| 46 | There is no place like home: home satisfaction and customer satisfaction in online grocery retailing. <i>International Review of Retail, Distribution and Consumer Research</i> , 2022, 32, 370-387. | 2.0 | 2 |
| 47 | Thinking about service encounters boosts talking about them. <i>Journal of Consumer Marketing</i> , 2019, 36, 506-515. | 2.3 | 1 |
| 48 | Responsible service employee behaviour and its impact on customer satisfaction during the coronavirus crisis. <i>International Review of Retail, Distribution and Consumer Research</i> , 2022, 32, 184-200. | 2.0 | 1 |