

# Ko De Ruyter

## List of Publications by Year in descending order

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Version: 2024-02-01

136  
papers

15,891  
citations

22548

61  
h-index

20023

121  
g-index

141  
all docs

141  
docs citations

141  
times ranked

9991  
citing authors

#	ARTICLE	IF	CITATIONS
1	Communication in the Gig Economy: Buying and Selling in Online Freelance Marketplaces. <i>Journal of Marketing</i> , 2022, 86, 141-161.	7.0	25
2	How to strategically choose or combine augmented and virtual reality for improved online experiential retailing. <i>Psychology and Marketing</i> , 2022, 39, 495-507.	4.6	49
3	Bridging Imagination Gaps on the Path to Purchase with Augmented Reality: Field and Experimental Evidence. <i>Journal of Interactive Marketing</i> , 2022, 57, 356-375.	4.3	11
4	Exploring the frontiers in reality-enhanced service communication: from augmented and virtual reality to neuro-enhanced reality. <i>Journal of Service Management</i> , 2022, 33, 657-674.	4.4	12
5	Disrupting marketing realities: A research agenda for investigating the psychological mechanisms of next-generation experiences with reality-enhancing technologies. <i>Psychology and Marketing</i> , 2022, 39, 1660-1671.	4.6	25
6	Tangible Service Automation: Decomposing the Technology-Enabled Engagement Process (TEEP) for Augmented Reality. <i>Journal of Service Research</i> , 2021, 24, 84-103.	7.8	68
7	How value co-creation and co-destruction unfolds: a longitudinal perspective on dialogic engagement in health services interactions. <i>Journal of the Academy of Marketing Science</i> , 2021, 49, 236-257.	7.2	41
8	Key trends in business-to-business services marketing strategies: Developing a practice-based research agenda. <i>Industrial Marketing Management</i> , 2021, 93, 1-9.	3.7	37
9	AI-chatbots on the services frontline addressing the challenges and opportunities of agency. <i>Journal of Retailing and Consumer Services</i> , 2021, 63, 102735.	5.3	52
10	Categorical versus dimensional thinking: improving anti-stigma campaigns by matching health message frames and implicit worldviews. <i>Journal of the Academy of Marketing Science</i> , 2020, 48, 222-245.	7.2	19
11	Seeing eye to eye: social augmented reality and shared decision making in the marketplace. <i>Journal of the Academy of Marketing Science</i> , 2020, 48, 143-164.	7.2	77
12	Patterns in Motion: How Visual Patterns in Ads Affect Product Evaluations. <i>Journal of Advertising</i> , 2020, 49, 3-17.	4.1	30
13	Service-Sales Ambidexterity: Evidence, Practice, and Opportunities for Future Research. <i>Journal of Service Research</i> , 2020, 23, 13-21.	7.8	35
14	Deliberate learning as a strategic mechanism in enabling channel partner sales performance. <i>Industrial Marketing Management</i> , 2020, 90, 113-123.	3.7	12
15	Don't you (forget about me). <i>European Journal of Marketing</i> , 2020, 54, 761-790.	1.7	4
16	The playground effect: How augmented reality drives creative customer engagement. <i>Journal of Business Research</i> , 2020, 116, 85-98.	5.8	106
17	Augmented Reality Marketing: A Technology-Enabled Approach to Situated Customer Experience. <i>Australasian Marketing Journal</i> , 2020, 28, 374-384.	3.5	112
18	Understanding the Strategic Consequences of Customer Privacy Concerns: A Meta-Analytic Review. <i>Journal of Retailing</i> , 2020, 96, 458-473.	4.0	63

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19	Seeing with the Customer's Eye: Exploring the Challenges and Opportunities of AR Advertising. <i>Journal of Advertising</i> , 2020, 49, 109-124.	4.1	45
20	What's Mine Is a Hologram? How Shared Augmented Reality Augments Psychological Ownership. <i>Journal of Interactive Marketing</i> , 2019, 48, 71-88.	4.3	59
21	Let Me Imagine That for You: Transforming the Retail Frontline Through Augmenting Customer Mental Imagery Ability. <i>Journal of Retailing</i> , 2019, 95, 94-114.	4.0	151
22	Technology push without a patient pull. <i>European Journal of Marketing</i> , 2019, 53, 1701-1732.	1.7	24
23	Engagement-to-value (E2V): an empirical case study. , 2019, , 20-34.		0
24	Touching the Untouchable: Exploring Multi-Sensory Augmented Reality in the Context of Online Retailing. <i>Journal of Retailing</i> , 2019, 95, 219-234.	4.0	125
25	Customer-supplier relationships in high technology markets 3.0. <i>Industrial Marketing Management</i> , 2019, 79, 94-101.	3.7	12
26	Cutting through Content Clutter: How Speech and Image Acts Drive Consumer Sharing of Social Media Brand Messages. <i>Journal of Consumer Research</i> , 2019, 45, 988-1012.	3.5	181
27	Governing embedded partner networks. <i>International Journal of Operations and Production Management</i> , 2018, 38, 1709-1734.	3.5	12
28	The Effect of Review Writing on Learning Engagement in Channel Partner Relationship Management. <i>Journal of Marketing</i> , 2018, 82, 64-84.	7.0	7
29	The formation of a cross-selling initiative climate and its interplay with service climate. <i>European Journal of Marketing</i> , 2018, 52, 1457-1484.	1.7	15
30	Continued value creation in crowdsourcing from creative process engagement. <i>Journal of Services Marketing</i> , 2018, 32, 19-33.	1.7	34
31	Harnessing a "Currency Matrix" for Performance Measurement in Cooperatives: A Multi-Phased Study. <i>Sustainability</i> , 2018, 10, 4536.	1.6	29
32	Guest editorial: Marketing as an Integrator in Integrated Care. <i>European Journal of Marketing</i> , 2018, 52, 2194-2206.	1.7	7
33	The emotional review "reward effect: how do reviews increase impulsivity?. <i>Journal of the Academy of Marketing Science</i> , 2018, 46, 1032-1051.	7.2	26
34	Diagnosing member-customer ostracism in co-operatives and counterpoising its relationship-poisoning effects. <i>European Journal of Marketing</i> , 2018, 52, 1778-1801.	1.7	4
35	Making omnichannel an augmented reality: the current and future state of the art. <i>Journal of Research in Interactive Marketing</i> , 2018, 12, 509-523.	7.2	148
36	Unveiling What Is Written in the Stars: Analyzing Explicit, Implicit, and Discourse Patterns of Sentiment in Social Media. <i>Journal of Consumer Research</i> , 2017, 43, 875-894.	3.5	170

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37	When Plentiful Platforms Pay Off: Assessment Orientation Moderates the Effect of Assortment Size on Choice Engagement and Product Valuation. <i>Journal of Retailing</i> , 2017, 93, 212-227.	4.0	56
38	Augmenting the eye of the beholder: exploring the strategic potential of augmented reality to enhance online service experiences. <i>Journal of the Academy of Marketing Science</i> , 2017, 45, 884-905.	7.2	325
39	Getting Smart. <i>Journal of Service Research</i> , 2017, 20, 29-42.	7.8	241
40	Every step counts: When physical movement affects perceived value. <i>Journal of Retailing and Consumer Services</i> , 2017, 39, 279-285.	5.3	15
41	Assessing the effect of narrative transportation, portrayed action, and photographic style on the likelihood to comment on posted selfies. <i>European Journal of Marketing</i> , 2017, 51, 1961-1979.	1.7	35
42	The Future of Frontline Research. <i>Journal of Service Research</i> , 2017, 20, 91-99.	7.8	137
43	How Business Cycles Affect the Healthcare Sector: A Cross-country Investigation. <i>Health Economics (United Kingdom)</i> , 2016, 25, 787-800.	0.8	16
44	Climate setting in sourcing teams: Developing a measurement scale for team creativity climate. <i>Journal of Purchasing and Supply Management</i> , 2016, 22, 196-204.	3.1	26
45	Gamification and Mobile Marketing Effectiveness. <i>Journal of Interactive Marketing</i> , 2016, 34, 25-36.	4.3	302
46	Untangling a Web of Lies: Exploring Automated Detection of Deception in Computer-Mediated Communication. <i>Journal of Management Information Systems</i> , 2016, 33, 511-541.	2.1	37
47	Decoding social media speak: developing a speech act theory research agenda. <i>Journal of Consumer Marketing</i> , 2016, 33, 124-134.	1.2	28
48	Gamification Design for Mobile Marketing Effectiveness. <i>SSRN Electronic Journal</i> , 2015, , .	0.4	0
49	Converting service encounters into cross-selling opportunities. <i>European Journal of Marketing</i> , 2015, 49, 491-511.	1.7	58
50	B2B Channel Partner Programs: Disentangling Indebtedness from Gratitude. <i>Journal of Retailing</i> , 2015, 91, 660-678.	4.0	37
51	Unraveling the Personalization Paradox: The Effect of Information Collection and Trust-Building Strategies on Online Advertisement Effectiveness. <i>Journal of Retailing</i> , 2015, 91, 34-49.	4.0	420
52	The Extended Transportation-Imagery Model: A Meta-Analysis of the Antecedents and Consequences of Consumers' Narrative Transportation. <i>Journal of Consumer Research</i> , 2014, 40, 797-817.	3.5	618
53	Regulatory fit: A meta-analytic synthesis. <i>Journal of Consumer Psychology</i> , 2014, 24, 394-410.	3.2	112
54	GOSIP in Cyberspace: Conceptualization and Scale Development for General Online Social Interaction Propensity. <i>Journal of Interactive Marketing</i> , 2014, 28, 87-100.	4.3	73

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55	Take Their Word for It: The Symbolic Role of Linguistic Style Matches in User Communities. <i>MIS Quarterly: Management Information Systems</i> , 2014, 38, 1201-1217.	3.1	54
56	Destination Social Business: Exploring an Organization's Journey with Social Media, Collaborative Community and Expressive Individuality. <i>Journal of Interactive Marketing</i> , 2013, 27, 299-310.	4.3	71
57	Decomposing the effect of supplier development on relationship benefits: The role of relational capital. <i>Industrial Marketing Management</i> , 2013, 42, 1295-1306.	3.7	86
58	More than Words: The Influence of Affective Content and Linguistic Style Matches in Online Reviews on Conversion Rates. <i>Journal of Marketing</i> , 2013, 77, 87-103.	7.0	519
59	A Walk in Customers' Shoes: How Attentional Bias Modification Affects Ownership of Integrity-violating Social Media Posts. <i>Journal of Interactive Marketing</i> , 2013, 27, 14-27.	4.3	41
60	Understanding Willingness to Pay for Social Network Sites. <i>Journal of Service Research</i> , 2013, 16, 311-325.	7.8	70
61	Take it or leave it: Using regulatory fit theory to understand reward redemption in channel reward programs. <i>Industrial Marketing Management</i> , 2013, 42, 1345-1356.	3.7	21
62	Achieving Service-Sales Ambidexterity. <i>Journal of Service Research</i> , 2013, 16, 52-66.	7.8	99
63	Generating Sales While Providing Service: A Study of Customer Service Representatives' Ambidextrous Behavior. <i>Journal of Marketing</i> , 2012, 76, 20-37.	7.0	224
64	Communication channel consideration for in-home services. <i>Journal of Service Management</i> , 2012, 23, 216-252.	4.4	5
65	Principles and Principals: Do Customer Stewardship and Agency Control Compete or Complement When Shaping Frontline Employee Behavior?. <i>Journal of Marketing</i> , 2012, 76, 1-20.	7.0	983
66	Consumer Cynicism toward Collective Buying: The Interplay of Others' Outcomes, Social Value Orientation, and Mood. <i>Psychology and Marketing</i> , 2012, 29, 306-321.	4.6	22
67	Fields of Gold. <i>Journal of Service Research</i> , 2011, 14, 372-389.	7.8	26
68	Return on Interactivity: The Impact of Online Agents on Newcomer Adjustment. <i>Journal of Marketing</i> , 2011, 75, 93-108.	7.0	146
69	Individual Differences in Motivation to Participate in Online Panels. <i>International Journal of Market Research</i> , 2011, 53, 369-390.	2.8	56
70	The Power of Self-Efficacy Change During Service Provision: Making Your Customers Feel Better About Themselves Pays Off. <i>Journal of Service Research</i> , 2011, 14, 108-125.	7.8	37
71	Return on Interactivity: The Impact of Online Agents on Newcomer Adjustment. <i>Journal of Marketing</i> , 2011, 75, 93-108.	7.0	73
72	Service firms and customer loyalty programs: a regulatory fit perspective of reward preferences in a health club setting. <i>Journal of the Academy of Marketing Science</i> , 2010, 38, 604-616.	7.2	64

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73	Getting a Discount or Sharing the Cost: The Influence of Regulatory Fit on Consumer Response to Service Pricing Schemes. <i>Journal of Service Research</i> , 2010, 13, 153-167.	7.8	24
74	Customer-to-Customer Interactions: Broadening the Scope of Word of Mouth Research. <i>Journal of Service Research</i> , 2010, 13, 267-282.	7.8	462
75	In stories we trust: How narrative apologies provide cover for competitive vulnerability after integrity-violating blog posts. <i>International Journal of Research in Marketing</i> , 2010, 27, 164-174.	2.4	117
76	Knowledge Creation Through Mobile Social Networks and Its Impact on Intentions to Use Innovative Mobile Services. <i>Journal of Service Research</i> , 2009, 12, 15-35.	7.8	57
77	Customer Self-Efficacy in Technology-Based Self-Service. <i>Journal of Service Research</i> , 2009, 11, 407-428.	7.8	107
78	A dualâ€œsequence framework for B2C relationship formation: Moderating effects of employee communication style in online group chat. <i>Psychology and Marketing</i> , 2009, 26, 145-174.	4.6	44
79	Antecedents and consequences of environmental stewardship in boundary-spanning B2B teams. <i>Journal of the Academy of Marketing Science</i> , 2009, 37, 470-487.	7.2	37
80	Multi-Channel Retailing and Customer Satisfaction. <i>Advances in E-Business Research Series</i> , 2009, , 47-58.	0.2	0
81	Consumer Responses to Vertical Service Line Extensions. <i>Journal of Retailing</i> , 2008, 84, 268-280.	4.0	88
82	Psychological safety and social support in groupware adoption: A multi-level assessment in education. <i>Computers and Education</i> , 2008, 51, 757-775.	5.1	78
83	Social Capital Production in a Virtual P3 Community. <i>Journal of Consumer Research</i> , 2008, 34, 832-849.	3.5	486
84	Linking employee perceptions of collective efficacy in selfâ€œmanaging service teams with customerâ€œperceived service quality. <i>Journal of Service Management</i> , 2008, 19, 353-378.	2.2	20
85	La satisfaction envers les discussions en ligne de clients: l'influence des attributs technologiques perçus, des caractéristiques du groupe de discussion et du style de communication du conseiller. <i>Recherche Et Applications En Marketing</i> , 2007, 22, 83-111.	0.2	9
86	Beyond the Call of Duty: Why Customers Contribute to Firm-hosted Commercial Online Communities. <i>Organization Studies</i> , 2007, 28, 347-376.	3.8	475
87	Multi-Channel Retailing and Customer Satisfaction. <i>International Journal of E-Business Research</i> , 2007, 3, 57-69.	0.7	9
88	An assessment of value creation in mobile service delivery and the moderating role of time consciousness. <i>Journal of Retailing</i> , 2007, 83, 33-46.	4.0	678
89	Satisfaction with Online Commercial Group Chat: The Influence of Perceived Technology Attributes, Chat Group Characteristics, and Advisor Communication Style. <i>Journal of Retailing</i> , 2007, 83, 339-358.	4.0	163
90	Linking Employee Confidence to Performance: A Study of Self-Managing Service Teams. <i>Journal of the Academy of Marketing Science</i> , 2006, 34, 576-587.	7.2	39

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91	Comparing the generalizability of online and mail surveys in cross-national service quality research. <i>Marketing Letters</i> , 2006, 17, 119-136.	1.9	65
92	The role of self- and group-efficacy in moderated group chat. <i>Journal of Economic Psychology</i> , 2006, 27, 324-343.	1.1	7
93	Multi-channel service retailing: The effects of channel performance satisfaction on behavioral intentions. <i>Journal of Retailing</i> , 2006, 82, 367-377.	4.0	175
94	An Assessment of Equivalence Between Online and Mail Surveys in Service Research. <i>Journal of Service Research</i> , 2006, 8, 346-355.	7.8	158
95	Image Congruence and the Adoption of Service Innovations. <i>Journal of Service Research</i> , 2005, 7, 343-359.	7.8	85
96	Antecedents and Consequences of Group Potency: A Study of Self-Managing Service Teams. <i>Management Science</i> , 2005, 51, 1610-1625.	2.4	111
97	Antecedents and Consequences of the Service Climate in Boundary-Spanning Self-Managing Service Teams. <i>Journal of Marketing</i> , 2004, 68, 18-35.	7.0	159
98	Adaptive versus Proactive Behavior in Service Recovery: The Role of Self-Managing Teams. <i>Decision Sciences</i> , 2004, 35, 457-491.	3.2	160
99	Response Rate and Response Quality of Internet-Based Surveys: An Experimental Study. <i>Marketing Letters</i> , 2004, 15, 21-36.	1.9	550
100	Reconsidering Nonlinearity and Asymmetry in Customer Satisfaction and Loyalty Models: An Empirical Study in Three Retail Service Settings. <i>Marketing Letters</i> , 2004, 15, 99-111.	1.9	57
101	Consumer adoption of wireless services: Discovering the rules, while playing the game. <i>Journal of Interactive Marketing</i> , 2004, 18, 51-61.	4.3	153
102	Moving beyond intuition—Managing allocation decisions in relationship marketing in business-to-business markets. <i>Industrial Marketing Management</i> , 2004, 33, 701-710.	3.7	2
103	Cooperating for service excellence in multichannel service systems. <i>Journal of Business Research</i> , 2004, 57, 424-436.	5.8	71
104	An empirical assessment of the influence of customer emotions and contact employee performance on encounter and relationship satisfaction. <i>Journal of Business Research</i> , 2004, 57, 437-444.	5.8	153
105	E-tailers versus retailers. <i>Journal of Business Research</i> , 2004, 57, 685-695.	5.8	197
106	Consumer acceptance of wireless finance. <i>Journal of Financial Services Marketing</i> , 2004, 8, 206-217.	2.2	319
107	Moderated group chat: an empirical assessment of a new e-service encounter. <i>Journal of Service Management</i> , 2002, 13, 496-511.	2.2	36
108	Forging buyer-seller relationships for total quality management in international business: The case of the European cement industry. <i>Total Quality Management and Business Excellence</i> , 2002, 13, 403-417.	0.6	39

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109	Customer evaluations of after-sales service contact modes: An empirical analysis of national culture's consequences. <i>International Journal of Research in Marketing</i> , 2002, 19, 43-64.	2.4	114
110	Customer-sales employee encounters: a dyadic perspective. <i>Journal of Retailing</i> , 2002, 78, 265-279.	4.0	138
111	Customer adoption of e-service: an experimental study. <i>Journal of Service Management</i> , 2001, 12, 184-207.	2.2	381
112	What Makes Service Research Centers Effective?. <i>Journal of Service Research</i> , 2001, 3, 265-273.	7.8	6
113	Conceptualizing and Isolating Cultural Differences in Performance Data in International High-Tech Industrial Markets. <i>Industrial Marketing Management</i> , 2001, 30, 23-35.	3.7	7
114	Antecedents of Commitment and Trust in Customer-Supplier Relationships in High Technology Markets. <i>Industrial Marketing Management</i> , 2001, 30, 271-286.	3.7	388
115	Moments of sorrow and joy. <i>European Journal of Marketing</i> , 2000, 34, 107-125.	1.7	61
116	With a little help from my fans – Extending models of pro-social behaviour to explain supporters' intentions to buy soccer club shares. <i>Journal of Economic Psychology</i> , 2000, 21, 387-409.	1.1	59
117	Operational determinants of caller satisfaction in the call center. <i>Journal of Service Management</i> , 2000, 11, 131-141.	2.2	124
118	Customer expectation dimensions of voice-to-voice service encounters: a scale development study. <i>Journal of Service Management</i> , 2000, 11, 142-161.	2.2	109
119	The Impact of Perceived Listening Behavior in Voice-to-Voice Service Encounters. <i>Journal of Service Research</i> , 2000, 2, 276-284.	7.8	149
120	How do customers react to critical service encounters?: A cross-sectional perspective. <i>Total Quality Management and Business Excellence</i> , 1999, 10, 1131-1145.	0.6	22
121	Learning during New Banking Service Development. <i>Journal of Service Research</i> , 1999, 2, 145-163.	7.8	25
122	Linking perceived service quality and service loyalty: a multi-dimensional perspective. <i>European Journal of Marketing</i> , 1999, 33, 1082-1106.	1.7	467
123	Commitment in auditor-client relationships: antecedents and consequences. <i>Accounting, Organizations and Society</i> , 1999, 24, 57-75.	1.4	99
124	The role of value in the delivery process of hospitality services. <i>Journal of Economic Psychology</i> , 1998, 19, 159-177.	1.1	56
125	On the complex nature of patient evaluations of general practice service. <i>Journal of Economic Psychology</i> , 1998, 19, 565-590.	1.1	31
126	Investigating drivers of bank loyalty: the complex relationship between image, service quality and satisfaction. <i>International Journal of Bank Marketing</i> , 1998, 16, 276-286.	3.6	488



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127	Marketing service relationships: the role of commitment. <i>Journal of Business and Industrial Marketing</i> , 1998, 13, 406-423.	1.8	291
128	The dynamics of the service delivery process: A value-based approach. <i>International Journal of Research in Marketing</i> , 1997, 14, 231-243.	2.4	201
129	Merging service quality and service satisfaction. An empirical test of an integrative model. <i>Journal of Economic Psychology</i> , 1997, 18, 387-406.	1.1	203
130	Carry-over effects in the formation of satisfaction: The role of value in a hotel service delivery process. <i>Advances in Services Marketing and Management</i> , 1997, , xix-xx.	0.3	2
131	European legal developments in product safety and liability: The role of customer complaint management as a defensive marketing tool. <i>International Journal of Research in Marketing</i> , 1993, 10, 153-164.	2.4	23
132	Antecedents and Consequences of Narrative Transportation: A Meta-Analysis. <i>SSRN Electronic Journal</i> , 0, , .	0.4	10
133	Unweaving a Tangled Web: Exploring Automated Detection of Deception Cues in Online Claims within B2B Incentive Programs. <i>SSRN Electronic Journal</i> , 0, , .	0.4	2
134	Writing for Impact in Service Research. <i>Journal of Service Research</i> , 0, , 109467052110247.	7.8	5
135	How Small Can Be Big: Assessing the Collective Adjustment of Small and Medium-Sized Enterprises to Corporate Social Responsibility. <i>SSRN Electronic Journal</i> , 0, , .	0.4	1
136	Responsible management on the organizational frontline: A stewardship perspective. <i>Emerald Open Research</i> , 0, 1, 6.	0.0	1