

# Stephen W Brown

## List of Publications by Year in descending order

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34  
papers

13,784  
citations

172207

29  
h-index

414034

32  
g-index

34  
all docs

34  
docs citations

34  
times ranked

6123  
citing authors

#	ARTICLE	IF	CITATIONS
1	Choosing among Alternative Service Delivery Modes: An Investigation of Customer Trial of Self-Service Technologies. <i>Journal of Marketing</i> , 2005, 69, 61-83.	7.0	1,881
2	Customer Evaluations of Service Complaint Experiences: Implications for Relationship Marketing. <i>Journal of Marketing</i> , 1998, 62, 60-76.	7.0	1,443
3	Customer Evaluations of Service Complaint Experiences: Implications for Relationship Marketing. <i>Journal of Marketing</i> , 1998, 62, 60.	7.0	1,212
4	Moving Forward and Making a Difference: Research Priorities for the Science of Service. <i>Journal of Service Research</i> , 2010, 13, 4-36.	7.8	1,194
5	Technology Infusion in Service Encounters. <i>Journal of the Academy of Marketing Science</i> , 2000, 28, 138-149.	7.2	1,066
6	Tracking the evolution of the services marketing literature. <i>Journal of Retailing</i> , 1993, 69, 61-103.	4.0	732
7	Contact employees: Relationships among workplace fairness, job satisfaction and prosocial service behaviors. <i>Journal of Retailing</i> , 1997, 73, 39-61.	4.0	695
8	A Gap Analysis of Professional Service Quality. <i>Journal of Marketing</i> , 1989, 53, 92.	7.0	650
9	Client Co-Production in Knowledge-Intensive Business Services. <i>California Management Review</i> , 2002, 44, 100-128.	3.4	566
10	A Gap Analysis of Professional Service Quality. <i>Journal of Marketing</i> , 1989, 53, 92-98.	7.0	550
11	Consumer satisfaction and perceived quality: Complementary or divergent constructs?. <i>Journal of Applied Psychology</i> , 1994, 79, 875-885.	4.2	531
12	Service Customization Through Employee Adaptiveness. <i>Journal of Service Research</i> , 2005, 8, 131-148.	7.8	340
13	Forming Successful Business-to-Business Services in Goods-Dominant Firms. <i>Journal of Service Research</i> , 2005, 8, 3-17.	7.8	338
14	Role Stressors and Customer-Oriented Boundary-Spanning Behaviors in Service Organizations. <i>Journal of the Academy of Marketing Science</i> , 2003, 31, 394-408.	7.2	304
15	An expanded and strategic view of discontinuous innovations: deploying a service-dominant logic. <i>Journal of the Academy of Marketing Science</i> , 2008, 36, 54-66.	7.2	238
16	Customer positivity and participation in services: an empirical test in a health care context. <i>Journal of the Academy of Marketing Science</i> , 2013, 41, 338-356.	7.2	222
17	Branded Service Encounters: Strategically Aligning Employee Behavior with the Brand Positioning. <i>Journal of Marketing</i> , 2013, 77, 108-123.	7.0	222
18	The loyalty ripple effect. <i>Journal of Service Management</i> , 1999, 10, 271-293.	2.2	190

#	ARTICLE	IF	CITATIONS
19	Customer-oriented boundary-spanning behaviors: Test of a social exchange model of antecedents. <i>Journal of Retailing</i> , 2005, 81, 141-157.	4.0	170
20	The Development and Emergence of Services Marketing Thought. <i>Journal of Service Management</i> , 1994, 5, 21-48.	2.2	163
21	The evolution and discovery of services science in business schools. <i>Communications of the ACM</i> , 2006, 49, 73-78.	3.3	160
22	Consumer and provider expectations and experiences in evaluating professional service quality. <i>Journal of the Academy of Marketing Science</i> , 1989, 17, 189-195.	7.2	150
23	The service imperative. <i>Business Horizons</i> , 2008, 51, 39-46.	3.4	145
24	Service-Logic Innovations: How to Innovate Customers, Not Products. <i>California Management Review</i> , 2008, 50, 49-65.	3.4	145
25	Shaping, organizing, and rethinking service innovation: a multidimensional framework. <i>Journal of Service Management</i> , 2012, 23, 696-715.	4.4	136
26	Manufacturers forming successful complex business services. <i>Journal of Service Management</i> , 2008, 19, 232-251.	2.2	117
27	The secret to true service innovation. <i>Business Horizons</i> , 2013, 56, 13-22.	3.4	62
28	Paradigms in service research. <i>Journal of Service Management</i> , 2011, 22, 560-585.	4.4	50
29	Offshore Outsourcing of Services. <i>Journal of Service Research</i> , 2009, 12, 56-72.	7.8	36
30	The internal market/external market framework and service quality: Toward theory in services marketing. <i>Journal of Marketing Management</i> , 1995, 11, 25-39.	1.2	28
31	A difference in informational influences: Services vs. goods. <i>Journal of the Academy of Marketing Science</i> , 1977, 5, 389-402.	7.2	25
32	From goods to great: Service innovation in a product-dominant firm. <i>Business Horizons</i> , 2013, 56, 277-283.	3.4	18
33	The Evolution and Discovery of Services Science in Business Schools. , 2008, , 91-101.		4
34	The Forgiveness Processes of Very Dissatisfied Customers. <i>SSRN Electronic Journal</i> , 0, , .	0.4	1