

# Stephen W Brown

## List of Publications by Citations

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The third column is the impact factor (IF) of the journal, and the fourth column is the number of citations of the article.

34  
papers

11,183  
citations

29  
h-index

34  
g-index

34  
ext. papers

12,238  
ext. citations

8.9  
avg, IF

6.2  
L-index

#	Paper	IF	Citations
34	Choosing among Alternative Service Delivery Modes: An Investigation of Customer Trial of Self-Service Technologies. <i>Journal of Marketing</i> , <b>2005</b> , 69, 61-83	11	1562
33	Customer Evaluations of Service Complaint Experiences: Implications for Relationship Marketing. <i>Journal of Marketing</i> , <b>1998</b> , 62, 60-76	11	1231
32	Moving Forward and Making a Difference: Research Priorities for the Science of Service. <i>Journal of Service Research</i> , <b>2010</b> , 13, 4-36	6	966
31	Customer Evaluations of Service Complaint Experiences: Implications for Relationship Marketing. <i>Journal of Marketing</i> , <b>1998</b> , 62, 60	11	959
30	Technology infusion in service encounters. <i>Journal of the Academy of Marketing Science</i> , <b>2000</b> , 28, 138-149	12.4	802
29	Tracking the evolution of the services marketing literature. <i>Journal of Retailing</i> , <b>1993</b> , 69, 61-103	6.5	580
28	Contact employees: Relationships among workplace fairness, job satisfaction and prosocial service behaviors. <i>Journal of Retailing</i> , <b>1997</b> , 73, 39-61	6.5	556
27	A Gap Analysis of Professional Service Quality. <i>Journal of Marketing</i> , <b>1989</b> , 53, 92-98	11	510
26	A Gap Analysis of Professional Service Quality. <i>Journal of Marketing</i> , <b>1989</b> , 53, 92	11	485
25	Client Co-Production in Knowledge-Intensive Business Services. <i>California Management Review</i> , <b>2002</b> , 44, 100-128	13.2	454
24	Consumer satisfaction and perceived quality: Complementary or divergent constructs?. <i>Journal of Applied Psychology</i> , <b>1994</b> , 79, 875-885	7.4	453
23	Forming Successful Business-to-Business Services in Goods-Dominant Firms. <i>Journal of Service Research</i> , <b>2005</b> , 8, 3-17	6	279
22	Service Customization Through Employee Adaptiveness. <i>Journal of Service Research</i> , <b>2005</b> , 8, 131-148	6	276
21	Role stressors and customer-oriented boundary-spanning behaviors in service organizations. <i>Journal of the Academy of Marketing Science</i> , <b>2003</b> , 31, 394-408	12.4	241
20	An expanded and strategic view of discontinuous innovations: deploying a service-dominant logic. <i>Journal of the Academy of Marketing Science</i> , <b>2008</b> , 36, 54-66	12.4	184
19	Customer positivity and participation in services: an empirical test in a health care context. <i>Journal of the Academy of Marketing Science</i> , <b>2013</b> , 41, 338-356	12.4	173
18	Branded Service Encounters: Strategically Aligning Employee Behavior with the Brand Positioning. <i>Journal of Marketing</i> , <b>2013</b> , 77, 108-123	11	171

17	Customer-oriented boundary-spanning behaviors: Test of a social exchange model of antecedents. <i>Journal of Retailing</i> , <b>2005</b> , 81, 141-157	6.5	145
16	The loyalty ripple effect. <i>Journal of Service Management</i> , <b>1999</b> , 10, 271-293		144
15	The evolution and discovery of services science in business schools. <i>Communications of the ACM</i> , <b>2006</b> , 49, 73-78	2.5	132
14	The Development and Emergence of Services Marketing Thought. <i>Journal of Service Management</i> , <b>1994</b> , 5, 21-48		129
13	Consumer and provider expectations and experiences in evaluating professional service quality. <i>Journal of the Academy of Marketing Science</i> , <b>1989</b> , 17, 189-195	12.4	128
12	The service imperative. <i>Business Horizons</i> , <b>2008</b> , 51, 39-46	10.1	119
11	Shaping, organizing, and rethinking service innovation: a multidimensional framework. <i>Journal of Service Management</i> , <b>2012</b> , 23, 696-715	7.4	111
10	Service-Logic Innovations: How to Innovate Customers, Not Products. <i>California Management Review</i> , <b>2008</b> , 50, 49-65	13.2	108
9	Manufacturers forming successful complex business services. <i>Journal of Service Management</i> , <b>2008</b> , 19, 232-251		103
8	The secret to true service innovation. <i>Business Horizons</i> , <b>2013</b> , 56, 13-22	10.1	45
7	Paradigms in service research. <i>Journal of Service Management</i> , <b>2011</b> , 22, 560-585	7.4	40
6	Offshore Outsourcing of Services: A Stakeholder Perspective. <i>Journal of Service Research</i> , <b>2009</b> , 12, 56-78		32
5	The internal market/external market framework and service quality: Toward theory in services marketing. <i>Journal of Marketing Management</i> , <b>1995</b> , 11, 25-39	3.2	25
4	A difference in informational influences: Services vs. goods. <i>Journal of the Academy of Marketing Science</i> , <b>1977</b> , 5, 389-402	12.4	21
3	From goods to great: Service innovation in a product-dominant firm. <i>Business Horizons</i> , <b>2013</b> , 56, 277-283	10.1	15
2	The Evolution and Discovery of Services Science in Business Schools <b>2008</b> , 91-101		3
1	The Forgiveness Processes of Very Dissatisfied Customers. <i>SSRN Electronic Journal</i> ,	1	1