

Stephen W Brown

List of Publications by Year in Descending Order

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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	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	12.4	173
33	The secret to true service innovation. <i>Business Horizons</i> , 2013 , 56, 13-22	10.1	45
32	From goods to great: Service innovation in a product-dominant firm. <i>Business Horizons</i> , 2013 , 56, 277-283	10.1	15
31	Branded Service Encounters: Strategically Aligning Employee Behavior with the Brand Positioning. <i>Journal of Marketing</i> , 2013 , 77, 108-123	11	171
30	Shaping, organizing, and rethinking service innovation: a multidimensional framework. <i>Journal of Service Management</i> , 2012 , 23, 696-715	7.4	111
29	Paradigms in service research. <i>Journal of Service Management</i> , 2011 , 22, 560-585	7.4	40
28	Moving Forward and Making a Difference: Research Priorities for the Science of Service. <i>Journal of Service Research</i> , 2010 , 13, 4-36	6	966
27	Offshore Outsourcing of Services: A Stakeholder Perspective. <i>Journal of Service Research</i> , 2009 , 12, 56-70	6	32
26	The service imperative. <i>Business Horizons</i> , 2008 , 51, 39-46	10.1	119
25	Manufacturers forming successful complex business services. <i>Journal of Service Management</i> , 2008 , 19, 232-251	6	103
24	Service-Logic Innovations: How to Innovate Customers, Not Products. <i>California Management Review</i> , 2008 , 50, 49-65	13.2	108
23	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	12.4	184
22	The Evolution and Discovery of Services Science in Business Schools 2008 , 91-101	6	3
21	The evolution and discovery of services science in business schools. <i>Communications of the ACM</i> , 2006 , 49, 73-78	2.5	132
20	Service Customization Through Employee Adaptiveness. <i>Journal of Service Research</i> , 2005 , 8, 131-148	6	276
19	Customer-oriented boundary-spanning behaviors: Test of a social exchange model of antecedents. <i>Journal of Retailing</i> , 2005 , 81, 141-157	6.5	145
18	Forming Successful Business-to-Business Services in Goods-Dominant Firms. <i>Journal of Service Research</i> , 2005 , 8, 3-17	6	279

17	Choosing among Alternative Service Delivery Modes: An Investigation of Customer Trial of Self-Service Technologies. <i>Journal of Marketing</i> , 2005 , 69, 61-83	11	1562
16	Role stressors and customer-oriented boundary-spanning behaviors in service organizations. <i>Journal of the Academy of Marketing Science</i> , 2003 , 31, 394-408	12.4	241
15	Client Co-Production in Knowledge-Intensive Business Services. <i>California Management Review</i> , 2002 , 44, 100-128	13.2	454
14	Technology infusion in service encounters. <i>Journal of the Academy of Marketing Science</i> , 2000 , 28, 138-149	12.4	802
13	The loyalty ripple effect. <i>Journal of Service Management</i> , 1999 , 10, 271-293		144
12	Customer Evaluations of Service Complaint Experiences: Implications for Relationship Marketing. <i>Journal of Marketing</i> , 1998 , 62, 60	11	959
11	Customer Evaluations of Service Complaint Experiences: Implications for Relationship Marketing. <i>Journal of Marketing</i> , 1998 , 62, 60-76	11	1231
10	Contact employees: Relationships among workplace fairness, job satisfaction and prosocial service behaviors. <i>Journal of Retailing</i> , 1997 , 73, 39-61	6.5	556
9	The internal market/external market framework and service quality: Toward theory in services marketing. <i>Journal of Marketing Management</i> , 1995 , 11, 25-39	3.2	25
8	The Development and Emergence of Services Marketing Thought. <i>Journal of Service Management</i> , 1994 , 5, 21-48		129
7	Consumer satisfaction and perceived quality: Complementary or divergent constructs?. <i>Journal of Applied Psychology</i> , 1994 , 79, 875-885	7.4	453
6	Tracking the evolution of the services marketing literature. <i>Journal of Retailing</i> , 1993 , 69, 61-103	6.5	580
5	A Gap Analysis of Professional Service Quality. <i>Journal of Marketing</i> , 1989 , 53, 92-98	11	510
4	A Gap Analysis of Professional Service Quality. <i>Journal of Marketing</i> , 1989 , 53, 92	11	485
3	Consumer and provider expectations and experiences in evaluating professional service quality. <i>Journal of the Academy of Marketing Science</i> , 1989 , 17, 189-195	12.4	128
2	A difference in informational influences: Services vs. goods. <i>Journal of the Academy of Marketing Science</i> , 1977 , 5, 389-402	12.4	21
1	The Forgiveness Processes of Very Dissatisfied Customers. <i>SSRN Electronic Journal</i> ,	1	1