

Mathew Chylinski

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/10932398/publications.pdf>

Version: 2024-02-01

23
papers

1,542
citations

623734

14
h-index

642732

23
g-index

23
all docs

23
docs citations

23
times ranked

749
citing authors

#	ARTICLE	IF	CITATIONS
1	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.	11.2	325
2	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.	6.2	151
3	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.	8.9	148
4	Increasing Student Engagement Using Asynchronous Learning. <i>Journal of Marketing Education</i> , 2015, 37, 171-180.	2.4	127
5	Touching the Untouchable: Exploring Multi-Sensory Augmented Reality in the Context of Online Retailing. <i>Journal of Retailing</i> , 2019, 95, 219-234.	6.2	125
6	Augmented Reality Marketing: A Technology-Enabled Approach to Situated Customer Experience. <i>Australasian Marketing Journal</i> , 2020, 28, 374-384.	5.4	112
7	The playground effect: How augmented reality drives creative customer engagement. <i>Journal of Business Research</i> , 2020, 116, 85-98.	10.2	106
8	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.	11.2	77
9	Tangible Service Automation: Decomposing the Technology-Enabled Engagement Process (TEEP) for Augmented Reality. <i>Journal of Service Research</i> , 2021, 24, 84-103.	12.2	68
10	What's Mine Is a Hologram? How Shared Augmented Reality Augments Psychological Ownership. <i>Journal of Interactive Marketing</i> , 2019, 48, 71-88.	6.2	59
11	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.	6.2	56
12	How to strategically choose or combine augmented and virtual reality for improved online experiential retailing. <i>Psychology and Marketing</i> , 2022, 39, 495-507.	8.2	49
13	The effect of "here and now" learning on student engagement and academic achievement. <i>British Journal of Educational Technology</i> , 2018, 49, 321-333.	6.3	28
14	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.	8.2	25
15	Every step counts: When physical movement affects perceived value. <i>Journal of Retailing and Consumer Services</i> , 2017, 39, 279-285.	9.4	15
16	Cash for Comment. <i>Journal of Marketing Education</i> , 2010, 32, 25-38.	2.4	12
17	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.	7.2	12
18	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.	6.2	11

#	ARTICLE	IF	CITATIONS
19	When Size Matters: Sensitivity to Missed Opportunity Size Increases With Stronger Assessment. <i>Personality and Social Psychology Bulletin</i> , 2017, 43, 1427-1439.	3.0	9
20	Empathy and Delight in a Personal Service Setting. <i>Australasian Marketing Journal</i> , 2020, 28, 11-17.	5.4	8
21	Power and the Tweet: How Viral Messaging Conveys Political Advantage. <i>Journal of Public Policy and Marketing</i> , 2021, 40, 505-520.	3.4	8
22	Time is money: Field evidence for the effect of time of day and product name on product purchase. <i>Journal of Retailing and Consumer Services</i> , 2020, 54, 102064.	9.4	7
23	When, for whom and why expanding single-option offerings creates value: locomotion fit from choice between options. <i>European Journal of Marketing</i> , 2022, 56, 92-112.	2.9	4