Mary Jo Bitner

List of Publications by Year
in descending order

41 papers	34,194 citations	101543 36 h-index	289244 40 g-index
43 all docs	43 docs citations	43 times ranked	9717 citing authors

#	Article	IF	Citations
1	Servicescapes: The Impact of Physical Surroundings on Customers and Employees. Journal of Marketing, 1992, 56, 57-71.	11.3	3,826
2	Servicescapes: The Impact of Physical Surroundings on Customers and Employees. Journal of Marketing, 1992, 56, 57.	11.3	2,730
3	Evaluating Service Encounters: The Effects of Physical Surroundings and Employee Responses. Journal of Marketing, 1990, 54, 69.	11.3	2,697
4	The Service Encounter: Diagnosing Favorable and Unfavorable Incidents. Journal of Marketing, 1990, 54, 71-84.	11.3	2,682
5	The Service Encounter: Diagnosing Favorable and Unfavorable Incidents. Journal of Marketing, 1990, 54, 71.	11.3	2,643
6	Evaluating Service Encounters: The Effects of Physical Surroundings and Employee Responses. Journal of Marketing, 1990, 54, 69-82.	11.3	2,494
7	Self-Service Technologies: Understanding Customer Satisfaction with Technology-Based Service Encounters. Journal of Marketing, 2000, 64, 50-64.	11.3	2,207
8	Choosing among Alternative Service Delivery Modes: An Investigation of Customer Trial of Self-Service Technologies. Journal of Marketing, 2005, 69, 61-83.	11.3	1,881
9	Relational Benefits in Services Industries: The Customer's Perspective. Journal of the Academy of Marketing Science, 1998, 26, 101-114.	11.2	1,706
10	Moving Forward and Making a Difference: Research Priorities for the Science of Service. Journal of Service Research, 2010, 13, 4-36.	12.2	1,194
11	Technology Infusion in Service Encounters. Journal of the Academy of Marketing Science, 2000, 28, 138-149.	11.2	1,066
12	Critical Service Encounters: The Employee's Viewpoint. Journal of Marketing, 1994, 58, 95-106.	11.3	1,064
13	Critical Service Encounters: The Employee's Viewpoint. Journal of Marketing, 1994, 58, 95.	11.3	991
14	Service Blueprinting: A Practical Technique for Service Innovation. California Management Review, 2008, 50, 66-94.	6.3	775
15	The influence of technology anxiety on consumer use and experiences with self-service technologies. Journal of Business Research, 2003, 56, 899-906.	10.2	773
16	Tracking the evolution of the services marketing literature. Journal of Retailing, 1993, 69, 61-103.	6.2	732
17	Customer contributions and roles in service delivery. Journal of Service Management, 1997, 8, 193-205.	2.0	697
18	Building Service Relationships: It's all about Promises. Journal of the Academy of Marketing Science, 1995, 23, 246-251.	11.2	678

#	ARTICLE	IF	CITATIONS
19	The role of employee effort in satisfaction with service transactions. Journal of Business Research, 1995, 32, 239-252.	10.2	446
20	Service Customization Through Employee Adaptiveness. Journal of Service Research, 2005, 8, 131-148.	12.2	340
21	High Tech and High Touch. Journal of Service Research, 2013, 16, 3-20.	12.2	269
22	Implementing successful self-service technologies. Academy of Management Perspectives, 2002, 16, 96-108.	6.8	262
23	Frontline employee motivation to participate in service innovation implementation. Journal of the Academy of Marketing Science, 2010, 38, 219-239.	11.2	233
24	Customer positivity and participation in services: an empirical test in a health care context. Journal of the Academy of Marketing Science, 2013, 41, 338-356.	11.2	222
25	Branded Service Encounters: Strategically Aligning Employee Behavior with the Brand Positioning. Journal of Marketing, 2013, 77, 108-123.	11.3	222
26	The Internal Service Encounter. Journal of Service Management, 1994, 5, 34-56.	2.0	165
27	The Development and Emergence of Services Marketing Thought. Journal of Service Management, 1994, 5, 21-48.	2.0	163
28	The evolution and discovery of services science in business schools. Communications of the ACM, 2006, 49, 73-78.	4.5	160
29	The service imperative. Business Horizons, 2008, 51, 39-46.	5.2	145
30	Service and technology: opportunities and paradoxes. Managing Service Quality, 2001, 11, 375-379.	2.4	131
31	Paradigm Shifts in Business Education: Using Active Learning to Deliver Services Marketing Content. Journal of Marketing Education, 1994, 16, 5-19.	2.4	100
32	Developing Effective Prevention Services for the Real World: A Prevention Service Development Model. American Journal of Community Psychology, 2005, 35, 127-142.	2.5	74
33	Technology's Impact on the Gaps Model of Service Quality. Service Science: Research and Innovations in the Service Economy, 2010, , 197-218.	1.1	71
34	Activating Consumers for Better Service Coproduction outcomes through Eustress: The Interplay of Firm-Assigned Workload, Service Literacy, and Organizational Support. Journal of Public Policy and Marketing, 2017, 36, 137-155.	3.4	54
35	Customer Acceptance of AI in Service Encounters: Understanding Antecedents and Consequences. Service Science: Research and Innovations in the Service Economy, 2019, , 77-103.	1.1	53
36	Reaching the breaking point: a dynamic process theory of business-to-business customer defection. Journal of the Academy of Marketing Science, 2015, 43, 257-278.	11.2	45

#	Article	IF	Citations
37	Process factors in service delivery: What employee effort means to customers. Advances in Services Marketing and Management, 1995, , 91-117.	0.3	25
38	Service encounters in service marketing research. , 2014, , .		18
39	Services Science Journey: Foundations, Progress, and Challenges. Service Science: Research and Innovations in the Service Economy, 2008, , 227-233.	1.1	17
40	Service Research. Journal of Service Research, 2017, 20, 103-104.	12.2	9
41	The Evolution and Discovery of Services Science in Business Schools. , 2008, , 91-101.		4