

Mary Jo Bitner

List of Publications by Year in descending order

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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	Customer Acceptance of AI in Service Encounters: Understanding Antecedents and Consequences. <i>Service Science: Research and Innovations in the Service Economy</i> , 2019, , 77-103.	1.1	53
2	Activating Consumers for Better Service Coproduction outcomes through Eustress: The Interplay of Firm-Assigned Workload, Service Literacy, and Organizational Support. <i>Journal of Public Policy and Marketing</i> , 2017, 36, 137-155.	3.4	54
3	Service Research. <i>Journal of Service Research</i> , 2017, 20, 103-104.	12.2	9
4	Reaching the breaking point: a dynamic process theory of business-to-business customer defection. <i>Journal of the Academy of Marketing Science</i> , 2015, 43, 257-278.	11.2	45
5	Service encounters in service marketing research. , 2014, , .		18
6	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.	11.2	222
7	High Tech and High Touch. <i>Journal of Service Research</i> , 2013, 16, 3-20.	12.2	269
8	Branded Service Encounters: Strategically Aligning Employee Behavior with the Brand Positioning. <i>Journal of Marketing</i> , 2013, 77, 108-123.	11.3	222
9	Frontline employee motivation to participate in service innovation implementation. <i>Journal of the Academy of Marketing Science</i> , 2010, 38, 219-239.	11.2	233
10	Moving Forward and Making a Difference: Research Priorities for the Science of Service. <i>Journal of Service Research</i> , 2010, 13, 4-36.	12.2	1,194
11	Technology's Impact on the Gaps Model of Service Quality. <i>Service Science: Research and Innovations in the Service Economy</i> , 2010, , 197-218.	1.1	71
12	The service imperative. <i>Business Horizons</i> , 2008, 51, 39-46.	5.2	145
13	Service Blueprinting: A Practical Technique for Service Innovation. <i>California Management Review</i> , 2008, 50, 66-94.	6.3	775
14	Services Science Journey: Foundations, Progress, and Challenges. <i>Service Science: Research and Innovations in the Service Economy</i> , 2008, , 227-233.	1.1	17
15	The Evolution and Discovery of Services Science in Business Schools. , 2008, , 91-101.		4
16	The evolution and discovery of services science in business schools. <i>Communications of the ACM</i> , 2006, 49, 73-78.	4.5	160
17	Developing Effective Prevention Services for the Real World: A Prevention Service Development Model. <i>American Journal of Community Psychology</i> , 2005, 35, 127-142.	2.5	74
18	Choosing among Alternative Service Delivery Modes: An Investigation of Customer Trial of Self-Service Technologies. <i>Journal of Marketing</i> , 2005, 69, 61-83.	11.3	1,881

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19	Service Customization Through Employee Adaptiveness. <i>Journal of Service Research</i> , 2005, 8, 131-148.	12.2	340
20	The influence of technology anxiety on consumer use and experiences with self-service technologies. <i>Journal of Business Research</i> , 2003, 56, 899-906.	10.2	773
21	Implementing successful self-service technologies. <i>Academy of Management Perspectives</i> , 2002, 16, 96-108.	6.8	262
22	Service and technology: opportunities and paradoxes. <i>Managing Service Quality</i> , 2001, 11, 375-379.	2.4	131
23	Technology Infusion in Service Encounters. <i>Journal of the Academy of Marketing Science</i> , 2000, 28, 138-149.	11.2	1,066
24	Self-Service Technologies: Understanding Customer Satisfaction with Technology-Based Service Encounters. <i>Journal of Marketing</i> , 2000, 64, 50-64.	11.3	2,207
25	Relational Benefits in Services Industries: The Customer's Perspective. <i>Journal of the Academy of Marketing Science</i> , 1998, 26, 101-114.	11.2	1,706
26	Customer contributions and roles in service delivery. <i>Journal of Service Management</i> , 1997, 8, 193-205.	2.0	697
27	Building Service Relationships: It's all about Promises. <i>Journal of the Academy of Marketing Science</i> , 1995, 23, 246-251.	11.2	678
28	The role of employee effort in satisfaction with service transactions. <i>Journal of Business Research</i> , 1995, 32, 239-252.	10.2	446
29	Process factors in service delivery: What employee effort means to customers. <i>Advances in Services Marketing and Management</i> , 1995, , 91-117.	0.3	25
30	Critical Service Encounters: The Employee's Viewpoint. <i>Journal of Marketing</i> , 1994, 58, 95-106.	11.3	1,064
31	The Development and Emergence of Services Marketing Thought. <i>Journal of Service Management</i> , 1994, 5, 21-48.	2.0	163
32	Paradigm Shifts in Business Education: Using Active Learning to Deliver Services Marketing Content. <i>Journal of Marketing Education</i> , 1994, 16, 5-19.	2.4	100
33	The Internal Service Encounter. <i>Journal of Service Management</i> , 1994, 5, 34-56.	2.0	165
34	Critical Service Encounters: The Employee's Viewpoint. <i>Journal of Marketing</i> , 1994, 58, 95.	11.3	991
35	Tracking the evolution of the services marketing literature. <i>Journal of Retailing</i> , 1993, 69, 61-103.	6.2	732
36	Servicescapes: The Impact of Physical Surroundings on Customers and Employees. <i>Journal of Marketing</i> , 1992, 56, 57.	11.3	2,730

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37	Servicescapes: The Impact of Physical Surroundings on Customers and Employees. Journal of Marketing, 1992, 56, 57-71.	11.3	3,826
38	Evaluating Service Encounters: The Effects of Physical Surroundings and Employee Responses. Journal of Marketing, 1990, 54, 69-82.	11.3	2,494
39	The Service Encounter: Diagnosing Favorable and Unfavorable Incidents. Journal of Marketing, 1990, 54, 71-84.	11.3	2,682
40	Evaluating Service Encounters: The Effects of Physical Surroundings and Employee Responses. Journal of Marketing, 1990, 54, 69.	11.3	2,697
41	The Service Encounter: Diagnosing Favorable and Unfavorable Incidents. Journal of Marketing, 1990, 54, 71.	11.3	2,643