

Anders Gustafsson

List of Publications by Year in descending order

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Version: 2024-02-01

101
papers

11,811
citations

53660

45
h-index

37111

96
g-index

112
all docs

112
docs citations

112
times ranked

7123
citing authors

#	ARTICLE	IF	CITATIONS
1	Effects of COVID-19 on business and research. <i>Journal of Business Research</i> , 2020, 117, 284-289.	5.8	1,142
2	The Effects of Customer Satisfaction, Relationship Commitment Dimensions, and Triggers on Customer Retention. <i>Journal of Marketing</i> , 2005, 69, 210-218.	7.0	1,096
3	The evolution and future of national customer satisfaction index models. <i>Journal of Economic Psychology</i> , 2001, 22, 217-245.	1.1	730
4	Metaverse beyond the hype: Multidisciplinary perspectives on emerging challenges, opportunities, and agenda for research, practice and policy. <i>International Journal of Information Management</i> , 2022, 66, 102542.	10.5	702
5	Investigating the emerging COVID-19 research trends in the field of business and management: A bibliometric analysis approach. <i>Journal of Business Research</i> , 2020, 118, 253-261.	5.8	554
6	Service portraits in service research: a critical review. <i>Journal of Service Management</i> , 2005, 16, 107-121.	2.2	533
7	Reasons for household food waste with special attention to packaging. <i>Journal of Cleaner Production</i> , 2012, 24, 141-148.	4.6	384
8	Harnessing the Creative Potential among Users*. <i>Journal of Product Innovation Management</i> , 2004, 21, 4-14.	5.2	347
9	Service encounters, experiences and the customer journey: Defining the field and a call to expand our lens. <i>Journal of Business Research</i> , 2017, 79, 269-280.	5.8	284
10	Defining service innovation: A review and synthesis. <i>Journal of Business Research</i> , 2016, 69, 2863-2872.	5.8	274
11	Competitive advantage through service differentiation by manufacturing companies. <i>Journal of Business Research</i> , 2011, 64, 1270-1280.	5.8	268
12	Identifying categories of service innovation: A review and synthesis of the literature. <i>Journal of Business Research</i> , 2016, 69, 2401-2408.	5.8	258
13	The effects of satisfaction and loyalty on profits and growth: Products versus services. <i>Total Quality Management and Business Excellence</i> , 2000, 11, 917-927.	0.6	248
14	Match or Mismatch: Strategy-Structure Configurations in the Service Business of Manufacturing Companies. <i>Journal of Service Research</i> , 2010, 13, 198-215.	7.8	248
15	Customer co-creation in service innovation: a matter of communication?. <i>Journal of Service Management</i> , 2012, 23, 311-327.	4.4	244
16	Idea generation: customer co-creation versus traditional market research techniques. <i>Journal of Service Management</i> , 2011, 22, 140-159.	4.4	237
17	Small details that make big differences. <i>Journal of Service Management</i> , 2014, 25, 253-274.	4.4	208
18	Fostering a trans-disciplinary perspectives of service ecosystems. <i>Journal of Business Research</i> , 2016, 69, 2957-2963.	5.8	184

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19	Fresh perspectives on customer experience. <i>Journal of Services Marketing</i> , 2015, 29, 430-435.	1.7	180
20	Any way goes: Identifying value constellations for service infusion in SMEs. <i>Industrial Marketing Management</i> , 2013, 42, 18-30.	3.7	176
21	Determining Attribute Importance in a Service Satisfaction Model. <i>Journal of Service Research</i> , 2004, 7, 124-141.	7.8	163
22	Upframing Service Design and Innovation for Research Impact. <i>Journal of Service Research</i> , 2018, 21, 3-16.	7.8	158
23	Service Research Priorities: Managing and Delivering Service in Turbulent Times. <i>Journal of Service Research</i> , 2021, 24, 329-353.	7.8	123
24	Developing successful technology-based services: the issue of identifying and involving innovative users. <i>Journal of Services Marketing</i> , 2006, 20, 288-297.	1.7	119
25	The impact of quality practices on customer satisfaction and business results: product versus service organizations. <i>Journal of Quality Management</i> , 2001, 6, 5-27.	0.3	115
26	Network orchestration for value platform development. <i>Industrial Marketing Management</i> , 2017, 67, 106-121.	3.7	113
27	Comparing customer satisfaction across industries and countries. <i>Journal of Economic Psychology</i> , 2002, 23, 749-769.	1.1	100
28	Customer satisfaction with service recovery. <i>Journal of Business Research</i> , 2009, 62, 1220-1222.	5.8	90
29	The Abercrombie & Fitch Effect: The Impact of Physical Dominance on Male Customers' Status-Signaling Consumption. <i>Journal of Marketing Research</i> , 2018, 55, 69-79.	3.0	88
30	The use of electrodermal activity (EDA) measurement to understand consumer emotions – A literature review and a call for action. <i>Journal of Business Research</i> , 2019, 104, 146-160.	5.8	88
31	The role of quality practices in service organizations. <i>Journal of Service Management</i> , 2003, 14, 232-244.	2.2	86
32	Organizational capabilities for pay-per-use services in product-oriented companies. <i>International Journal of Production Economics</i> , 2017, 192, 157-168.	5.1	82
33	Let the music play or not: The influence of background music on consumer behavior. <i>Journal of Retailing and Consumer Services</i> , 2012, 19, 553-560.	5.3	81
34	Service Innovation: A New Conceptualization and Path Forward. <i>Journal of Service Research</i> , 2020, 23, 111-115.	7.8	80
35	Creating brand engagement through in-store gamified customer experiences. <i>Journal of Retailing and Consumer Services</i> , 2019, 50, 122-130.	5.3	78
36	How to create attractive and unique customer experiences. <i>Marketing Intelligence and Planning</i> , 2010, 28, 385-402.	2.1	70

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37	Customer focused service development in practice – A case study at Scandinavian Airlines System (SAS). <i>Journal of Service Management</i> , 1999, 10, 344-358.	2.2	69
38	Service Research Priorities: Designing Sustainable Service Ecosystems. <i>Journal of Service Research</i> , 2021, 24, 462-479.	7.8	68
39	Heuristics and resource depletion: eye-tracking customers'™ in situ gaze behavior in the field. <i>Journal of Business Research</i> , 2015, 68, 95-101.	5.8	65
40	Vision (im)possible? The effects of in-store signage on customers'™ visual attention. <i>Journal of Retailing and Consumer Services</i> , 2014, 21, 676-684.	5.3	64
41	Conjoint analysis: A useful tool in the design process. <i>Total Quality Management and Business Excellence</i> , 1999, 10, 327-343.	0.6	61
42	Theory of attractive quality and life cycles of quality attributes. <i>TQM Journal</i> , 2011, 23, 235-246.	2.1	56
43	Understanding Frequent Switching Patterns. <i>Journal of Service Research</i> , 2007, 10, 93-108.	7.8	53
44	Developing service research – paving the way to transdisciplinary research. <i>Journal of Service Management</i> , 2016, 27, 9-20.	4.4	48
45	Customer deviance: A framework, prevention strategies, and opportunities for future research. <i>Journal of Business Research</i> , 2020, 116, 387-400.	5.8	47
46	A Cross-National Investigation into the Marketing Department's Influence Within the Firm: Toward Initial Empirical Generalizations. <i>Journal of International Marketing</i> , 2011, 19, 59-86.	2.5	46
47	Service Innovation and Customer Co-development. <i>Service Science: Research and Innovations in the Service Economy</i> , 2010, , 561-577.	1.1	43
48	Measuring and managing the satisfaction – loyalty – performance links at Volvo. <i>Journal of Targeting, Measurement and Analysis for Marketing</i> , 2002, 10, 249-258.	0.4	41
49	Customer satisfaction in the first and second moments of truth. <i>Journal of Product and Brand Management</i> , 2008, 17, 463-474.	2.6	40
50	Eye-tracking customers' visual attention in the wild: Dynamic gaze behavior moderates the effect of store familiarity on navigational fluency. <i>Journal of Retailing and Consumer Services</i> , 2016, 28, 165-170.	5.3	40
51	Conjoint Analysis as an Instrument of Market Research Practice. , 2007, , 3-30.		40
52	Service innovation, renewal, and adoption/rejection in dynamic global contexts. <i>Journal of Business Research</i> , 2016, 69, 2397-2400.	5.8	38
53	Bridging the Quality-Satisfaction Gap. <i>Quality Management Journal</i> , 1997, 4, 27-43.	0.9	35
54	The effect of customer information during new product development on profits from goods and services. <i>European Journal of Marketing</i> , 2014, 48, 1709-1730.	1.7	33

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55	Neuroscience in service research: an overview and discussion of its possibilities. <i>Journal of Service Management</i> , 2019, 30, 621-649.	4.4	33
56	The influence of active and passive customer behavior on switching in customer relationships. <i>Managing Service Quality</i> , 2011, 21, 448-464.	2.4	30
57	Conducting service research that matters. <i>Journal of Services Marketing</i> , 2015, 29, 425-429.	1.7	30
58	How do corporate social responsibility (CSR) and innovativeness increase financial gains? A customer perspective analysis. <i>Journal of Business Research</i> , 2022, 140, 471-481.	5.8	30
59	Turning customer satisfaction measurements into action. <i>Journal of Service Management</i> , 2014, 25, 556-571.	4.4	29
60	The role of customer clubs in recent telecom relationships. <i>Journal of Service Management</i> , 2005, 16, 436-454.	2.2	28
61	Service strategies in a supply chain. <i>Journal of Service Management</i> , 2010, 21, 427-440.	4.4	28
62	Incremental and radical open service innovation. <i>Journal of Services Marketing</i> , 2018, 32, 101-112.	1.7	28
63	Left isn't always right: placement of pictorial and textual package elements. <i>British Food Journal</i> , 2013, 115, 1211-1225.	1.6	26
64	Strategic brand management: Archetypes for managing brands through paradoxes. <i>Journal of Business Research</i> , 2015, 68, 391-404.	5.8	26
65	Customer clubs in a relationship perspective: a telecom case. <i>Managing Service Quality</i> , 2004, 14, 157-168.	2.4	25
66	Does Service Employees' Appearance Affect the Healthiness of Food Choice?. <i>Psychology and Marketing</i> , 2015, 32, 94-106.	4.6	25
67	Defining relationship quality for customer-driven business development. <i>Journal of Service Management</i> , 2006, 17, 207-223.	2.2	24
68	Relationship Characteristics and Cash Flow Variability. <i>Journal of Service Research</i> , 2013, 16, 121-137.	7.8	24
69	Service manoeuvres to overcome challenges of servitisation in a value network. <i>Production Planning and Control</i> , 2015, 26, 1188-1197.	5.8	24
70	Should I Touch the Customer? Rethinking Interpersonal Touch Effects from the Perspective of the Touch Initiator. <i>Journal of Consumer Research</i> , 2020, 47, 588-607.	3.5	24
71	Designing satisfying service encounters: website versus store touchpoints. <i>Journal of the Academy of Marketing Science</i> , 2022, 50, 85-107.	7.2	24
72	Identifying ideas of attractive quality in the innovation process. <i>TQM Journal</i> , 2011, 23, 87-99.	2.1	22

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73	What can we learn from #StopHateForProfit boycott regarding corporate social irresponsibility and corporate social responsibility?. Journal of Business Research, 2021, 131, 217-226.	5.8	22
74	Enhancing theory development in service research. Journal of Service Management, 2016, 27, 2-8.	4.4	20
75	Look but Donâ€™t Touch! The Impact of Active Interpersonal Haptic Blocking on Compensatory Touch and Purchase Behavior. Journal of Retailing, 2019, 95, 186-203.	4.0	20
76	Mapping of <i>Journal of Services Marketing</i> themes: a retrospective overview using bibliometric analysis. Journal of Services Marketing, 2022, 36, 340-363.	1.7	20
77	The effect of frontline employeesâ€™ personal self-disclosure on consumersâ€™ encounter experience. Journal of Retailing and Consumer Services, 2016, 30, 40-49.	5.3	18
78	Success Factors in New Service Development and Value Creation through Services. , 2007, , 165-183.		16
79	Degree of service-orientation in the pulp and paper industry. International Journal of Services, Technology and Management, 2009, 11, 24.	0.1	16
80	An Extended Method to Measure Overall Consumer Satisfaction with Packaging. Packaging Technology and Science, 2014, 27, 727-738.	1.3	16
81	Guest editorial: a new dawn for qualitative service research. Journal of Services Marketing, 2020, 34, 1-7.	1.7	15
82	In-Store Gamification: Testing a Location-Based Treasure Hunt App in a Real Retailing Environment. , 2016, , .		13
83	Affective Computing in Marketing: Practical Implications and Research Opportunities Afforded by Emotionally Intelligent Machines. Marketing Letters, 2022, 33, 163-169.	1.9	13
84	Customerâ€™oriented service development at SAS. Managing Service Quality, 1999, 9, 403-410.	2.4	10
85	Improving the prerequisites for customer satisfaction and performance. International Journal of Quality and Service Sciences, 2010, 2, 239-258.	1.4	10
86	Managing a Global Retail Brand in Different Markets: Meta-Analyses of Customer Responses to Service Encounters. Journal of Retailing, 2022, 98, 294-314.	4.0	9
87	The Role of the Customer in the Development Process. Series on Technology Management, 2006, , 33-56.	0.1	8
88	Viewpoint: getting your qualitative service research published. Journal of Services Marketing, 2020, 34, 111-116.	1.7	8
89	Customer Integration in Service Innovation. , 2010, , .		8
90	Fostering collaborative research for customer experience â€“ Connecting academic and practitioner worlds. Journal of Business Research, 2020, 116, 351-355.	5.8	7

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91	Responsible Research in Business and Management (RRBM) and the <i>Journal of Public Policy & Marketing</i>: Connected Through Impact. <i>Journal of Public Policy and Marketing</i> , 2022, 41, 51-53.	2.2	7
92	Consumer response to online behavioral advertising in a social media context: The role of perceived ad complicity. <i>Psychology and Marketing</i> , 0, , .	4.6	6
93	The new quality tools. <i>Total Quality Management and Business Excellence</i> , 1997, 8, 167-172.	0.6	4
94	Collaboration with Customers - Understanding the Effect of Customer-Company Interaction in New Product Development. , 2011, , .		4
95	Guest editorial: Emerging fields in service research. <i>Journal of Service Management</i> , 2020, 31, 609-614.	4.4	3
96	Consumer lying behavior in service encounters. <i>Journal of Business Research</i> , 2022, 141, 755-769.	5.8	3
97	How customer experience management reconciles strategy differences between East and West. <i>Journal of Global Scholars of Marketing Science</i> , 2021, 31, 273-295.	1.4	1
98	Challenges in New Service Development and Value Creation through Service. , 2006, , 23-34.		1
99	On the Influence of the Evaluation Methods in Conjoint Design - Some Empirical Results. , 2007, , 93-112.		1
100	QUIS 9 symposium " service excellence in management. <i>Journal of Service Management</i> , 2005, 16, 133-134.	2.2	0
101	Services Science with a Focus on Academia and Company Collaboration. , 2008, , 137-147.		0