

Anders Gustafsson

List of Publications by Citations

Source: <https://exaly.com/author-pdf/1570547/anders-gustafsson-publications-by-citations.pdf>

Version: 2024-04-25

This document has been generated based on the publications and citations recorded by exaly.com. For the latest version of this publication list, visit the link given above.

The third column is the impact factor (IF) of the journal, and the fourth column is the number of citations of the article.

96
papers

7,580
citations

39
h-index

86
g-index

112
ext. papers

9,391
ext. citations

6.1
avg, IF

6.87
L-index

| # | Paper | IF | Citations |
|----|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------|-----------|
| 96 | The Effects of Customer Satisfaction, Relationship Commitment Dimensions, and Triggers on Customer Retention. <i>Journal of Marketing</i> , 2005 , 69, 210-218 | 11 | 875 |
| 95 | The evolution and future of national customer satisfaction index models. <i>Journal of Economic Psychology</i> , 2001 , 22, 217-245 | 2.5 | 542 |
| 94 | Service portraits in service research: a critical review. <i>Journal of Service Management</i> , 2005 , 16, 107-121 | | 450 |
| 93 | Reasons for household food waste with special attention to packaging. <i>Journal of Cleaner Production</i> , 2012 , 24, 141-148 | 10.3 | 294 |
| 92 | Harnessing the Creative Potential among Users*. <i>Journal of Product Innovation Management</i> , 2004 , 21, 4-14 | 7.1 | 270 |
| 91 | 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 | 8.7 | 214 |
| 90 | Competitive advantage through service differentiation by manufacturing companies. <i>Journal of Business Research</i> , 2011 , 64, 1270-1280 | 8.7 | 206 |
| 89 | Match or Mismatch: Strategy-Structure Configurations in the Service Business of Manufacturing Companies. <i>Journal of Service Research</i> , 2010 , 13, 198-215 | 6 | 205 |
| 88 | 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 | 8.7 | 196 |
| 87 | Identifying categories of service innovation: A review and synthesis of the literature. <i>Journal of Business Research</i> , 2016 , 69, 2401-2408 | 8.7 | 184 |
| 86 | Customer co-creation in service innovation: a matter of communication?. <i>Journal of Service Management</i> , 2012 , 23, 311-327 | 7.4 | 184 |
| 85 | Idea generation: customer co-creation versus traditional market research techniques. <i>Journal of Service Management</i> , 2011 , 22, 140-159 | 7.4 | 179 |
| 84 | Defining service innovation: A review and synthesis. <i>Journal of Business Research</i> , 2016 , 69, 2863-2872 | 8.7 | 174 |
| 83 | 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 | | 173 |
| 82 | Small details that make big differences. <i>Journal of Service Management</i> , 2014 , 25, 253-274 | 7.4 | 153 |
| 81 | Any way goes: Identifying value constellations for service infusion in SMEs. <i>Industrial Marketing Management</i> , 2013 , 42, 18-30 | 6.9 | 139 |
| 80 | Fresh perspectives on customer experience. <i>Journal of Services Marketing</i> , 2015 , 29, 430-435 | 4 | 134 |

| | | | |
|----|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|-----|
| 79 | Determining Attribute Importance in a Service Satisfaction Model. <i>Journal of Service Research</i> , 2004 , 7, 124-141 | 6 | 134 |
| 78 | Fostering a trans-disciplinary perspectives of service ecosystems. <i>Journal of Business Research</i> , 2016 , 69, 2957-2963 | 8.7 | 130 |
| 77 | Developing successful technology-based services: the issue of identifying and involving innovative users. <i>Journal of Services Marketing</i> , 2006 , 20, 288-297 | 4 | 94 |
| 76 | 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 | | 90 |
| 75 | Comparing customer satisfaction across industries and countries. <i>Journal of Economic Psychology</i> , 2002 , 23, 749-769 | 2.5 | 83 |
| 74 | Network orchestration for value platform development. <i>Industrial Marketing Management</i> , 2017 , 67, 106-121 | 6.9 | 74 |
| 73 | Customer satisfaction with service recovery. <i>Journal of Business Research</i> , 2009 , 62, 1220-1222 | 8.7 | 71 |
| 72 | The role of quality practices in service organizations. <i>Journal of Service Management</i> , 2003 , 14, 232-244 | | 67 |
| 71 | 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 | 8.5 | 62 |
| 70 | 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 | 5.2 | 60 |
| 69 | Organizational capabilities for pay-per-use services in product-oriented companies. <i>International Journal of Production Economics</i> , 2017 , 192, 157-168 | 9.3 | 56 |
| 68 | Customer focused service development in practice [A case study at Scandinavian Airlines System (SAS)]. <i>Journal of Service Management</i> , 1999 , 10, 344-358 | | 56 |
| 67 | How to create attractive and unique customer experiences. <i>Marketing Intelligence and Planning</i> , 2010 , 28, 385-402 | 3.2 | 51 |
| 66 | 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 | 8.5 | 50 |
| 65 | Understanding Frequent Switching Patterns. <i>Journal of Service Research</i> , 2007 , 10, 93-108 | 6 | 46 |
| 64 | Heuristics and resource depletion: eye-tracking customers' in situ gaze behavior in the field. <i>Journal of Business Research</i> , 2015 , 68, 95-101 | 8.7 | 45 |
| 63 | Conjoint analysis: A useful tool in the design process. <i>Total Quality Management and Business Excellence</i> , 1999 , 10, 327-343 | | 45 |
| 62 | Developing service research [paving the way to transdisciplinary research]. <i>Journal of Service Management</i> , 2016 , 27, 9-20 | 7.4 | 39 |

| | | | |
|----|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|----|
| 61 | Theory of attractive quality and life cycles of quality attributes. <i>TQM Journal</i> , 2011 , 23, 235-246 | 3.4 | 39 |
| 60 | Service Research Priorities: Managing and Delivering Service in Turbulent Times. <i>Journal of Service Research</i> , 2021 , 24, 329-353 | 6 | 38 |
| 59 | Creating brand engagement through in-store gamified customer experiences. <i>Journal of Retailing and Consumer Services</i> , 2019 , 50, 122-130 | 8.5 | 37 |
| 58 | 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 | 3.9 | 36 |
| 57 | Measuring and managing the satisfaction-loyalty-performance links at Volvo. <i>Journal of Targeting, Measurement and Analysis for Marketing</i> , 2002 , 10, 249-258 | | 35 |
| 56 | 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 | 8.7 | 34 |
| 55 | Customer satisfaction in the first and second moments of truth. <i>Journal of Product and Brand Management</i> , 2008 , 17, 463-474 | 4.3 | 32 |
| 54 | Involving Customers in New Service Development. <i>Series on Technology Management</i> , 2006 , | 0.4 | 32 |
| 53 | Service Innovation and Customer Co-development. <i>Service Science: Research and Innovations in the Service Economy</i> , 2010 , 561-577 | 0.8 | 30 |
| 52 | Bridging the Quality-Satisfaction Gap. <i>Quality Management Journal</i> , 1997 , 4, 27-43 | 2.3 | 30 |
| 51 | 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 | 8.5 | 24 |
| 50 | Service innovation, renewal, and adoption/rejection in dynamic global contexts. <i>Journal of Business Research</i> , 2016 , 69, 2397-2400 | 8.7 | 24 |
| 49 | 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 | 4.4 | 24 |
| 48 | Service strategies in a supply chain. <i>Journal of Service Management</i> , 2010 , 21, 427-440 | 7.4 | 24 |
| 47 | The influence of active and passive customer behavior on switching in customer relationships. <i>Managing Service Quality</i> , 2011 , 21, 448-464 | | 23 |
| 46 | The role of customer clubs in recent telecom relationships. <i>Journal of Service Management</i> , 2005 , 16, 436-454 | | 22 |
| 45 | Left isn't always right: placement of pictorial and textual package elements. <i>British Food Journal</i> , 2013 , 115, 1211-1225 | 2.8 | 21 |
| 44 | Customer clubs in a relationship perspective: a telecom case. <i>Managing Service Quality</i> , 2004 , 14, 157-168 | | 21 |

| | | | |
|----|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|----|
| 43 | Conjoint Analysis as an Instrument of Market Research Practice 2007 , 3-30 | | 21 |
| 42 | Service manoeuvres to overcome challenges of servitisation in a value network. <i>Production Planning and Control</i> , 2015 , 26, 1188-1197 | 4.3 | 20 |
| 41 | Strategic brand management: Archetypes for managing brands through paradoxes. <i>Journal of Business Research</i> , 2015 , 68, 391-404 | 8.7 | 20 |
| 40 | Defining relationship quality for customer-driven business development. <i>Journal of Service Management</i> , 2006 , 17, 207-223 | | 20 |
| 39 | Relationship Characteristics and Cash Flow Variability: Implications for Satisfaction, Loyalty, and Customer Portfolio Management. <i>Journal of Service Research</i> , 2013 , 16, 121-137 | 6 | 19 |
| 38 | Conducting service research that matters. <i>Journal of Services Marketing</i> , 2015 , 29, 425-429 | 4 | 19 |
| 37 | Customer deviance: A framework, prevention strategies, and opportunities for future research. <i>Journal of Business Research</i> , 2020 , 116, 387-400 | 8.7 | 19 |
| 36 | Neuroscience in service research: an overview and discussion of its possibilities. <i>Journal of Service Management</i> , 2019 , 30, 621-649 | 7.4 | 19 |
| 35 | Does Service Employees' Appearance Affect the Healthiness of Food Choice?. <i>Psychology and Marketing</i> , 2015 , 32, 94-106 | 3.9 | 18 |
| 34 | Turning customer satisfaction measurements into action. <i>Journal of Service Management</i> , 2014 , 25, 556-574 | 7.4 | 17 |
| 33 | Identifying ideas of attractive quality in the innovation process. <i>TQM Journal</i> , 2011 , 23, 87-99 | 3.4 | 17 |
| 32 | Incremental and radical open service innovation. <i>Journal of Services Marketing</i> , 2018 , 32, 101-112 | 4 | 16 |
| 31 | Enhancing theory development in service research. <i>Journal of Service Management</i> , 2016 , 27, 2-8 | 7.4 | 15 |
| 30 | The effect of frontline employees' personal self-disclosure on consumers' encounter experience. <i>Journal of Retailing and Consumer Services</i> , 2016 , 30, 40-49 | 8.5 | 14 |
| 29 | An Extended Method to Measure Overall Consumer Satisfaction with Packaging. <i>Packaging Technology and Science</i> , 2014 , 27, 727-738 | 2.3 | 13 |
| 28 | Degree of service-orientation in the pulp and paper industry. <i>International Journal of Services, Technology and Management</i> , 2009 , 11, 24 | 0.2 | 13 |
| 27 | Success Factors in New Service Development and Value Creation through Services 2007 , 165-183 | | 12 |
| 26 | 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 | 6.3 | 11 |

| | | | |
|----|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------|---|
| 25 | Service Research Priorities: Designing Sustainable Service Ecosystems. <i>Journal of Service Research</i> , 1094667052110313 | | |
| 24 | In-Store Gamification: Testing a Location-Based Treasure Hunt App in a Real Retailing Environment 2016 , | | 9 |
| 23 | Improving the prerequisites for customer satisfaction and performance. <i>International Journal of Quality and Service Sciences</i> , 2010 , 2, 239-258 | 1.9 | 8 |
| 22 | The Role of the Customer in the Development Process. <i>Series on Technology Management</i> , 2006 , 33-56 | 0.4 | 8 |
| 21 | Customer-oriented service development at SAS. <i>Managing Service Quality</i> , 1999 , 9, 403-410 | | 7 |
| 20 | Customer Integration in Service Innovation | | 5 |
| 19 | Viewpoint: getting your qualitative service research published. <i>Journal of Services Marketing</i> , 2020 , 34, 111-116 | 4 | 5 |
| 18 | The new quality tools. <i>Total Quality Management and Business Excellence</i> , 1997 , 8, 167-172 | | 4 |
| 17 | Look but Don't Touch! The Impact of Active Interpersonal Haptic Blocking on Compensatory Touch and Purchase Behavior. <i>Journal of Retailing</i> , 2019 , 95, 186-203 | 6.5 | 4 |
| 16 | Collaboration with Customers - Understanding the Effect of Customer-Company Interaction in New Product Development 2011 , | | 3 |
| 15 | Affective Computing in Marketing: Practical Implications and Research Opportunities Afforded by Emotionally Intelligent Machines. <i>Marketing Letters</i> , 1 | 2.3 | 3 |
| 14 | Managerial Recommendations for Service Innovations in Different Product-Service Systems 2009 , 237-259 | | 3 |
| 13 | Managing A Global Retail Brand in Different Markets: Meta-Analyses of Customer Responses to Service Encounters. <i>Journal of Retailing</i> , 2021 , | 6.5 | 3 |
| 12 | Mapping of journal of services marketing themes: a retrospective overview using bibliometric analysis. <i>Journal of Services Marketing</i> , 2021 , ahead-of-print, | 4 | 3 |
| 11 | Designing satisfying service encounters: website versus store touchpoints. <i>Journal of the Academy of Marketing Science</i> , 2021 , 1-23 | 12.4 | 3 |
| 10 | What can we learn from #StopHateForProfit boycott regarding corporate social irresponsibility and corporate social responsibility?. <i>Journal of Business Research</i> , 2021 , 131, 217-226 | 8.7 | 2 |
| 9 | How do corporate social responsibility (CSR) and innovativeness increase financial gains? A customer perspective analysis. <i>Journal of Business Research</i> , 2021 , 140, 471-471 | 8.7 | 1 |
| 8 | Consumer lying behavior in service encounters. <i>Journal of Business Research</i> , 2022 , 141, 755-769 | 8.7 | 1 |

| | | | |
|---|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|---|
| 7 | Responsible Research in Business and Management (RRBM) and the Journal of Public Policy & Marketing: Connected Through Impact. <i>Journal of Public Policy and Marketing</i> , 074391562110565 | 3.8 | 1 |
| 6 | Servitization of Capital Equipment Providers in the Pulp and Paper Industry 2014 , 151-164 | | 1 |
| 5 | On the Influence of the Evaluation Methods in Conjoint Design - Some Empirical Results 2007 , 93-112 | | 1 |
| 4 | Challenges in New Service Development and Value Creation through Service 2006 , 23-34 | | 1 |
| 3 | How customer experience management reconciles strategy differences between East and West. <i>Journal of Global Scholars of Marketing Science</i> , 2021 , 31, 273-295 | 2.3 | 0 |
| 2 | New service development from the perspective of value co-creation in a service system 346-369 | | |
| 1 | Non-geometric Plackett-Burman Designs in Conjoint Analysis 2007 , 77-92 | | |