

Anders Gustafsson

List of Publications by Year in Descending Order

Source: <https://exaly.com/author-pdf/1570547/anders-gustafsson-publications-by-year.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	Consumer lying behavior in service encounters. <i>Journal of Business Research</i> , 2022 , 141, 755-769	8.7	1
95	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
94	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
93	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
92	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
91	Service Research Priorities: Managing and Delivering Service in Turbulent Times. <i>Journal of Service Research</i> , 2021 , 24, 329-353	6	38
90	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
89	Designing satisfying service encounters: website versus store touchpoints. <i>Journal of the Academy of Marketing Science</i> , 2021 , 1-23	12.4	3
88	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
87	Customer deviance: A framework, prevention strategies, and opportunities for future research. <i>Journal of Business Research</i> , 2020 , 116, 387-400	8.7	19
86	Viewpoint: getting your qualitative service research published. <i>Journal of Services Marketing</i> , 2020 , 34, 111-116	4	5
85	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
84	Creating brand engagement through in-store gamified customer experiences. <i>Journal of Retailing and Consumer Services</i> , 2019 , 50, 122-130	8.5	37
83	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
82	Neuroscience in service research: an overview and discussion of its possibilities. <i>Journal of Service Management</i> , 2019 , 30, 621-649	7.4	19
81	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
80	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

79	Incremental and radical open service innovation. <i>Journal of Services Marketing</i> , 2018 , 32, 101-112	4	16
78	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
77	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
76	Network orchestration for value platform development. <i>Industrial Marketing Management</i> , 2017 , 67, 106-121	6.9	74
75	In-Store Gamification: Testing a Location-Based Treasure Hunt App in a Real Retailing Environment 2016 ,		9
74	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
73	Defining service innovation: A review and synthesis. <i>Journal of Business Research</i> , 2016 , 69, 2863-2872	8.7	174
72	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
71	Fostering a trans-disciplinary perspectives of service ecosystems. <i>Journal of Business Research</i> , 2016 , 69, 2957-2963	8.7	130
70	Enhancing theory development in service research. <i>Journal of Service Management</i> , 2016 , 27, 2-8	7.4	15
69	Developing service research paving the way to transdisciplinary research. <i>Journal of Service Management</i> , 2016 , 27, 9-20	7.4	39
68	Service innovation, renewal, and adoption/rejection in dynamic global contexts. <i>Journal of Business Research</i> , 2016 , 69, 2397-2400	8.7	24
67	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
66	Service manoeuvres to overcome challenges of servitisation in a value network. <i>Production Planning and Control</i> , 2015 , 26, 1188-1197	4.3	20
65	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
64	Strategic brand management: Archetypes for managing brands through paradoxes. <i>Journal of Business Research</i> , 2015 , 68, 391-404	8.7	20
63	Does Service Employees' Appearance Affect the Healthiness of Food Choice?. <i>Psychology and Marketing</i> , 2015 , 32, 94-106	3.9	18
62	Fresh perspectives on customer experience. <i>Journal of Services Marketing</i> , 2015 , 29, 430-435	4	134

61	Conducting service research that matters. <i>Journal of Services Marketing</i> , 2015 , 29, 425-429	4	19
60	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
59	Small details that make big differences. <i>Journal of Service Management</i> , 2014 , 25, 253-274	7.4	153
58	An Extended Method to Measure Overall Consumer Satisfaction with Packaging. <i>Packaging Technology and Science</i> , 2014 , 27, 727-738	2.3	13
57	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
56	Turning customer satisfaction measurements into action. <i>Journal of Service Management</i> , 2014 , 25, 556-574	7.1	17
55	Servitization of Capital Equipment Providers in the Pulp and Paper Industry 2014 , 151-164		1
54	Any way goes: Identifying value constellations for service infusion in SMEs. <i>Industrial Marketing Management</i> , 2013 , 42, 18-30	6.9	139
53	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
52	Left isn't always right: placement of pictorial and textual package elements. <i>British Food Journal</i> , 2013 , 115, 1211-1225	2.8	21
51	Reasons for household food waste with special attention to packaging. <i>Journal of Cleaner Production</i> , 2012 , 24, 141-148	10.3	294
50	Customer co-creation in service innovation: a matter of communication?. <i>Journal of Service Management</i> , 2012 , 23, 311-327	7.4	184
49	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
48	Identifying ideas of attractive quality in the innovation process. <i>TQM Journal</i> , 2011 , 23, 87-99	3.4	17
47	Idea generation: customer co-creation versus traditional market research techniques. <i>Journal of Service Management</i> , 2011 , 22, 140-159	7.4	179
46	Competitive advantage through service differentiation by manufacturing companies. <i>Journal of Business Research</i> , 2011 , 64, 1270-1280	8.7	206
45	Theory of attractive quality and life cycles of quality attributes. <i>TQM Journal</i> , 2011 , 23, 235-246	3.4	39
44	The influence of active and passive customer behavior on switching in customer relationships. <i>Managing Service Quality</i> , 2011 , 21, 448-464		23

43	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
42	Collaboration with Customers - Understanding the Effect of Customer-Company Interaction in New Product Development 2011 ,		3
41	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
40	Service strategies in a supply chain. <i>Journal of Service Management</i> , 2010 , 21, 427-440	7.4	24
39	How to create attractive and unique customer experiences. <i>Marketing Intelligence and Planning</i> , 2010 , 28, 385-402	3.2	51
38	Service Innovation and Customer Co-development. <i>Service Science: Research and Innovations in the Service Economy</i> , 2010 , 561-577	0.8	30
37	Improving the prerequisites for customer satisfaction and performance. <i>International Journal of Quality and Service Sciences</i> , 2010 , 2, 239-258	1.9	8
36	Customer satisfaction with service recovery. <i>Journal of Business Research</i> , 2009 , 62, 1220-1222	8.7	71
35	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
34	Managerial Recommendations for Service Innovations in Different Product-Service Systems 2009 , 237-259		3
33	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
32	Success Factors in New Service Development and Value Creation through Services 2007 , 165-183		12
31	Understanding Frequent Switching Patterns. <i>Journal of Service Research</i> , 2007 , 10, 93-108	6	46
30	Non-geometric Plackett-Burman Designs in Conjoint Analysis 2007 , 77-92		
29	Conjoint Analysis as an Instrument of Market Research Practice 2007 , 3-30		21
28	On the Influence of the Evaluation Methods in Conjoint Design - Some Empirical Results 2007 , 93-112		1
27	Defining relationship quality for customer-driven business development. <i>Journal of Service Management</i> , 2006 , 17, 207-223		20
26	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

25	The Role of the Customer in the Development Process. <i>Series on Technology Management</i> , 2006 , 33-56	0.4	8
24	Involving Customers in New Service Development. <i>Series on Technology Management</i> , 2006 ,	0.4	32
23	Challenges in New Service Development and Value Creation through Service 2006 , 23-34		1
22	The Effects of Customer Satisfaction, Relationship Commitment Dimensions, and Triggers on Customer Retention. <i>Journal of Marketing</i> , 2005 , 69, 210-218	11	875
21	The role of customer clubs in recent telecom relationships. <i>Journal of Service Management</i> , 2005 , 16, 436-454		22
20	Service portraits in service research: a critical review. <i>Journal of Service Management</i> , 2005 , 16, 107-121		450
19	Determining Attribute Importance in a Service Satisfaction Model. <i>Journal of Service Research</i> , 2004 , 7, 124-141	6	134
18	Customer clubs in a relationship perspective: a telecom case. <i>Managing Service Quality</i> , 2004 , 14, 157-168		21
17	Harnessing the Creative Potential among Users*. <i>Journal of Product Innovation Management</i> , 2004 , 21, 4-14	7.1	270
16	The role of quality practices in service organizations. <i>Journal of Service Management</i> , 2003 , 14, 232-244		67
15	Comparing customer satisfaction across industries and countries. <i>Journal of Economic Psychology</i> , 2002 , 23, 749-769	2.5	83
14	Measuring and managing the satisfaction by quality performance links at Volvo. <i>Journal of Targeting, Measurement and Analysis for Marketing</i> , 2002 , 10, 249-258		35
13	The evolution and future of national customer satisfaction index models. <i>Journal of Economic Psychology</i> , 2001 , 22, 217-245	2.5	542
12	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
11	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
10	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
9	Conjoint analysis: A useful tool in the design process. <i>Total Quality Management and Business Excellence</i> , 1999 , 10, 327-343		45
8	Customer-oriented service development at SAS. <i>Managing Service Quality</i> , 1999 , 9, 403-410		7

7	The new quality tools. <i>Total Quality Management and Business Excellence</i> , 1997 , 8, 167-172		4
6	Bridging the Quality-Satisfaction Gap. <i>Quality Management Journal</i> , 1997 , 4, 27-43	2.3	30
5	New service development from the perspective of value co-creation in a service system346-369		
4	Affective Computing in Marketing: Practical Implications and Research Opportunities Afforded by Emotionally Intelligent Machines. <i>Marketing Letters</i> ,1	2.3	3
3	Customer Integration in Service Innovation		5
2	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
1	Service Research Priorities: Designing Sustainable Service Ecosystems. <i>Journal of Service Research</i> ,1094667052110313		