

Anna S Mattila

List of Publications by Citations

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

244
papers

12,212
citations

57
h-index

102
g-index

253
ext. papers

14,036
ext. citations

5.3
avg, IF

7.27
L-index

#	Paper	IF	Citations
244	Congruency of scent and music as a driver of in-store evaluations and behavior. <i>Journal of Retailing</i> , 2001 , 77, 273-289	6.5	663
243	Is Service with a smile enough? Authenticity of positive displays during service encounters. <i>Organizational Behavior and Human Decision Processes</i> , 2005 , 96, 38-55	4	519
242	The Role of Emotions in Service Encounters. <i>Journal of Service Research</i> , 2002 , 4, 268-277	6	455
241	The role of affective factors on perceived cruise vacation value. <i>Tourism Management</i> , 2005 , 26, 311-323	10.8	407
240	Consumer responses to compensation, speed of recovery and apology after a service failure. <i>Journal of Service Management</i> , 2004 , 15, 150-166		400
239	The Role of Culture in the Service Evaluation Process. <i>Journal of Service Research</i> , 1999 , 1, 250-261	6	292
238	The effectiveness of service recovery in a multi-industry setting. <i>Journal of Services Marketing</i> , 2001 , 15, 583-596	4	289
237	The impact of experiential consumption cognitions and emotions on behavioral intentions. <i>Journal of Services Marketing</i> , 2008 , 22, 303-315	4	247
236	The moderating role of target-arousal on the impact of affect on satisfaction—An examination in the context of service experiences. <i>Journal of Retailing</i> , 2000 , 76, 347-365	6.5	203
235	The role of culture and purchase motivation in service encounter evaluations. <i>Journal of Services Marketing</i> , 1999 , 13, 376-389	4	195
234	The impact of culture on consumers' perceptions of service recovery efforts. <i>Journal of Retailing</i> , 2004 , 80, 196-206	6.5	173
233	Restaurant Servicescape, Service Encounter, and Perceived Congruency on Customers' Emotions and Satisfaction. <i>Journal of Hospitality Marketing and Management</i> , 2010 , 19, 819-841	6.4	168
232	Improving consumer satisfaction in green hotels: The roles of perceived warmth, perceived competence, and CSR motive. <i>International Journal of Hospitality Management</i> , 2014 , 42, 20-31	8.3	167
231	The role of store environmental stimulation and social factors on impulse purchasing. <i>Journal of Services Marketing</i> , 2008 , 22, 562-567	4	167
230	Perceived controllability and service expectations: Influences on customer reactions following service failure. <i>Journal of Business Research</i> , 2008 , 61, 24-30	8.7	165
229	A re-examination of the generalizability of the Aaker brand personality measurement framework. <i>Journal of Strategic Marketing</i> , 2003 , 11, 77-92	2.7	161
228	Airbnb: Online targeted advertising, sense of power, and consumer decisions. <i>International Journal of Hospitality Management</i> , 2017 , 60, 33-41	8.3	157

227	Effects of Gender and Expertise on Consumers' Motivation to Read Online Hotel Reviews. <i>Cornell Hospitality Quarterly</i> , 2011 , 52, 399-406	2.2	154
226	How Affective Commitment Boosts Guest Loyalty (and Promotes Frequent-guest Programs). <i>The Cornell Hotel and Restaurant Administration Quarterly</i> , 2006 , 47, 174-181		154
225	The Impact of Relationship Type on Customer Loyalty in a Context of Service Failures. <i>Journal of Service Research</i> , 2001 , 4, 91-101	6	153
224	The impact of service failures on customer loyalty. <i>Journal of Service Management</i> , 2004 , 15, 134-149		147
223	Discrete Negative Emotions and Customer Dissatisfaction Responses in a Casual Restaurant Setting. <i>Journal of Hospitality and Tourism Research</i> , 2008 , 32, 89-107	3.3	137
222	How Does Corporate Social Responsibility Affect Consumer Response to Service Failure in Buyer-Seller Relationships?. <i>Journal of Retailing</i> , 2015 , 91, 140-153	6.5	134
221	The Impact of Culture and Gender on Customer Evaluations of Service Encounters. <i>Journal of Hospitality and Tourism Research</i> , 2000 , 24, 263-273	3.3	134
220	A meta-analysis of behavioral intentions for environment-friendly initiatives in hospitality research. <i>International Journal of Hospitality Management</i> , 2016 , 54, 107-115	8.3	124
219	The impact of choice on fairness in the context of service recovery. <i>Journal of Services Marketing</i> , 2005 , 19, 271-279	4	120
218	How Effective Are Loyalty Reward Programs in Driving Share of Wallet?. <i>Journal of Service Research</i> , 2007 , 9, 327-334	6	117
217	The Role of Narratives in the Advertising of Experiential Services. <i>Journal of Service Research</i> , 2000 , 3, 35-45	6	110
216	Hotel revenue management and the Internet: The effect of price presentation strategies on customers' willingness to book. <i>International Journal of Hospitality Management</i> , 2009 , 28, 272-279	8.3	107
215	Hotel revenue management and its impact on customers' perceptions of fairness. <i>Journal of Revenue and Pricing Management</i> , 2004 , 2, 303-314	0.9	100
214	Consumer complaining to firms: the determinants of channel choice. <i>Journal of Services Marketing</i> , 2004 , 18, 147-155	4	97
213	Relationships between Hotel Room Pricing, Occupancy, and Guest Satisfaction: A Longitudinal Case of a Midscale Hotel in the United States. <i>Journal of Hospitality and Tourism Research</i> , 2003 , 27, 328-341	3.3	94
212	The relationship between consumer complaining behavior and service recovery. <i>International Journal of Contemporary Hospitality Management</i> , 2010 , 22, 975-991	7.5	90
211	Strategic Hotel Development and Positioning: The Effects of Revenue Drivers on Profitability. <i>The Cornell Hotel and Restaurant Administration Quarterly</i> , 2006 , 47, 146-154		89
210	Why do we buy luxury experiences?. <i>International Journal of Contemporary Hospitality Management</i> , 2016 , 28, 1848-1867	7.5	88

209	Hotel Brand Strategy. <i>Cornell Hospitality Quarterly</i> , 2010 , 51, 27-34	2.2	81
208	The Impact of Servicescape Cues on Consumer Prepurchase Authenticity Assessment and Patronage Intentions to Ethnic Restaurants. <i>Journal of Hospitality and Tourism Research</i> , 2015 , 39, 346-372	3.3	77
207	The Impact of Status Seeking on Consumers' Word of Mouth and Product Preference: A Comparison Between Luxury Hospitality Services and Luxury Goods. <i>Journal of Hospitality and Tourism Research</i> , 2017 , 41, 3-22	3.3	74
206	The role of hotel owners: the influence of corporate strategies on hotel performance. <i>International Journal of Contemporary Hospitality Management</i> , 2012 , 24, 122-139	7.5	73
205	An analysis of e-business adoption and its impact on relational quality in travel agency-supplier relationships. <i>Tourism Management</i> , 2010 , 31, 777-787	10.8	72
204	Effects of message appeal and service type in CSR communication strategies. <i>Journal of Business Research</i> , 2015 , 68, 1488-1495	8.7	70
203	The role of post-training self-efficacy in customers' use of self service technologies. <i>Journal of Service Management</i> , 2008 , 19, 492-505		70
202	The power of explanations in mitigating the ill-effects of service failures. <i>Journal of Services Marketing</i> , 2006 , 20, 422-428	4	70
201	An examination of restaurant loyalty programs: what kinds of rewards do customers prefer?. <i>International Journal of Contemporary Hospitality Management</i> , 2005 , 17, 402-408	7.5	69
200	Other consumers in service encounters: A script theoretical perspective. <i>International Journal of Hospitality Management</i> , 2011 , 30, 933-941	8.3	68
199	The impact of knowledge types on the consumer search process. <i>Journal of Service Management</i> , 2002 , 13, 214-230		68
198	The Impact of Other Customers on Customer Experiences: A Psychological Distance Perspective. <i>Journal of Hospitality and Tourism Research</i> , 2013 , 37, 77-99	3.3	67
197	A cross-cultural comparison of perceived informational fairness with service failure explanations. <i>Journal of Services Marketing</i> , 2011 , 25, 429-439	4	66
196	The impact of language style on consumers' reactions to online reviews. <i>Tourism Management</i> , 2017 , 59, 590-596	10.8	65
195	The role of arousal congruency in influencing consumers' satisfaction evaluations and in-store behaviors. <i>Journal of Service Management</i> , 2007 , 18, 6-24		65
194	The attributes of a cruise ship that influence the decision making of cruisers and potential cruisers. <i>International Journal of Hospitality Management</i> , 2012 , 31, 152-159	8.3	64
193	The Role of Disclosure in Variable Hotel Pricing: A Cross-Cultural Comparison of Customers' Fairness Perceptions. <i>The Cornell Hotel and Restaurant Administration Quarterly</i> , 2006 , 47, 27-35		63
192	Do affluent customers care when luxury brands go mass?. <i>International Journal of Contemporary Hospitality Management</i> , 2014 , 26, 526-543	7.5	59

191	Luxe for Less: How Do Consumers React to Luxury Hotel Price Promotions? The Moderating Role of Consumers' Need for Status. <i>Cornell Hospitality Quarterly</i> , 2016 , 57, 82-92	2.2	58
190	Online Reviews: The Role of Information Load and Peripheral Factors. <i>Journal of Travel Research</i> , 2016 , 55, 299-310	6.3	57
189	A descriptive examination of corporate governance in the hospitality industry. <i>International Journal of Hospitality Management</i> , 2010 , 29, 677-684	8.3	56
188	Accounting for the Joint Effects of the Servicescape and Service Exchange on Consumers' Satisfaction Evaluations. <i>Journal of Hospitality and Tourism Research</i> , 2007 , 31, 3-18	3.3	56
187	The Impact of Power on Service Customers' Willingness to Post Online Reviews. <i>Journal of Service Research</i> , 2016 , 19, 224-238	6	56
186	Does anthropomorphism influence customers' switching intentions in the self-service technology failure context?. <i>Journal of Services Marketing</i> , 2016 , 30, 713-723	4	55
185	The Effect of Meal Pace on Customer Satisfaction. <i>The Cornell Hotel and Restaurant Administration Quarterly</i> , 2007 , 48, 231-244		55
184	Hotel Branding Strategy: Its Relationship to Guest Satisfaction and Room Revenue. <i>Journal of Hospitality and Tourism Research</i> , 2004 , 28, 156-165	3.3	55
183	The effects of consumer expertise on evoked set size and service loyalty. <i>Journal of Services Marketing</i> , 2003 , 17, 649-665	4	52
182	Impact of Information on Customer Fairness Perceptions of Hotel Revenue Management. <i>The Cornell Hotel and Restaurant Administration Quarterly</i> , 2005 , 46, 444-451		50
181	Circular vs. angular servicescape: Shaping customer response to a fast service encounter pace. <i>Journal of Business Research</i> , 2018 , 89, 47-56	8.7	49
180	A grounded theory model of service providers' stress, emotion, and coping during intercultural service encounters. <i>Managing Service Quality</i> , 2010 , 20, 328-342		49
179	Benefits of authenticity: Post-failure loyalty in the sharing economy. <i>Annals of Tourism Research</i> , 2019 , 78, 102741	7.7	48
178	Perceived service encounter pace and customer satisfaction. <i>Journal of Service Management</i> , 2009 , 20, 380-403	7.4	48
177	The Relationship of Sales and Marketing Expenses to Hotel Performance in the United States. <i>Cornell Hospitality Quarterly</i> , 2008 , 49, 355-363	2.2	48
176	A cross-cultural comparison of perceived fairness and satisfaction in the context of hotel room pricing. <i>International Journal of Hospitality Management</i> , 2006 , 25, 146-153	8.3	47
175	Examining the spillover effect of frontline employees' work-family conflict on their affective work attitudes and customer satisfaction. <i>International Journal of Hospitality Management</i> , 2013 , 33, 310-315	8.3	45
174	The impact of prevention versus promotion hope on CSR activities. <i>International Journal of Hospitality Management</i> , 2012 , 31, 43-51	8.3	45

173	An examination of the impact of cultural orientation and familiarity in service encounter evaluations. <i>Journal of Service Management</i> , 2008 , 19, 662-681		45
172	Do emotional appeals work for services?. <i>Journal of Service Management</i> , 1999 , 10, 292-307		45
171	How may i help you? Says a robot: Examining language styles in the service encounter. <i>International Journal of Hospitality Management</i> , 2019 , 82, 32-38	8.3	44
170	The Effect of Self-Brand Connection and Self-Construal on Brand Lovers' Word of Mouth (WOM). <i>Cornell Hospitality Quarterly</i> , 2015 , 56, 427-435	2.2	43
169	Perceived Fairness of Price Differences Across Channels: The Moderating Role of Price Frame and Norm Perceptions. <i>Journal of Marketing Theory and Practice</i> , 2009 , 17, 37-48	2.2	43
168	Consumer reaction to crowding for extended service encounters. <i>Managing Service Quality</i> , 2009 , 19, 31-41		43
167	How does social capital influence the hospitality firm's financial performance? The moderating role of entrepreneurial activities. <i>International Journal of Hospitality Management</i> , 2015 , 51, 42-55	8.3	38
166	The role of tie strength on consumer dissatisfaction responses. <i>International Journal of Hospitality Management</i> , 2012 , 31, 399-404	8.3	38
165	Investigating the impact of surprise rewards on consumer responses. <i>International Journal of Hospitality Management</i> , 2015 , 50, 27-35	8.3	37
164	'Want to Help' versus 'Am Just Mad': How Affective Commitment Influences Customer Feedback Decisions. <i>Cornell Hospitality Quarterly</i> , 2015 , 56, 213-222	2.2	37
163	Organizational learning from customer feedback received by service employees. <i>Journal of Service Management</i> , 2010 , 21, 363-387	7.4	37
162	How does social distance impact customers' complaint intentions? A cross-cultural examination. <i>International Journal of Hospitality Management</i> , 2015 , 47, 35-42	8.3	36
161	The Impact of Frontline Employees' Work-Family Conflict on Customer Satisfaction: The Mediating Role of Exhaustion and Emotional Displays. <i>Cornell Hospitality Quarterly</i> , 2014 , 55, 422-432	2.2	36
160	How and How Much To Reveal? The Effects of Price Transparency On Consumers' Price Perceptions. <i>Journal of Hospitality and Tourism Research</i> , 2007 , 31, 530-545	3.3	36
159	When does technology anthropomorphism help alleviate customer dissatisfaction after a service failure? The moderating role of consumer technology self-efficacy and interdependent self-construal. <i>Journal of Hospitality Marketing and Management</i> , 2020 , 29, 269-290	6.4	36
158	Does a surprise strategy need words? The effect of explanations for a surprise strategy on customer delight and expectations. <i>Journal of Services Marketing</i> , 2013 , 27, 361-370	4	35
157	Arousal expectations and service evaluations. <i>Journal of Service Management</i> , 2006 , 17, 229-244		35
156	Consumer behavior research in hospitality and tourism journals. <i>International Journal of Hospitality Management</i> , 2004 , 23, 449-457	8.3	34

155	Powerful or powerless customers: the influence of gratitude on engagement with CSR. <i>Journal of Services Marketing</i> , 2016 , 30, 519-528	4	33
154	The Role of Power and Incentives in Inducing Fake Reviews in the Tourism Industry. <i>Journal of Travel Research</i> , 2017 , 56, 975-987	6.3	33
153	Improving service management in budget hotels. <i>International Journal of Hospitality Management</i> , 2015 , 49, 139-148	8.3	32
152	Wearable technology in service delivery processes: The gender-moderated technology objectification effect. <i>International Journal of Hospitality Management</i> , 2015 , 51, 1-7	8.3	32
151	When organic food choices shape subsequent food choices: The interplay of gender and health consciousness. <i>International Journal of Hospitality Management</i> , 2019 , 76, 94-101	8.3	31
150	Territoriality revisited: Other customer's perspective. <i>International Journal of Hospitality Management</i> , 2014 , 38, 48-56	8.3	31
149	Determinants of Customer Complaint Behavior in a Restaurant Context: The Role of Culture, Price Level, and Customer Loyalty. <i>Journal of Hospitality Marketing and Management</i> , 2014 , 23, 885-906	6.4	31
148	The impact of mood states and surprise cues on satisfaction. <i>International Journal of Hospitality Management</i> , 2010 , 29, 432-436	8.3	31
147	Understanding Restaurant Switching Behavior from a Cultural Perspective. <i>Journal of Hospitality and Tourism Research</i> , 2006 , 30, 3-15	3.3	31
146	The Impact of Self-Service Technology and the Presence of Others on Cause-Related Marketing Programs in Restaurants. <i>Journal of Hospitality Marketing and Management</i> , 2016 , 25, 547-562	6.4	30
145	An examination of electronic video clips in the context of hotel Websites. <i>International Journal of Hospitality Management</i> , 2011 , 30, 612-618	8.3	30
144	THE JOINT EFFECTS OF SERVICE FAILURE MODE, RECOVERY EFFORT, AND GENDER ON CUSTOMERS' POST-RECOVERY SATISFACTION. <i>Journal of Travel and Tourism Marketing</i> , 2009 , 26, 120-128	6.6	30
143	To Err Is Human(-oid): How Do Consumers React to Robot Service Failure and Recovery?. <i>Journal of Service Research</i> , 2020 , 109467052097879	6	30
142	Ethnic dining: Need to belong, need to be unique, and menu offering. <i>International Journal of Hospitality Management</i> , 2015 , 49, 1-7	8.3	29
141	Hotel Rebranding and Rescaling: Effects on Financial Performance. <i>Cornell Hospitality Quarterly</i> , 2009 , 50, 360-370	2.2	29
140	A grounded theory approach to developing a career change model in hospitality. <i>International Journal of Hospitality Management</i> , 2014 , 38, 89-98	8.3	28
139	Service Research in the Hospitality Literature: Insights from a Systematic Review. <i>Cornell Hospitality Quarterly</i> , 2014 , 55, 287-299	2.2	28
138	The impact of company type and corporate social responsibility messaging on consumer perceptions. <i>Journal of Financial Services Marketing</i> , 2010 , 15, 126-135	2.8	28

137	The effects of promotion framing on consumers' price perceptions. <i>Journal of Service Management</i> , 2014 , 25, 149-160	7.4	27
136	Effectiveness of recovery actions on deviant customer behavior: The moderating role of gender. <i>International Journal of Hospitality Management</i> , 2013 , 35, 180-192	8.3	27
135	Whom do we trust? Cultural differences in consumer responses to online recommendations. <i>International Journal of Contemporary Hospitality Management</i> , 2018 , 30, 1508-1525	7.5	26
134	Predictors of avoidance towards personalization of restaurant smartphone advertising. <i>Journal of Hospitality and Tourism Technology</i> , 2015 , 6, 145-159	4.2	26
133	The Effects of Internal and External Reference Prices on Travelers' Price Evaluations. <i>Journal of Travel Research</i> , 2018 , 57, 1068-1077	6.3	26
132	Love is in the menu: Leveraging healthy restaurant brands with handwritten typeface. <i>Journal of Business Research</i> , 2019 , 98, 289-298	8.7	24
131	Is It My Luck or Loyalty? The Role of Culture on Customer Preferences for Loyalty Reward Types. <i>Journal of Travel Research</i> , 2018 , 57, 769-778	6.3	24
130	The Impact of Option Popularity, Social Inclusion/Exclusion, and Self-affirmation on Consumers' Propensity to Choose Green Hotels. <i>Journal of Business Ethics</i> , 2016 , 136, 575-585	4.3	24
129	So private, yet so public: The impact of spatial distance, other diners, and power on solo dining experiences. <i>Journal of Business Research</i> , 2018 , 92, 36-47	8.7	24
128	Does advertising spending improve sales performance?. <i>International Journal of Hospitality Management</i> , 2015 , 48, 161-166	8.3	24
127	The impact of cyberostracism on online complaint handling. <i>International Journal of Retail and Distribution Management</i> , 2013 , 41, 45-60	3.5	24
126	The role of self-service technologies in restoring justice. <i>Journal of Business Research</i> , 2011 , 64, 348-355	8.7	24
125	Do women like options more than men? An examination in the context of service recovery. <i>Journal of Services Marketing</i> , 2010 , 24, 499-508	4	24
124	Antecedents to participation in corporate social responsibility programs. <i>Journal of Service Management</i> , 2012 , 23, 664-676	7.4	24
123	An Analysis of Means-End Hierarchies in Cross-Cultural Context. <i>Journal of Hospitality Marketing and Management</i> , 1999 , 6, 19-28		24
122	Customer responses to intercultural communication accommodation strategies in hospitality service encounters. <i>International Journal of Hospitality Management</i> , 2015 , 51, 96-104	8.3	23
121	How to handle PR disasters? An examination of the impact of communication response type and failure attributions on consumer perceptions. <i>Journal of Services Marketing</i> , 2009 , 23, 211-218	4	23
120	The Impact of Affective Commitment and Hotel Type in Influencing Guests' Share of Wallet. <i>Journal of Hospitality Marketing and Management</i> , 2007 , 15, 55-68		23

119	Apple Pay: Coolness and embarrassment in the service encounter. <i>International Journal of Hospitality Management</i> , 2019 , 78, 268-275	8.3	23
118	The Impact of Gender and Prepurchase Mood on Consumer Guilt after a Travel Purchase. <i>Journal of Travel Research</i> , 2014 , 53, 625-637	6.3	22
117	Existential Guilt and Preferential Treatment: The Case of an Airline Upgrade. <i>Journal of Travel Research</i> , 2013 , 52, 591-599	6.3	22
116	The impact of cognitive inertia on postconsumption evaluation processes. <i>Journal of the Academy of Marketing Science</i> , 2003 , 31, 287-299	12.4	22
115	Reference Price and Its Asymmetric Effects on Price Evaluations: The Moderating Role of Gender. <i>Cornell Hospitality Quarterly</i> , 2018 , 59, 189-194	2.2	21
114	Consumer response to organic food in restaurants: A serial mediation analysis. <i>Journal of Foodservice Business Research</i> , 2016 , 19, 109-121	2.5	21
113	The Effects of Other Customers' Dress Style on Customers' Approach Behaviors: The Moderating Role of Sense of Power. <i>Cornell Hospitality Quarterly</i> , 2016 , 57, 211-218	2.2	21
112	Time Styles and Waiting in Crowded Service Environments. <i>Journal of Travel and Tourism Marketing</i> , 2012 , 29, 327-334	6.6	21
111	Hotel Guest Satisfaction and Brand Performance. <i>Journal of Quality Assurance in Hospitality and Tourism</i> , 2006 , 7, 25-39	2	21
110	The effect of power and gender on technology acceptance. <i>Journal of Hospitality and Tourism Technology</i> , 2014 , 5, 299-314	4.2	20
109	Do Emotional Appeals Work for Hotels? An Exploratory Study. <i>Journal of Hospitality and Tourism Research</i> , 2001 , 25, 31-45	3.3	20
108	Bragging and humblebragging in online reviews. <i>Annals of Tourism Research</i> , 2020 , 80, 102849	7.7	20
107	Advertising spending, firm performance, and the moderating impact of CSR. <i>Tourism Economics</i> , 2017 , 23, 1484-1495	3.1	19
106	The influence of a green loyalty program on service encounter satisfaction. <i>Journal of Services Marketing</i> , 2016 , 30, 576-585	4	19
105	Does gender bias exist? The impact of gender congruity on consumer's Airbnb booking intention and the mediating role of trust. <i>International Journal of Hospitality Management</i> , 2020 , 89, 102405	8.3	19
104	Corporate Social Responsibility and Equity-Holder Risk in the Hospitality Industry. <i>Cornell Hospitality Quarterly</i> , 2017 , 58, 81-93	2.2	18
103	How handwriting reduces negative online ratings. <i>Annals of Tourism Research</i> , 2018 , 73, 171-179	7.7	18
102	The impact of expected variance in performance on the satisfaction process. <i>Journal of Service Management</i> , 2001 , 12, 342-358		18

101	Unfolding deconstructive effects of negative shocks on psychological contract violation, organizational cynicism, and turnover intention. <i>International Journal of Hospitality Management</i> , 2020 , 89, 102591	8.3	17
100	Using Comparative Advertising to Promote Technology-Based Hospitality Services. <i>Cornell Hospitality Quarterly</i> , 2016 , 57, 162-171	2.2	17
99	The role of dialecticism and reviewer expertise in consumer responses to mixed reviews. <i>International Journal of Hospitality Management</i> , 2018 , 69, 49-55	8.3	16
98	Managing the face in service failure: the moderation effect of social presence. <i>International Journal of Contemporary Hospitality Management</i> , 2018 , 30, 1314-1331	7.5	15
97	The Value of Service Robots from the Hotel Guest's Perspective: A Mixed-Method Approach. <i>International Journal of Hospitality Management</i> , 2021 , 94, 102876	8.3	15
96	Does expressing subjectivity in online reviews enhance persuasion?. <i>Journal of Consumer Marketing</i> , 2018 , 35, 403-413	2	15
95	Silent Voices: Nonbehavioral Reactions to Service Failures. <i>Services Marketing Quarterly</i> , 2015 , 36, 95-111	11	14
94	User reactions to search engines logos: investigating brand knowledge of web search engines. <i>Electronic Commerce Research</i> , 2012 , 12, 429-454	2.1	14
93	An Affective Image Positioning of Las Vegas Hotels. <i>Journal of Quality Assurance in Hospitality and Tourism</i> , 2013 , 14, 201-217	2	14
92	Service Recovery, Justice Perception, and Forgiveness: The Other Customers' Perspectives. <i>Services Marketing Quarterly</i> , 2018 , 39, 1-21	1	14
91	The Impact of Fellow Consumers' Presence, Appeal Type, and Action Observability on Consumers' Donation Behaviors. <i>Cornell Hospitality Quarterly</i> , 2017 , 58, 203-213	2.2	13
90	An examination of corporate social responsibility and processing fluency in a service context. <i>Journal of Services Marketing</i> , 2015 , 29, 103-111	4	13
89	Visual Design, Message Content, and Benefit Type: The Case of A Cause-Related Marketing Campaign. <i>Journal of Hospitality and Tourism Research</i> , 2020 , 44, 761-779	3.3	13
88	The effect of regulatory focus and delay type on consumers' reactions to delay. <i>International Journal of Hospitality Management</i> , 2013 , 32, 113-120	8.3	13
87	Restaurant Crowding and Perceptions of Service Quality: The Role of Consumption Goals and Attributions. <i>Journal of Foodservice Business Research</i> , 2009 , 12, 331-343	2.5	13
86	AN EXAMINATION OF EXPLANATION TYPOLOGY ON PERCEIVED INFORMATIONAL FAIRNESS IN THE CONTEXT OF AIR TRAVEL. <i>Journal of Travel and Tourism Marketing</i> , 2009 , 26, 795-805	6.6	13
85	The Impact of Hotel Pricing Policies on Perceived Fairness and Satisfaction with the Reservation Process. <i>Journal of Hospitality Marketing and Management</i> , 2005 , 13, 25-39		13
84	Consumer envy during service encounters. <i>Journal of Services Marketing</i> , 2016 , 30, 359-372	4	13

83	How rational thinking style affects sales promotion effectiveness. <i>International Journal of Hospitality Management</i> , 2020 , 84, 102335	8.3	13
82	Revenue management in the context of movie theaters: Is it fair?. <i>Journal of Revenue and Pricing Management</i> , 2015 , 14, 72-83	0.9	12
81	Corporate volunteering programs and consumer perceptions: an information processing perspective. <i>Journal of Services Marketing</i> , 2013 , 27, 572-578	4	12
80	An Investigation Into Facebook Liking Behavior An Exploratory Study. <i>Social Media and Society</i> , 2017 , 3, 205630511770678	2.3	11
79	Donation appeals rewarding fitness in the context of CSR initiatives. <i>Journal of Services Marketing</i> , 2019 , 33, 160-167	4	11
78	Selling Painful Yet Pleasurable Service Offerings: An Examination of Hedonic Appeals. <i>Journal of Service Research</i> , 2018 , 21, 336-352	6	11
77	Gender differences in the intentions to voice complaints across different service failure modes. <i>Journal of Foodservice Business Research</i> , 2018 , 21, 22-32	2.5	11
76	The Effect of Cross-Channel Price Dis/parity on Ethicality Evaluations and Purchase Intent: The Moderating Role of Price Frame. <i>Journal of Marketing Channels</i> , 2009 , 16, 131-147	0.4	11
75	Consumer Response to Authentic-Language Versus English-Language Menu Labeling in Ethnic Dining. <i>Cornell Hospitality Quarterly</i> , 2018 , 59, 125-134	2.2	10
74	A double whammy effect of ethnicity and gender on consumer responses to management level service failures. <i>Journal of Service Management</i> , 2016 , 27, 339-359	7.4	10
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