

Stephen L Vargo

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.

102 papers	28,529 citations	54 h-index	119 g-index
119 ext. papers	32,642 ext. citations	4.3 avg, IF	7.98 L-index

#	Paper	IF	Citations
102	Evolving to a New Dominant Logic for Marketing. <i>Journal of Marketing</i> , 2004 , 68, 1-17	11	7253
101	Service-dominant logic: continuing the evolution. <i>Journal of the Academy of Marketing Science</i> , 2008 , 36, 1-10	12.4	3968
100	On value and value co-creation: A service systems and service logic perspective. <i>European Management Journal</i> , 2008 , 26, 145-152	4.8	1728
99	Institutions and axioms: an extension and update of service-dominant logic. <i>Journal of the Academy of Marketing Science</i> , 2016 , 44, 5-23	12.4	1505
98	Service-dominant logic: reactions, reflections and refinements. <i>Marketing Theory</i> , 2006 , 6, 281-288	2.5	1036
97	Competing through service: Insights from service-dominant logic. <i>Journal of Retailing</i> , 2007 , 83, 5-18	6.5	1018
96	It's all B2B and beyond: Toward a systems perspective of the market. <i>Industrial Marketing Management</i> , 2011 , 40, 181-187	6.9	855
95	Health Care Customer Value Cocreation Practice Styles. <i>Journal of Service Research</i> , 2012 , 15, 370-389	6	598
94	Service, value networks and learning. <i>Journal of the Academy of Marketing Science</i> , 2010 , 38, 19-31	12.4	591
93	From goods to service(s): Divergences and convergences of logics. <i>Industrial Marketing Management</i> , 2008 , 37, 254-259	6.9	582
92	Service-dominant logic 2025. <i>International Journal of Research in Marketing</i> , 2017 , 34, 46-67	5.5	518
91	The evolving brand logic: a service-dominant logic perspective. <i>Journal of the Academy of Marketing Science</i> , 2009 , 37, 328-344	12.4	508
90	The service system is the basic abstraction of service science. <i>Information Systems and E-Business Management</i> , 2009 , 7, 395-406	2.6	420
89	Service Innovation in the Digital Age: Key Contributions and Future Directions. <i>MIS Quarterly: Management Information Systems</i> , 2015 , 39, 135-154	5.3	408
88	Innovation through institutionalization: A service ecosystems perspective. <i>Industrial Marketing Management</i> , 2015 , 44, 63-72	6.9	377
87	Why Service? <i>Journal of the Academy of Marketing Science</i> , 2008 , 36, 25-38	12.4	371
86	. <i>IBM Systems Journal</i> , 2008 , 47, 5-14		338

85	The Service-Dominant Logic of Marketing		282
84	Customer Integration and Value Creation: Paradigmatic Traps and Perspectives. <i>Journal of Service Research</i> , 2008 , 11, 211-215	6	276
83	Service-Dominant Logic as a Foundation for Service Science: Clarifications. <i>Service Science</i> , 2009 , 1, 32-41	2.2	273
82	Value Cocreation and Service Systems (Re)Formation: A Service Ecosystems View. <i>Service Science</i> , 2012 , 4, 207-217	2.2	267
81	Toward a transcending conceptualization of relationship: a service-dominant logic perspective. <i>Journal of Business and Industrial Marketing</i> , 2009 , 24, 373-379	3	258
80	The Complexity of Context: A Service Ecosystems Approach for International Marketing. <i>Journal of International Marketing</i> , 2013 , 21, 1-20	3.9	184
79	The Service System Is the Basic Abstraction of Service Science 2008 ,		166
78	Service-Dominant Logic: Premises, Perspectives, Possibilities 2013 ,		159
77	Extending the context of service: from encounters to ecosystems. <i>Journal of Services Marketing</i> , 2015 , 29, 453-462	4	154
76	Technology as an operant resource in service (eco)systems. <i>Information Systems and E-Business Management</i> , 2014 , 12, 367-384	2.6	145
75	Converging on a New Theoretical Foundation for Selling. <i>Journal of Marketing</i> , 2018 , 82, 1-18	11	141
74	Toward a Service (Eco)Systems Perspective on Value Creation. <i>International Journal of Service Science, Management, Engineering, and Technology</i> , 2012 , 3, 12-25	0.9	140
73	Fostering a trans-disciplinary perspectives of service ecosystems. <i>Journal of Business Research</i> , 2016 , 69, 2957-2963	8.7	130
72	Services in Society and Academic Thought: An Historical Analysis. <i>Journal of Macromarketing</i> , 2005 , 25, 42-53	1.9	126
71	The context of experience. <i>Journal of Service Management</i> , 2015 , 26, 206-223	7.4	122
70	From Repeat Patronage to Value Co-creation in Service Ecosystems: A Transcending Conceptualization of Relationship. <i>Journal of Business Market Management</i> , 2010 , 4, 169-179		122
69	Transitioning from service management to service-dominant logic. <i>International Journal of Quality and Service Sciences</i> , 2010 , 2, 8-22	1.9	110
68	Service-dominant logic: a necessary step. <i>European Journal of Marketing</i> , 2011 , 45, 1298-1309	4.4	103

67	Market systems, stakeholders and value propositions. <i>European Journal of Marketing</i> , 2011 , 45, 217-222	4.4	102
66	Marketing as Service-Exchange:: Taking a Leadership Role in Global Marketing Management. <i>Organizational Dynamics</i> , 2006 , 35, 264-278	1.5	102
65	A Service Lens on Value Creation: Marketing's Role in Achieving Strategic Advantage. <i>California Management Review</i> , 2014 , 57, 44-66	13.2	101
64	Inversions of service-dominant logic. <i>Marketing Theory</i> , 2014 , 14, 239-248	2.5	100
63	A systems perspective on markets ¶ Toward a research agenda. <i>Journal of Business Research</i> , 2017 , 79, 260-268	8.7	91
62	Institutions as resource context. <i>Journal of Service Theory and Practice</i> , 2016 , 26, 163-178	3.1	80
61	An Exploration of Networks in Value Cocreation: A Service-Ecosystems View. <i>Review of Marketing Research</i> , 2012 , 13-50	0.3	75
60	Conceptualizing Value: A Service-ecosystem View. <i>Journal of Creating Value</i> , 2017 , 3, 117-124	0.9	74
59	Service-Dominant Logic. <i>Review of Marketing Research</i> , 2010 , 125-167	0.3	71
58	Advancing Service Science with Service-Dominant Logic. <i>Service Science: Research and Innovations in the Service Economy</i> , 2010 , 133-156	0.8	69
57	Business models as service strategy. <i>Journal of the Academy of Marketing Science</i> , 2017 , 45, 925-943	12.4	68
56	A service perspective. <i>Organizational Dynamics</i> , 2016 , 45, 28-38	1.5	67
55	Extending actor participation in value creation: an institutional view. <i>Journal of Strategic Marketing</i> , 2016 , 24, 210-226	2.7	64
54	Reconfiguration of the conceptual landscape: a tribute to the service logic of Richard Normann. <i>Journal of the Academy of Marketing Science</i> , 2008 , 36, 152-155	12.4	63
53	Institutional Complexity as a Driver for Innovation in Service Ecosystems. <i>Service Science</i> , 2016 , 8, 333-343	4.2	63
52	On a Theory of Markets and Marketing: From Positively Normative to Normatively Positive. <i>Australasian Marketing Journal</i> , 2007 , 15, 53-60	5	62
51	Rethinking the process of diffusion in innovation: A service-ecosystems and institutional perspective. <i>Journal of Business Research</i> , 2020 , 116, 526-534	8.7	56
50	The role of symbols in value cocreation. <i>Marketing Theory</i> , 2014 , 14, 311-326	2.5	52

49	The Nature and Understanding of Value: A Service-Dominant Logic Perspective. <i>Review of Marketing Research</i> , 2012 , 1-12	0.3	40
48	Emerging Digital Frontiers for Service Innovation. <i>Communications of the Association for Information Systems</i> , 2016 , 39, 136-149	1.3	37
47	The Service-Dominant Mindset. <i>Service Science: Research and Innovations in the Service Economy</i> , 2008 , 89-96	0.8	36
46	Service-dominant logic, service ecosystems and institutions: an editorial. <i>Journal of Service Management</i> , 2018 , 29, 518-520	7.4	33
45	The Co-Creation of Value-in-Cultural-Context. <i>Research in Consumer Behavior</i> , 2013 , 265-284	0.1	33
44	Service-dominant logic as a guiding framework for inbound marketing. <i>Marketing Review St Gallen</i> , 2009 , 26, 6-10		29
43	Triads: A review and analytical framework. <i>Marketing Theory</i> , 2017 , 17, 395-414	2.5	25
42	The supply chain management of shopper marketing as viewed through a service ecosystem lens. <i>International Journal of Physical Distribution and Logistics Management</i> , 2014 , 44, 23-38	5.2	24
41	The Use of Price and Warranty Cues in Product Evaluation. <i>Journal of International Consumer Marketing</i> , 1999 , 11, 67-91	2.1	22
40	Stepping aside and moving on: a rejoinder to a rejoinder. <i>European Journal of Marketing</i> , 2011 , 45, 1319-1321	1.1	19
39	Service-dominant logic 2020 , 3-23		17
38	The forum on markets and marketing (FMM): Advancing service-dominant logic. <i>Marketing Theory</i> , 2012 , 12, 193-199	2.5	15
37	Paradigms, Pluralisms, and Peripheries: On the Assessment of the S-D Logic. <i>Australasian Marketing Journal</i> , 2007 , 15, 105-108	5	15
36	Extending the Context of Innovation: The Co-creation and Institutionalization of Technology and Markets 2017 , 43-57		11
35	Zooming Out and Zooming In: Service Ecosystems as Venues for Collaborative Innovation. <i>Translational Systems Sciences</i> , 2016 , 35-50	0.3	9
34	Advancing sales theory through a holistic view: how social structures frame selling. <i>Journal of Personal Selling and Sales Management</i> , 2020 , 40, 221-226	3.4	9
33	Further Advancing Service Science with Service-Dominant Logic: Service Ecosystems, Institutions, and Their Implications for Innovation. <i>Service Science: Research and Innovations in the Service Economy</i> , 2019 , 641-659	0.8	9
32	Towards an alternative logic for electronic customer relationship management. <i>International Journal of Business Environment</i> , 2008 , 2, 116	1.1	8

31	Designing Institutional Complexity to Enable Innovation in Service Ecosystems 2016 ,		7
30	Reconciling Resource Integration and Value Propositions -- The Dynamics of Value Co-creation 2014 ,		7
29	Service Ecosystem Emergence from Primitive Actors in Service Dominant Logic: An Exploratory Simulation Study 2018 ,		7
28	Service-Dominant Logic: Backward and Forward 2018 , 720-737		7
27	Rethinking Social CRM Design: A Service-Dominant Logic Perspective. <i>Progress in IS</i> , 2014 , 767-784	0.9	7
26	From promise to perspective: Reconsidering value propositions from a service-dominant logic orientation. <i>Industrial Marketing Management</i> , 2020 , 87, 309-311	6.9	7
25	Service - Oriented Challenges for Design Science: Charting the Evolution. <i>Pacific Asia Journal of the Association for Information Systems</i> , 1-15	0.6	6
24	A Service-Ecosystem Perspective on Value Creation: Implications for International Business 2017 , 131-149		5
23	A Service logic for Service Science. <i>Service Science: Research and Innovations in the Service Economy</i> , 2008 , 83-88	0.8	5
22	Service-Dominant Logic Foundations of E-Novation. <i>Advances in E-Business Research Series</i> , 2011 , 1-15	0.4	5
21	An Overview of Service-Dominant Logic 2018 , 3-21		5
20	Why Service-Dominant Logic? 2018 , 40-58		5
19	Multiplex retailers versus wholesalers. <i>International Journal of Physical Distribution and Logistics Management</i> , 1998 , 28, 581-598	5.2	4
18	Emergence in marketing: an institutional and ecosystem framework. <i>Journal of the Academy of Marketing Science</i> , 1	12.4	4
17	Drawing on service-dominant logic to expand the frontier of physical distribution and logistics management. <i>International Journal of Physical Distribution and Logistics Management</i> , 2014 , 44,	5.2	3
16	A Unifying Perspective for the Technological, Business Model, and Market Aspects of Innovation 2018 , 508-521		3
15	Beyond Circularity A Service-dominant (S-D) Logic Perspective. <i>Circular Economy and Sustainability</i> , 2021 , 1, 257		3
14	Practice Diffusion. <i>Journal of Consumer Research</i> ,	6.3	3

13	Rethinking the roles of marketing and operations: a service-ecosystems view467-488		2
12	Service Ecosystems Emergence and Interaction: A Simulation Study 2019 ,		2
11	Transitioning to Value Co-development 2014 , 131-149		1
10	Gaining Competitive Advantage with Service-Dominant Logic		1
9	Service-Dominant Logic970-985		1
8	Assessing and enhancing the impact potential of marketing articles. <i>AMS Review</i> ,1	3	1
7			
6	Microfoundations for Macromarketing: A Metatheoretical Lens for Bridging the Micro-Macro Divide. <i>Journal of Macromarketing</i> ,027614672110543	1.9	1
5	Formalizing service-dominant logic as a general theory of markets: taking stock and moving forward. <i>AMS Review</i> , 2021 , 11, 375-389	3	1
4	Service-Dominant Logic. <i>Advances in E-Business Research Series</i> , 2011 , 76-91	0.4	0
3	Strategic thinking179-200		
2	A Service Perspective of Marketing, Operations, and Value Creation316-337		
1	Service-Dominant Logic and Service Management 4.0 2022 , 85-106		