

# Jonas Heller

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/3934574/publications.pdf>

Version: 2024-02-01

17  
papers

989  
citations

687363

13  
h-index

888059

17  
g-index

17  
all docs

17  
docs citations

17  
times ranked

454  
citing authors

#	ARTICLE	IF	CITATIONS
1	Let Me Imagine That for You: Transforming the Retail Frontline Through Augmenting Customer Mental Imagery Ability. <i>Journal of Retailing</i> , 2019, 95, 94-114.	6.2	151
2	Making omnichannel an augmented reality: the current and future state of the art. <i>Journal of Research in Interactive Marketing</i> , 2018, 12, 509-523.	8.9	148
3	Touching the Untouchable: Exploring Multi-Sensory Augmented Reality in the Context of Online Retailing. <i>Journal of Retailing</i> , 2019, 95, 219-234.	6.2	125
4	Augmented Reality Marketing: A Technology-Enabled Approach to Situated Customer Experience. <i>Australasian Marketing Journal</i> , 2020, 28, 374-384.	5.4	112
5	The playground effect: How augmented reality drives creative customer engagement. <i>Journal of Business Research</i> , 2020, 116, 85-98.	10.2	106
6	Tangible Service Automation: Decomposing the Technology-Enabled Engagement Process (TEEP) for Augmented Reality. <i>Journal of Service Research</i> , 2021, 24, 84-103.	12.2	68
7	What's Mine Is a Hologram? How Shared Augmented Reality Augments Psychological Ownership. <i>Journal of Interactive Marketing</i> , 2019, 48, 71-88.	6.2	59
8	How to strategically choose or combine augmented and virtual reality for improved online experiential retailing. <i>Psychology and Marketing</i> , 2022, 39, 495-507.	8.2	49
9	Seeing with the Customer's Eye: Exploring the Challenges and Opportunities of AR Advertising. <i>Journal of Advertising</i> , 2020, 49, 109-124.	6.6	45
10	The effects of inner packaging color on the desirability of food. <i>Journal of Retailing and Consumer Services</i> , 2019, 50, 94-102.	9.4	35
11	Disrupting marketing realities: A research agenda for investigating the psychological mechanisms of next-generation experiences with reality-enhancing technologies. <i>Psychology and Marketing</i> , 2022, 39, 1660-1671.	8.2	25
12	It is Really Not a Game: An Integrative Review of Gamification for Service Research. <i>Journal of Service Research</i> , 2023, 26, 3-20.	12.2	18
13	The Moderating Influence of Country of Origin Information Seeking on Homophily and Product Satisfaction. <i>Journal of Promotion Management</i> , 2018, 24, 332-348.	3.4	16
14	Exploring the frontiers in reality-enhanced service communication: from augmented and virtual reality to neuro-enhanced reality. <i>Journal of Service Management</i> , 2022, 33, 657-674.	7.2	12
15	Bridging Imagination Gaps on the Path to Purchase with Augmented Reality: Field and Experimental Evidence. <i>Journal of Interactive Marketing</i> , 2022, 57, 356-375.	6.2	11
16	Too Real for Comfort: Measuring Consumers' Augmented Reality Information Privacy Concerns. <i>Progress in IS</i> , 2021, , 95-108.	0.6	5
17	ExerStart: helping seniors be active and independent for less. <i>Journal of Social Marketing</i> , 2019, 9, 146-160.	2.3	4