Jonas Heller

List of Publications by Year
in descending order

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