

Christian Kowalkowski

List of Publications by Year in descending order

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Version: 2024-02-01

67
papers

5,872
citations

94381
37
h-index

123376
61
g-index

68
all docs

68
docs citations

68
times ranked

2805
citing authors

#	ARTICLE	IF	CITATIONS
1	Putting the “service” into B2B marketing: key developments in service research and their relevance for B2B. <i>Journal of Business and Industrial Marketing</i> , 2023, 38, 272-289.	1.8	15
2	Guest editorial: the future of servitization in a digital era. <i>Journal of Service Management</i> , 2022, 33, 59-69.	4.4	19
3	Tensions in digital servitization through a paradox lens. <i>Industrial Marketing Management</i> , 2022, 102, 438-450.	3.7	27
4	Servitization: A State-of-the-Art Overview and Future Directions. , 2022, , 169-200.		12
5	Emergent market innovation: A longitudinal study of technology-driven capability development and institutional work. <i>Journal of Business Research</i> , 2021, 124, 469-482.	5.8	18
6	Theoretical Landscape in Servitization. , 2021, , 1-23.		2
7	Digital Servitization: How Manufacturing Firms Can Enhance Resource Integration and Drive Ecosystem Transformation. , 2021, , 27-39.		3
8	Carsharing: a systematic literature review and research agenda. <i>Journal of Service Management</i> , 2021, 32, 55-91.	4.4	42
9	Purchasing professionals and the flat-rate bias: Effects of price premiums, past usage, and relational ties on price plan choice. <i>Journal of Business Research</i> , 2021, 132, 403-415.	5.8	4
10	Characterizing customer experience management in business markets. <i>Journal of Business Research</i> , 2020, 116, 420-430.	5.8	55
11	Intuitive pricing by independent store managers: Challenging beliefs and practices. <i>Journal of Business Research</i> , 2020, 115, 70-84.	5.8	10
12	Navigating disruptive crises through service-led growth: The impact of COVID-19 on Italian manufacturing firms. <i>Industrial Marketing Management</i> , 2020, 88, 225-237.	3.7	260
13	Transformational shifts through digital servitization. <i>Industrial Marketing Management</i> , 2020, 89, 293-305.	3.7	212
14	Learning to discover value: Value-based pricing and selling capabilities for services and solutions. <i>Journal of Business Research</i> , 2020, 114, 142-159.	5.8	52
15	Adjusting customer journey mapping for application in industrial product-service systems. <i>International Journal of Business Environment</i> , 2020, 11, 275.	0.2	6
16	Servitization: A contemporary thematic review of four major research streams. <i>Industrial Marketing Management</i> , 2019, 83, 207-223.	3.7	270
17	Resource integration through digitalisation: a service ecosystem perspective. <i>Journal of Marketing Management</i> , 2019, 35, 974-991.	1.2	74
18	Organizing for digital servitization: A service ecosystem perspective. <i>Journal of Business Research</i> , 2019, 104, 450-460.	5.8	315

#	ARTICLE	IF	CITATIONS
19	Foundations of Service Research and Service-Dominant Logic. <i>Sitra</i> , 2019, , 3-19.	0.1	2
20	Bridging the gap between engineering design and marketing: insights for research and practice in product/service system design. <i>Design Science</i> , 2018, 4, .	1.1	28
21	Archetypes of Service Innovation. <i>Journal of Service Research</i> , 2018, 21, 284-301.	7.8	137
22	Operating without operations: how is technology changing the role of the firm?. <i>Journal of Service Management</i> , 2018, 29, 809-833.	4.4	34
23	Servitization Practices: A Co-Creation Taxonomy. , 2018, , 309-321.		3
24	Servitization and deservitization: Overview, concepts, and definitions. <i>Industrial Marketing Management</i> , 2017, 60, 4-10.	3.7	359
25	Guest editorial: relationship marketing “ past, present and future. <i>Journal of Services Marketing</i> , 2017, 31, 1-5.	1.7	55
26	Pricing strategy: A review of 22 years of marketing research. <i>Journal of Business Research</i> , 2017, 78, 101-110.	5.8	88
27	PSS business model conceptualization and application. <i>Production Planning and Control</i> , 2017, 28, 1251-1263.	5.8	60
28	Network orchestration for value platform development. <i>Industrial Marketing Management</i> , 2017, 67, 106-121.	3.7	113
29	Service growth in product firms: Past, present, and future. <i>Industrial Marketing Management</i> , 2017, 60, 82-88.	3.7	242
30	Service Innovation in Industrial Contexts. <i>Translational Systems Sciences</i> , 2016, , 235-249.	0.2	3
31	Triadic Value Propositions: When It Takes More Than Two to Tango. <i>Service Science</i> , 2016, 8, 282-299.	0.9	32
32	A Framework for PSS Business Models: Formalization and Application. <i>Procedia CIRP</i> , 2016, 47, 519-524.	1.0	15
33	Organizational behavior in innovation, marketing, and purchasing in business service contexts“An agenda for academic inquiry. <i>Journal of Business Research</i> , 2016, 69, 2457-2462.	5.8	30
34	Outsourcing maintenance in complex process industries. <i>Asia Pacific Journal of Marketing and Logistics</i> , 2015, 27, 801-825.	1.8	6
35	What service transition? Rethinking established assumptions about manufacturers' service-led growth strategies. <i>Industrial Marketing Management</i> , 2015, 45, 59-69.	3.7	240
36	Adding services to product-based portfolios. <i>Journal of Service Management</i> , 2015, 26, 372-393.	4.4	48

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37	Service innovation in product-centric firms: a multidimensional business model perspective. <i>Journal of Business and Industrial Marketing</i> , 2014, 29, 96-111.	1.8	304
38	The evolution of service innovation research: a critical review and synthesis. <i>Service Industries Journal</i> , 2014, 34, 373-398.	5.0	268
39	A Reconceptualization of Manufacturers' Service Strategies. <i>Journal of Business-to-Business Marketing</i> , 2014, 21, 19-34.	0.8	82
40	Market representations in industrial marketing: Could representations influence strategy?. <i>Industrial Marketing Management</i> , 2014, 43, 1026-1034.	3.7	16
41	Negative critical waves in business relationships: an extension of the critical incident perspective. <i>Journal of Business and Industrial Marketing</i> , 2014, 29, 284-294.	1.8	15
42	Am I worth it? Gifting myself with luxury. <i>Journal of Fashion Marketing and Management</i> , 2014, 18, 112-132.	1.5	22
43	Any way goes: Identifying value constellations for service infusion in SMEs. <i>Industrial Marketing Management</i> , 2013, 42, 18-30.	3.7	176
44	Enabling service innovation: A dynamic capabilities approach. <i>Journal of Business Research</i> , 2013, 66, 1063-1073.	5.8	422
45	Development and implementation of customer solutions: A study of process dynamics and market shaping. <i>Industrial Marketing Management</i> , 2013, 42, 1083-1092.	3.7	77
46	ICT as a catalyst for service business orientation. <i>Journal of Business and Industrial Marketing</i> , 2013, 28, 506-513.	1.8	94
47	A lean approach for service productivity improvements: synergy or oxymoron?. <i>Managing Service Quality</i> , 2013, 23, 291-304.	2.4	56
48	Sales coordination and structural complexity: a nationalâ€international comparison. <i>Journal of Business and Industrial Marketing</i> , 2013, 28, 514-522.	1.8	4
49	The co-creative practice of forming a value proposition. <i>Journal of Marketing Management</i> , 2012, 28, 1553-1570.	1.2	89
50	Visualizing the value of serviceâ€based offerings: empirical findings from the manufacturing industry. <i>Journal of Business and Industrial Marketing</i> , 2012, 27, 538-546.	1.8	42
51	Customerâ€focused and serviceâ€focused orientation in organizational structures. <i>Journal of Business and Industrial Marketing</i> , 2012, 27, 527-537.	1.8	103
52	Service infusion as agile incrementalism in action. <i>Journal of Business Research</i> , 2012, 65, 765-772.	5.8	152
53	Dynamics of value propositions: insights from serviceâ€dominant logic. <i>European Journal of Marketing</i> , 2011, 45, 277-294.	1.7	176
54	The service function as a holistic management concept. <i>Journal of Business and Industrial Marketing</i> , 2011, 26, 484-492.	1.8	25

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55	Internalisation or externalisation?. Managing Service Quality, 2011, 21, 373-391.	2.4	64
56	Information search in complex industrial buying: Empirical evidence from Brazil. Industrial Marketing Management, 2011, 40, 17-27.	3.7	36
57	The risks of providing services. Journal of Service Management, 2011, 22, 390-408.	4.4	73
58	Managing industrial service offerings in global business markets. Journal of Business and Industrial Marketing, 2011, 26, 181-192.	1.8	62
59	Research on Services in the Manufacturing Industry based on a Holistic Viewpoint and Interdisciplinary Approach. , 2011, , 27-32.		5
60	What does a service-dominant logic really mean for manufacturing firms?. CIRP Journal of Manufacturing Science and Technology, 2010, 3, 285-292.	2.3	80
61	Solutions offerings: a critical review and reconceptualisation. Journal of Service Management, 2010, 21, 441-459.	4.4	208
62	Development of industrial service offerings: a process framework. Journal of Service Management, 2009, 20, 156-172.	4.4	225
63	Managing industrial service offerings: requirements on content and processes. International Journal of Services, Technology and Management, 2009, 11, 42.	0.1	45
64	Value Visualization Strategies for PSS Development. , 2009, , 159-181.		13
65	Technology as a driver for changing customerâ€provider interfaces. Management Research Review, 2008, 31, 746-757.	0.8	23
66	Service productivity gains through information and communication technology applications: a service marketing approach. International Journal of Knowledge Management Studies, 2008, 2, 4.	0.2	9
67	Resource Integration Through Digitalisation: A Service Ecosystem Perspective. SSRN Electronic Journal, 0, , .	0.4	2