

Christian Kowalkowski

List of Publications by Year in Descending Order

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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.

64
papers

4,056
citations

34
h-index

63
g-index

68
ext. papers

4,940
ext. citations

5.1
avg, IF

6.38
L-index

#	Paper	IF	Citations
64	Tensions in digital servitization through a paradox lens. <i>Industrial Marketing Management</i> , 2022 , 102, 438-450	6.9	1
63	Servitization: A State-of-the-Art Overview and Future Directions 2022 , 169-200		0
62	Carsharing: a systematic literature review and research agenda. <i>Journal of Service Management</i> , 2021 , 32, 55-91	7.4	11
61	Emergent market innovation: A longitudinal study of technology-driven capability development and institutional work. <i>Journal of Business Research</i> , 2021 , 124, 469-482	8.7	2
60	Theoretical Landscape in Servitization 2021 , 1-23		
59	Digital Servitization: How Manufacturing Firms Can Enhance Resource Integration and Drive Ecosystem Transformation 2021 , 27-39		0
58	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	8.7	2
57	Intuitive pricing by independent store managers: Challenging beliefs and practices. <i>Journal of Business Research</i> , 2020 , 115, 70-84	8.7	6
56	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	6.9	117
55	Transformational shifts through digital servitization. <i>Industrial Marketing Management</i> , 2020 , 89, 293-305	6.9	102
54	Learning to discover value: Value-based pricing and selling capabilities for services and solutions. <i>Journal of Business Research</i> , 2020 , 114, 142-159	8.7	22
53	Adjusting customer journey mapping for application in industrial product-service systems. <i>International Journal of Business Environment</i> , 2020 , 11, 275	1.1	4
52	Characterizing customer experience management in business markets. <i>Journal of Business Research</i> , 2020 , 116, 420-430	8.7	20
51	Servitization: A contemporary thematic review of four major research streams. <i>Industrial Marketing Management</i> , 2019 , 83, 207-223	6.9	148
50	Resource integration through digitalisation: a service ecosystem perspective. <i>Journal of Marketing Management</i> , 2019 , 35, 974-991	3.2	34
49	Foundations of Service Research and Service-Dominant Logic. <i>Sitra</i> , 2019 , 3-19	0.2	2
48	Organizing for digital servitization: A service ecosystem perspective. <i>Journal of Business Research</i> , 2019 , 104, 450-460	8.7	172

47	Bridging the gap between engineering design and marketing: insights for research and practice in product/service system design. <i>Design Science</i> , 2018 , 4,	2.8	16
46	Archetypes of Service Innovation: Implications for Value Cocreation. <i>Journal of Service Research</i> , 2018 , 21, 284-301	6	84
45	Servitization Practices: A Co-Creation Taxonomy 2018 , 309-321		3
44	Operating without operations: how is technology changing the role of the firm?. <i>Journal of Service Management</i> , 2018 , 29, 809-833	7.4	23
43	Servitization and deservitization: Overview, concepts, and definitions. <i>Industrial Marketing Management</i> , 2017 , 60, 4-10	6.9	224
42	Pricing strategy: A review of 22 years of marketing research. <i>Journal of Business Research</i> , 2017 , 78, 101-110	8.1	54
41	PSS business model conceptualization and application** This paper has also taken inspiration from the activity of the ASAP Service Management Forum (www.asapsmf.org), a community where scholars and practitioners collaborate in developing research projects and share findings in the servitization and service management fields.View all notes.	4.3	45
40	Network orchestration for value platform development. <i>Industrial Marketing Management</i> , 2017 , 67, 106-121	6.9	74
39	Service growth in product firms: Past, present, and future. <i>Industrial Marketing Management</i> , 2017 , 60, 82-88	6.9	180
38	Organizational behavior in innovation, marketing, and purchasing in business service contextsAn agenda for academic inquiry. <i>Journal of Business Research</i> , 2016 , 69, 2457-2462	8.7	20
37	Service Innovation in Industrial Contexts. <i>Translational Systems Sciences</i> , 2016 , 235-249	0.3	2
36	Triadic Value Propositions: When It Takes More Than Two to Tango. <i>Service Science</i> , 2016 , 8, 282-299	2.2	24
35	A Framework for PSS Business Models: Formalization and Application. <i>Procedia CIRP</i> , 2016 , 47, 519-524	1.8	11
34	What service transition? Rethinking established assumptions about manufacturers\service-led growth strategies. <i>Industrial Marketing Management</i> , 2015 , 45, 59-69	6.9	191
33	Adding services to product-based portfolios. <i>Journal of Service Management</i> , 2015 , 26, 372-393	7.4	42
32	Outsourcing maintenance in complex process industries. <i>Asia Pacific Journal of Marketing and Logistics</i> , 2015 , 27, 801-825	3.2	5
31	The evolution of service innovation research: a critical review and synthesis. <i>Service Industries Journal</i> , 2014 , 34, 373-398	5.7	201
30	A Reconceptualization of Manufacturers\Service Strategies. <i>Journal of Business-to-Business Marketing</i> , 2014 , 21, 19-34	2.3	70

29	Market representations in industrial marketing: Could representations influence strategy?. <i>Industrial Marketing Management</i> , 2014 , 43, 1026-1034	6.9	13
28	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	3	13
27	Am I worth it? Gifting myself with luxury. <i>Journal of Fashion Marketing and Management</i> , 2014 , 18, 112-133	8	12
26	Service innovation in product-centric firms: a multidimensional business model perspective. <i>Journal of Business and Industrial Marketing</i> , 2014 , 29, 96-111	3	228
25	Any way goes: Identifying value constellations for service infusion in SMEs. <i>Industrial Marketing Management</i> , 2013 , 42, 18-30	6.9	139
24	Enabling service innovation: A dynamic capabilities approach. <i>Journal of Business Research</i> , 2013 , 66, 1063-1073	8.7	329
23	Development and implementation of customer solutions: A study of process dynamics and market shaping. <i>Industrial Marketing Management</i> , 2013 , 42, 1083-1092	6.9	63
22	ICT as a catalyst for service business orientation. <i>Journal of Business and Industrial Marketing</i> , 2013 , 28, 506-513	3	75
21	A lean approach for service productivity improvements: synergy or oxymoron?. <i>Managing Service Quality</i> , 2013 , 23, 291-304		39
20	Sales coordination and structural complexity: a national-international comparison. <i>Journal of Business and Industrial Marketing</i> , 2013 , 28, 514-522	3	4
19	Customer-focused and service-focused orientation in organizational structures. <i>Journal of Business and Industrial Marketing</i> , 2012 , 27, 527-537	3	76
18	Service infusion as agile incrementalism in action. <i>Journal of Business Research</i> , 2012 , 65, 765-772	8.7	123
17	The co-creative practice of forming a value proposition. <i>Journal of Marketing Management</i> , 2012 , 28, 1553-1570	3.2	74
16	Visualizing the value of service-based offerings: empirical findings from the manufacturing industry. <i>Journal of Business and Industrial Marketing</i> , 2012 , 27, 538-546	3	36
15	The service function as a holistic management concept. <i>Journal of Business and Industrial Marketing</i> , 2011 , 26, 484-492	3	23
14	Internalisation or externalisation?. <i>Managing Service Quality</i> , 2011 , 21, 373-391		61
13	Information search in complex industrial buying: Empirical evidence from Brazil. <i>Industrial Marketing Management</i> , 2011 , 40, 17-27	6.9	28
12	Dynamics of value propositions: insights from service-dominant logic. <i>European Journal of Marketing</i> , 2011 , 45, 277-294	4.4	145

11	The risks of providing services. <i>Journal of Service Management</i> , 2011 , 22, 390-408	7.4	64
10	Managing industrial service offerings in global business markets. <i>Journal of Business and Industrial Marketing</i> , 2011 , 26, 181-192	3	47
9	Research on Services in the Manufacturing Industry based on a Holistic Viewpoint and Interdisciplinary Approach 2011 , 27-32		3
8	Solutions offerings: a critical review and reconceptualisation. <i>Journal of Service Management</i> , 2010 , 21, 441-459	7.4	177
7	What does a service-dominant logic really mean for manufacturing firms?. <i>CIRP Journal of Manufacturing Science and Technology</i> , 2010 , 3, 285-292	3.4	66
6	Development of industrial service offerings: a process framework. <i>Journal of Service Management</i> , 2009 , 20, 156-172	7.4	187
5	Managing industrial service offerings: requirements on content and processes. <i>International Journal of Services, Technology and Management</i> , 2009 , 11, 42	0.2	38
4	Value Visualization Strategies for PSS Development 2009 , 159-181		8
3	Technology as a driver for changing customer-provider interfaces. <i>Management Research Review</i> , 2008 , 31, 746-757		19
2	Service productivity gains through information and communication technology applications: a service marketing approach. <i>International Journal of Knowledge Management Studies</i> , 2008 , 2, 4	0.3	8
1	Resource Integration Through Digitalisation: A Service Ecosystem Perspective. <i>SSRN Electronic Journal</i> ,	1	2