

Jochen Wirtz

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.

127
papers

7,397
citations

46
h-index

85
g-index

140
ext. papers

8,809
ext. citations

5.2
avg, IF

6.64
L-index

#	Paper	IF	Citations
127	Congruency of scent and music as a driver of in-store evaluations and behavior. <i>Journal of Retailing</i> , 2001 , 77, 273-289	6.5	663
126	Brave new world: service robots in the frontline. <i>Journal of Service Management</i> , 2018 , 29, 907-931	7.4	503
125	Consumer responses to compensation, speed of recovery and apology after a service failure. <i>Journal of Service Management</i> , 2004 , 15, 150-166		400
124	Managing brands and customer engagement in online brand communities. <i>Journal of Service Management</i> , 2013 , 24, 223-244	7.4	378
123	Consumer Satisfaction with Services. <i>Journal of Business Research</i> , 1999 , 44, 55-66	8.7	276
122	The effects of incentives, deal proneness, satisfaction and tie strength on word-of-mouth behaviour. <i>Journal of Service Management</i> , 2002 , 13, 141-162		243
121	The moderating role of target-arousal on the impact of affect on satisfaction – An examination in the context of service experiences. <i>Journal of Retailing</i> , 2000 , 76, 347-365	6.5	203
120	Consumer online privacy concerns and responses: a power-responsibility equilibrium perspective. <i>Journal of the Academy of Marketing Science</i> , 2007 , 35, 572-585	12.4	189
119	Customers behaving badly: a state of the art review, research agenda and implications for practitioners. <i>Journal of Services Marketing</i> , 2010 , 24, 417-429	4	167
118	The role of store environmental stimulation and social factors on impulse purchasing. <i>Journal of Services Marketing</i> , 2008 , 22, 562-567	4	167
117	The Moderating Role of Familiarity in Fairness Perceptions of Revenue Management Pricing. <i>Journal of Service Research</i> , 2007 , 9, 229-240	6	144
116	Platforms in the peer-to-peer sharing economy. <i>Journal of Service Management</i> , 2019 , 30, 452-483	7.4	133
115	Unlocking value from machines: business models and the industrial internet of things. <i>Journal of Marketing Management</i> , 2017 , 33, 111-130	3.2	131
114	The role of preconsumption affect in postpurchase evaluation of services. <i>Psychology and Marketing</i> , 2000 , 17, 587-605	3.9	131
113	How Effective Are Loyalty Reward Programs in Driving Share of Wallet?. <i>Journal of Service Research</i> , 2007 , 9, 327-334	6	117
112	Consumer cheating on service guarantees. <i>Journal of the Academy of Marketing Science</i> , 2004 , 32, 159-175	12.4	114
111	Service robots, customers and service employees: what can we learn from the academic literature and where are the gaps?. <i>Journal of Service Theory and Practice</i> , 2020 , 30, 361-391	3.1	104

110	Causes and consequences of consumer online privacy concern. <i>Journal of Service Management</i> , 2007 , 18, 326-348		100
109	Services Marketing 2016 ,		100
108	Regulatory Focus Theory, Trust, and Privacy Concern. <i>Journal of Service Research</i> , 2009 , 12, 190-207	6	99
107	Opportunistic customer claiming during service recovery. <i>Journal of the Academy of Marketing Science</i> , 2010 , 38, 654-675	12.4	99
106	Consumer complaining to firms: the determinants of channel choice. <i>Journal of Services Marketing</i> , 2004 , 18, 147-155	4	97
105	Consumer Processing of Interior Service Environments: The Interplay Among Visual Complexity, Processing Fluency, and Attractiveness. <i>Journal of Service Research</i> , 2014 , 17, 296-309	6	90
104	Cost-effective service excellence. <i>Journal of the Academy of Marketing Science</i> , 2018 , 46, 59-80	12.4	89
103	Perceived fairness of demand-based pricing for Restaurants. <i>The Cornell Hotel and Restaurant Administration Quarterly</i> , 2002 , 43, 31-37		80
102	Revenue management: Resolving potential customer conflicts. <i>Journal of Revenue and Pricing Management</i> , 2003 , 2, 216-226	0.9	76
101	Emotion display rules at work in the global service economy: the special case of the customer. <i>Journal of Service Management</i> , 2010 , 21, 388-412	7.4	73
100	An experimental investigation of halo effects in satisfaction measures of service attributes. <i>Journal of Service Management</i> , 1995 , 6, 84-102		72
99	The impact of knowledge types on the consumer search process. <i>Journal of Service Management</i> , 2002 , 13, 214-230		68
98	The role of arousal congruency in influencing consumers' satisfaction evaluations and in-store behaviors. <i>Journal of Service Management</i> , 2007 , 18, 6-24		65
97	Managing service employees: literature review, expert opinions, and research directions. <i>Service Industries Journal</i> , 2016 , 36, 757-788	5.7	65
96	The Influence of Materialistic Inclination on Values, Life Satisfaction and Aspirations: An Empirical Analysis. <i>Social Indicators Research</i> , 2000 , 49, 317-333	2.7	64
95	Development of a Service Guarantee Model. <i>Asia Pacific Journal of Management</i> , 1998 , 15, 51-75	2.5	63
94	Should a firm with a reputation for outstanding service quality offer a service guarantee?. <i>Journal of Services Marketing</i> , 2000 , 14, 502-512	4	62
93	The Role of Metaperception on the Effectiveness of Referral Reward Programs. <i>Journal of Service Research</i> , 2013 , 16, 82-98	6	58

92	Managing human resources for service excellence and cost effectiveness at Singapore Airlines. <i>Managing Service Quality</i> , 2008 , 18, 4-19		57
91	Corporate digital responsibility. <i>Journal of Business Research</i> , 2021 , 122, 875-888	8.7	57
90	The Effect of Meal Pace on Customer Satisfaction. <i>The Cornell Hotel and Restaurant Administration Quarterly</i> , 2007 , 48, 231-244		55
89	Business models: Impact on business markets and opportunities for marketing research. <i>Industrial Marketing Management</i> , 2013 , 42, 649-655	6.9	52
88	The effects of consumer expertise on evoked set size and service loyalty. <i>Journal of Services Marketing</i> , 2003 , 17, 649-665	4	52
87	Perceived service encounter pace and customer satisfaction. <i>Journal of Service Management</i> , 2009 , 20, 380-403	7.4	48
86	Halo in customer satisfaction measures. <i>Journal of Service Management</i> , 2003 , 14, 96-119		48
85	Artificial intelligence in marketing: Topic modeling, scientometric analysis, and research agenda. <i>Journal of Business Research</i> , 2021 , 124, 389-404	8.7	48
84	Division of Labor between Firms: Business Services, Non-Ownership-Value and the Rise of the Service Economy. <i>Service Science</i> , 2010 , 2, 136-145	2.2	46
83	Contrasting the Drivers of Switching Intent and Switching Behavior in Contractual Service Settings. <i>Journal of Retailing</i> , 2014 , 90, 463-480	6.5	45
82	Firms' Intentions to Use Nonownership Services. <i>Journal of Service Research</i> , 2013 , 16, 171-185	6	45
81	The strategic role of unused service capacity. <i>Journal of Service Management</i> , 1999 , 10, 211-244		45
80	The Role of Marketing in Digital Business Platforms. <i>Journal of Interactive Marketing</i> , 2020 , 51, 72-90	9.8	43
79	Service Employee Responses to Angry Customer Complaints: The Roles of Customer Status and Service Climate. <i>Journal of Service Research</i> , 2017 , 20, 362-378	6	38
78	Exploring the Role of Alternative Perceived Performance Measures and Needs-Congruency in the Consumer Satisfaction Process. <i>Journal of Consumer Psychology</i> , 2001 , 11, 181-192	3.1	38
77	Organizational learning from customer feedback received by service employees. <i>Journal of Service Management</i> , 2010 , 21, 363-387	7.4	37
76	How long should dinner take? Measuring expected meal duration for restaurant revenue management. <i>Journal of Revenue and Pricing Management</i> , 2002 , 1, 220-233	0.9	37
75	The privacy dyad. <i>Internet Research</i> , 2016 , 26, 919-941	4.8	36

74	Arousal expectations and service evaluations. <i>Journal of Service Management</i> , 2006 , 17, 229-244		35
73	Designing service guarantees [Is full satisfaction the best you can guarantee?]. <i>Journal of Services Marketing</i> , 2001 , 15, 282-299	4	35
72	Global business services. <i>Journal of Service Management</i> , 2015 , 26, 565-587	7.4	33
71	Luxury services. <i>Journal of Service Management</i> , 2020 , 31, 665-691	7.4	33
70	Luxury in the digital age: A multi-actor service encounter perspective. <i>Journal of Business Research</i> , 2020 , 121, 747-756	8.7	31
69	Biometrics: the next frontier in service excellence, productivity and security in the service sector. <i>Managing Service Quality</i> , 2006 , 16, 12-22		31
68	Relational Governance Mechanisms and Uncertainties in Nonownership Services. <i>Psychology and Marketing</i> , 2016 , 33, 250-266	3.9	28
67	Cost-Effective Service Excellence: Lessons from Singapore Airlines. <i>Business Strategy Review</i> , 2004 , 15, 33-38		27
66	Singapore Airlines: Achieving Sustainable Advantage Through Mastering Paradox. <i>Journal of Applied Behavioral Science, The</i> , 2014 , 50, 150-170	1.8	25
65	Accelerating employee-related scholarship in service management. <i>Journal of Service Management</i> , 2017 , 28, 837-865	7.4	23
64	Revenue Management: Advanced Strategies and Tools to Enhance Firm Profitability. <i>Foundations and Trends in Marketing</i> , 2015 , 8, 1-68	1.4	23
63	Strategy and organization at Singapore Airlines: Achieving sustainable advantage through dual strategy. <i>Journal of Air Transport Management</i> , 2009 , 15, 274-279	5.1	23
62	Singapore Airlines: what it takes to sustain service excellence [A senior management perspective]. <i>Managing Service Quality</i> , 2003 , 13, 10-19		23
61	Institutionalising customer-driven learning through fully integrated customer feedback systems. <i>Managing Service Quality</i> , 2000 , 10, 205-215		23
60	Improving the measurement of customer satisfaction: a test of three methods to reduce halo. <i>Managing Service Quality</i> , 2001 , 11, 99-112		21
59	Shopping experiences in visually complex environments: a self-regulation account. <i>Journal of Service Management</i> , 2016 , 27,	7.4	20
58	Introducing uncertain performance expectations in satisfaction models for services. <i>Journal of Service Management</i> , 1999 , 10, 82-99		20
57	The role of marketing in today's enterprises. <i>Journal of Service Management</i> , 2014 , 25, 171-194	7.4	18

56	The impact of expected variance in performance on the satisfaction process. <i>Journal of Service Management</i> , 2001 , 12, 342-358		18
55	An examination of the presence, magnitude and impact of halo on consumer satisfaction measures. <i>Journal of Retailing and Consumer Services</i> , 2000 , 7, 89-99	8.5	17
54	When and Why a Squeaker Wheel Gets More Grease: The Influence of Cultural Values and Anger Intensity on Customer Compensation. <i>Journal of Service Research</i> , 2019 , 22, 223-240	6	16
53	The Effect of Perceived Control on Consumer Responses to Service Encounter Pace: A Revenue Management Perspective. <i>Cornell Hospitality Quarterly</i> , 2012 , 53, 295-307	2.2	16
52	Creative reconstruction How business services drive economic evolution. <i>European Business Review</i> , 2009 , 21, 380-394	13.1	16
51	AI in marketing, consumer research and psychology: A systematic literature review and research agenda. <i>Psychology and Marketing</i> , 2022 , 39, 755-776	3.9	16
50	Social media brand engagement: dimensions, drivers and consequences. <i>Journal of Consumer Marketing</i> , 2019 , 37, 191-204	2	16
49	Organizational Ambidexterity: Cost-Effective Service Excellence, Service Robots, and Artificial Intelligence. <i>Organizational Dynamics</i> , 2020 , 49, 100719	1.5	16
48	Artificial Intelligence and Robots in the Service Encounter. <i>Journal of Service Management Research</i> , 2020 , 4, 3-8	1.6	15
47	Psychometric sifting to efficiently select the right service employees. <i>Managing Service Quality</i> , 2014 , 24, 418-433		13
46	Service Robots and the Future of Services 2020 , 423-435		13
45	Bridging the data divide between practitioners and academics. <i>Journal of Service Management</i> , 2019 , 30, 524-548	7.4	13
44	Intelligent Automation: Welcome to the World of Hyperautomation 2021 ,		13
43	How do innovators stay innovative? A longitudinal case analysis. <i>Journal of Services Marketing</i> , 2018 , 32, 34-45	4	12
42	The enhanced loyalty drivers of customers acquired through referral reward programs. <i>Journal of Service Management</i> , 2017 , 28, 687-706	7.4	12
41	Kung-fu service development at Singapore Airlines. <i>Business Strategy Review</i> , 2005 , 16, 26-31		12
40	Psychological drivers of referral reward program effectiveness. <i>Journal of Services Marketing</i> , 2018 , 32, 256-268	4	11
39	Engaging customers through online and offline referral reward programs. <i>European Journal of Marketing</i> , 2019 , 53, 1962-1987	4.4	9

38	Successful referral behavior in referral reward programs. <i>Journal of Service Management</i> , 2019 , 30, 48-74	7.4	7
37	Service robots: Applying social exchange theory to better understand human-robot interactions. <i>Tourism Management</i> , 2022 , 92, 104537	10.8	7
36	The three-stage model of service consumption	105-128	6
35	Sifting to efficiently select the right service employees. <i>Organizational Dynamics</i> , 2014 , 43, 312-320	1.5	6
34	Two-directional convergence of platform and pipeline business models. <i>Journal of Service Management</i> , 2020 , 31, 693-721	7.4	6
33	Service robots, agency and embarrassing service encounters. <i>Journal of Service Management</i> , 2021 , ahead-of-print,	7.4	5
32	Proactive Handling of Flight Overbooking: How to Reduce Negative eWOM and the Costs of Bumping Customers. <i>Journal of Service Research</i> , 2021 , 24, 206-225	6	5
31	Asset-Based Strategies for Capturing Value in the Service Economy. <i>Service Science: Research and Innovations in the Service Economy</i> , 2019 , 785-810	0.8	4
30	Ownership of Co-creation Assets: Driving B2B Value Propositions in the Service Economy. <i>Journal of Creating Value</i> , 2018 , 4, 42-60	0.9	3
29	Optimizing referral reward programs under impression management considerations. <i>European Journal of Operational Research</i> , 2011 ,	5.6	3
28	Segmentation of library visitors in Singapore: learning and reading related lifestyles. <i>Library Management</i> , 2003 , 24, 20-33	0.8	3
27	The Seven Faces of Singaporeans: A Typology of Singapore Consumers and Their Aspirations and Life Satisfaction. <i>Asia Pacific Journal of Management</i> , 1999 , 16, 229-248	2.5	3
26	Viewpoint: Service products, development of service knowledge and our community's target audience. <i>Journal of Services Marketing</i> , 2021 , 35, 265-270	4	3
25	Service Robots, Customers, and Service Employees: What Can We Learn from the Academic Literature and Where are the Gaps?. <i>SSRN Electronic Journal</i> ,	1	3
24	Consumer Behavior in a Service Context		3
23	Corporate Digital Responsibility at the Dawn of the Digital Service Revolution. <i>SSRN Electronic Journal</i> ,	1	3
22	Cost-effective service excellence in healthcare. <i>AMS Review</i> , 2019 , 9, 98-104	3	2
21	Strategy and Organisation at Singapore Airlines: Achieving Sustainable Advantage Through Dual Strategy 2012 , 479-493		2

20	Are customer satisfaction measures equally applicable across research contexts, or do we need a more differentiated approach?. <i>Markt</i> , 1998 , 37, 83-101		1
19	Revenue Management at Prego Italian Restaurant. <i>Asian Case Research Journal</i> , 2003 , 07, 67-87	0.1	1
18	Viewpoint: cost-effective health care developments and research opportunities in China, India and Singapore. <i>Journal of Services Marketing</i> , 2022 , ahead-of-print,	4	1
17	Managing HR for Service Excellence and Cost Effectiveness at Singapore Airlines 2007 , 307-327		1
16	Service Geschäftsmodelle für das industrielle Internet der Dinge 2018 , 113-132		1
15	How to Reduce Consumer Cheating on Service Guarantees? Results from Two Experimental Studies. <i>Developments in Marketing Science: Proceedings of the Academy of Marketing Science</i> , 2015 , 198-203	0.1	1
14	Wahrgenommene Preisfairness und Anstöße zur Konfliktlösung im Revenue Management 2014 , 83-103		1
13	Business Analytics: Concept and Applications 2019 , 1-8		1
12	Service products and productization. <i>Journal of Business Research</i> , 2021 , 137, 411-421	8.7	1
11	Should a Firm with a Reputation for Outstanding Service Quality Offer a Service Guarantee? An Experimental Study. <i>Developments in Marketing Science: Proceedings of the Academy of Marketing Science</i> , 2015 , 195-197	0.1	0
10	Halo in Consumer Satisfaction: Replication and Extension of an Experimental Study. <i>Developments in Marketing Science: Proceedings of the Academy of Marketing Science</i> , 2015 , 265-265	0.1	
9	Warum Unternehmen sich für KoKonsum entscheiden. <i>Marketing Review St Gallen</i> , 2015 , 32, 24-31		
8	Determinants of Membership Marketing Programs. <i>Markt</i> , 2001 , 40, 40-49		
7	GULFSTREAM AEROSPACE CORPORATION ¶ PENETRATING ASIA'S CORPORATE JET MARKET. <i>Asian Case Research Journal</i> , 2001 , 05, 97-120	0.1	
6	Values, attitudes and aspirations of Singaporeans ¶ summary findings from a large-scale lifestyle study. <i>Markt</i> , 1999 , 38, 21-48		
5	Marketing in Singapore: An analysis off macro trends. <i>Markt</i> , 1995 , 34, 128-145		
4	How to Reduce Halo in Attribute-Specific Customer Satisfaction Measures: An Empirical Investigation. <i>Developments in Marketing Science: Proceedings of the Academy of Marketing Science</i> , 2015 , 264-264	0.1	
3	Contract Innovation: Driving Scale and Scope of Nonownership Value Propositions ¶ Chapter Description 2022 , 247-261		

2 Toward a New Service Reality: HumanRobot Collaboration at the Service Frontline **2022**, 991-1008

1 Managing the Exclusivity of Luxury Service Experiences **2022**, 263-276