

Jochen Wirtz

List of Publications by Year in Descending Order

Source: <https://exaly.com/author-pdf/5409587/jochen-wirtz-publications-by-year.pdf>

Version: 2024-04-19

This document has been generated based on the publications and citations recorded by exaly.com. For the latest version of this publication list, visit the link given above.

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	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
126	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
125	Service robots: Applying social exchange theory to better understand human-robot interactions. <i>Tourism Management</i> , 2022 , 92, 104537	10.8	7
124	Contract Innovation: Driving Scale and Scope of Nonownership Value Propositions Chapter Description 2022 , 247-261		
123	Toward a New Service Reality: Human-Robot Collaboration at the Service Frontline 2022 , 991-1008		
122	Managing the Exclusivity of Luxury Service Experiences 2022 , 263-276		
121	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
120	Service robots, agency and embarrassing service encounters. <i>Journal of Service Management</i> , 2021 , ahead-of-print,	7.4	5
119	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
118	Artificial intelligence in marketing: Topic modeling, scientometric analysis, and research agenda. <i>Journal of Business Research</i> , 2021 , 124, 389-404	8.7	48
117	Corporate digital responsibility. <i>Journal of Business Research</i> , 2021 , 122, 875-888	8.7	57
116	Intelligent Automation: Welcome to the World of Hyperautomation 2021 ,		13
115	Service products and productization. <i>Journal of Business Research</i> , 2021 , 137, 411-421	8.7	1
114	Luxury in the digital age: A multi-actor service encounter perspective. <i>Journal of Business Research</i> , 2020 , 121, 747-756	8.7	31
113	Artificial Intelligence and Robots in the Service Encounter. <i>Journal of Service Management Research</i> , 2020 , 4, 3-8	1.6	15
112	Service Robots and the Future of Services 2020 , 423-435		13
111	Luxury services. <i>Journal of Service Management</i> , 2020 , 31, 665-691	7.4	33

110	The Role of Marketing in Digital Business Platforms. <i>Journal of Interactive Marketing</i> , 2020 , 51, 72-90	9.8	43
109	Two-directional convergence of platform and pipeline business models. <i>Journal of Service Management</i> , 2020 , 31, 693-721	7.4	6
108	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
107	Organizational Ambidexterity: Cost-Effective Service Excellence, Service Robots, and Artificial Intelligence. <i>Organizational Dynamics</i> , 2020 , 49, 100719	1.5	16
106	Cost-effective service excellence in healthcare. <i>AMS Review</i> , 2019 , 9, 98-104	3	2
105	When and Why a Squeakier 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
104	Engaging customers through online and offline referral reward programs. <i>European Journal of Marketing</i> , 2019 , 53, 1962-1987	4.4	9
103	Social media brand engagement: dimensions, drivers and consequences. <i>Journal of Consumer Marketing</i> , 2019 , 37, 191-204	2	16
102	Bridging the data divide between practitioners and academics. <i>Journal of Service Management</i> , 2019 , 30, 524-548	7.4	13
101	Platforms in the peer-to-peer sharing economy. <i>Journal of Service Management</i> , 2019 , 30, 452-483	7.4	133
100	Business Analytics: Concept and Applications 2019 , 1-8		1
99	Successful referral behavior in referral reward programs. <i>Journal of Service Management</i> , 2019 , 30, 48-74	7.4	7
98	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
97	How do innovators stay innovative? A longitudinal case analysis. <i>Journal of Services Marketing</i> , 2018 , 32, 34-45	4	12
96	Cost-effective service excellence. <i>Journal of the Academy of Marketing Science</i> , 2018 , 46, 59-80	12.4	89
95	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
94	Service Geschäftsmodelle für das industrielle Internet der Dinge 2018 , 113-132		1
93	Psychological drivers of referral reward program effectiveness. <i>Journal of Services Marketing</i> , 2018 , 32, 256-268	4	11

92	Brave new world: service robots in the frontline. <i>Journal of Service Management</i> , 2018 , 29, 907-931	7.4	503
91	Accelerating employee-related scholarship in service management. <i>Journal of Service Management</i> , 2017 , 28, 837-865	7.4	23
90	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
89	The enhanced loyalty drivers of customers acquired through referral reward programs. <i>Journal of Service Management</i> , 2017 , 28, 687-706	7.4	12
88	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
87	The privacy dyad. <i>Internet Research</i> , 2016 , 26, 919-941	4.8	36
86	Relational Governance Mechanisms and Uncertainties in Nonownership Services. <i>Psychology and Marketing</i> , 2016 , 33, 250-266	3.9	28
85	Shopping experiences in visually complex environments: a self-regulation account. <i>Journal of Service Management</i> , 2016 , 27,	7.4	20
84	Services Marketing 2016 ,		100
83	Managing service employees: literature review, expert opinions, and research directions. <i>Service Industries Journal</i> , 2016 , 36, 757-788	5.7	65
82	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	
81	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
80	Revenue Management: Advanced Strategies and Tools to Enhance Firm Profitability. <i>Foundations and Trends in Marketing</i> , 2015 , 8, 1-68	1.4	23
79	Warum Unternehmen sich für KoKonsum entscheiden. <i>Marketing Review St Gallen</i> , 2015 , 32, 24-31		
78	Global business services. <i>Journal of Service Management</i> , 2015 , 26, 565-587	7.4	33
77	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	
76	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
75	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

74	The role of marketing in today's enterprises. <i>Journal of Service Management</i> , 2014 , 25, 171-194	7.4	18
73	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
72	Singapore Airlines: Achieving Sustainable Advantage Through Mastering Paradox. <i>Journal of Applied Behavioral Science, The</i> , 2014 , 50, 150-170	1.8	25
71	Psychometric sifting to efficiently select the right service employees. <i>Managing Service Quality</i> , 2014 , 24, 418-433		13
70	Sifting to efficiently select the right service employees. <i>Organizational Dynamics</i> , 2014 , 43, 312-320	1.5	6
69	Wahrgenommene Preisfairness und Ansätze zur Konfliktlösung im Revenue Management 2014 , 83-103		1
68	Business models: Impact on business markets and opportunities for marketing research. <i>Industrial Marketing Management</i> , 2013 , 42, 649-655	6.9	52
67	Managing brands and customer engagement in online brand communities. <i>Journal of Service Management</i> , 2013 , 24, 223-244	7.4	378
66	Firms' Intentions to Use Nonownership Services. <i>Journal of Service Research</i> , 2013 , 16, 171-185	6	45
65	The Role of Metaperception on the Effectiveness of Referral Reward Programs. <i>Journal of Service Research</i> , 2013 , 16, 82-98	6	58
64	Strategy and Organisation at Singapore Airlines: Achieving Sustainable Advantage Through Dual Strategy 2012 , 479-493		2
63	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
62	Optimizing referral reward programs under impression management considerations. <i>European Journal of Operational Research</i> , 2011 ,	5.6	3
61	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
60	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
59	Organizational learning from customer feedback received by service employees. <i>Journal of Service Management</i> , 2010 , 21, 363-387	7.4	37
58	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
57	Opportunistic customer claiming during service recovery. <i>Journal of the Academy of Marketing Science</i> , 2010 , 38, 654-675	12.4	99

56	Regulatory Focus Theory, Trust, and Privacy Concern. <i>Journal of Service Research</i> , 2009 , 12, 190-207	6	99
55	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
54	Perceived service encounter pace and customer satisfaction. <i>Journal of Service Management</i> , 2009 , 20, 380-403	7.4	48
53	Creative reconstruction How business services drive economic evolution. <i>European Business Review</i> , 2009 , 21, 380-394	13.1	16
52	The role of store environmental stimulation and social factors on impulse purchasing. <i>Journal of Services Marketing</i> , 2008 , 22, 562-567	4	167
51	Managing human resources for service excellence and cost effectiveness at Singapore Airlines. <i>Managing Service Quality</i> , 2008 , 18, 4-19		57
50	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
49	How Effective Are Loyalty Reward Programs in Driving Share of Wallet?. <i>Journal of Service Research</i> , 2007 , 9, 327-334	6	117
48	The Effect of Meal Pace on Customer Satisfaction. <i>The Cornell Hotel and Restaurant Administration Quarterly</i> , 2007 , 48, 231-244		55
47	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
46	Causes and consequences of consumer online privacy concern. <i>Journal of Service Management</i> , 2007 , 18, 326-348		100
45	The Moderating Role of Familiarity in Fairness Perceptions of Revenue Management Pricing. <i>Journal of Service Research</i> , 2007 , 9, 229-240	6	144
44	Managing HR for Service Excellence and Cost Effectiveness at Singapore Airlines 2007 , 307-327		1
43	Biometrics: the next frontier in service excellence, productivity and security in the service sector. <i>Managing Service Quality</i> , 2006 , 16, 12-22		31
42	Arousal expectations and service evaluations. <i>Journal of Service Management</i> , 2006 , 17, 229-244		35
41	Kung-fu service development at Singapore Airlines. <i>Business Strategy Review</i> , 2005 , 16, 26-31		12
40	Consumer complaining to firms: the determinants of channel choice. <i>Journal of Services Marketing</i> , 2004 , 18, 147-155	4	97
39	Cost-Effective Service Excellence: Lessons from Singapore Airlines. <i>Business Strategy Review</i> , 2004 , 15, 33-38		27

38	Consumer cheating on service guarantees. <i>Journal of the Academy of Marketing Science</i> , 2004 , 32, 159-175.	11.4	114
37	Consumer responses to compensation, speed of recovery and apology after a service failure. <i>Journal of Service Management</i> , 2004 , 15, 150-166		400
36	Revenue Management at Prego Italian Restaurant. <i>Asian Case Research Journal</i> , 2003 , 07, 67-87	0.1	1
35	The effects of consumer expertise on evoked set size and service loyalty. <i>Journal of Services Marketing</i> , 2003 , 17, 649-665	4	52
34	Revenue management: Resolving potential customer conflicts. <i>Journal of Revenue and Pricing Management</i> , 2003 , 2, 216-226	0.9	76
33	Segmentation of library visitors in Singapore: learning and reading related lifestyles. <i>Library Management</i> , 2003 , 24, 20-33	0.8	3
32	Halo in customer satisfaction measures. <i>Journal of Service Management</i> , 2003 , 14, 96-119		48
31	Singapore Airlines: what it takes to sustain service excellence – a senior management perspective. <i>Managing Service Quality</i> , 2003 , 13, 10-19		23
30	Perceived fairness of demand-based pricing for Restaurants. <i>The Cornell Hotel and Restaurant Administration Quarterly</i> , 2002 , 43, 31-37		80
29	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
28	The impact of knowledge types on the consumer search process. <i>Journal of Service Management</i> , 2002 , 13, 214-230		68
27	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
26	The impact of expected variance in performance on the satisfaction process. <i>Journal of Service Management</i> , 2001 , 12, 342-358		18
25	Determinants of Membership Marketing Programs. <i>Markt</i> , 2001 , 40, 40-49		
24	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
23	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
22	GULFSTREAM AEROSPACE CORPORATION – PENETRATING ASIA'S CORPORATE JET MARKET. <i>Asian Case Research Journal</i> , 2001 , 05, 97-120	0.1	
21	Designing service guarantees – is full satisfaction the best you can guarantee?. <i>Journal of Services Marketing</i> , 2001 , 15, 282-299	4	35

20	Improving the measurement of customer satisfaction: a test of three methods to reduce halo. <i>Managing Service Quality</i> , 2001 , 11, 99-112		21
19	The role of preconsumption affect in postpurchase evaluation of services. <i>Psychology and Marketing</i> , 2000 , 17, 587-605	3.9	131
18	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
17	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
16	Institutionalising customer-driven learning through fully integrated customer feedback systems. <i>Managing Service Quality</i> , 2000 , 10, 205-215		23
15	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
14	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
13	Introducing uncertain performance expectations in satisfaction models for services. <i>Journal of Service Management</i> , 1999 , 10, 82-99		20
12	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
11	Values, attitudes and aspirations of Singaporeans—Summary findings from a large-scale lifestyle study. <i>Markt</i> , 1999 , 38, 21-48		
10	The strategic role of unused service capacity. <i>Journal of Service Management</i> , 1999 , 10, 211-244		45
9	Consumer Satisfaction with Services. <i>Journal of Business Research</i> , 1999 , 44, 55-66	8.7	276
8	Development of a Service Guarantee Model. <i>Asia Pacific Journal of Management</i> , 1998 , 15, 51-75	2.5	63
7	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
6	An experimental investigation of halo effects in satisfaction measures of service attributes. <i>Journal of Service Management</i> , 1995 , 6, 84-102		72
5	Marketing in Singapore: An analysis off macro trends. <i>Markt</i> , 1995 , 34, 128-145		
4	The three-stage model of service consumption105-128		6
3	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

2 Consumer Behavior in a Service Context 3

1 Corporate Digital Responsibility at the Dawn of the Digital Service Revolution. *SSRN Electronic Journal*, 1 3