

# Lars Witell

## 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.

84  
papers

3,746  
citations

33  
h-index

60  
g-index

91  
ext. papers

4,517  
ext. citations

5.2  
avg, IF

5.92  
L-index

#	Paper	IF	Citations
84	Service innovativeness in retailing: Increasing the relative attractiveness during the COVID-19 pandemic. <i>Journal of Retailing and Consumer Services</i> , <b>2022</b> , 67, 102962	8.5	3
83	Consumer lying behavior in service encounters. <i>Journal of Business Research</i> , <b>2022</b> , 141, 755-769	8.7	1
82	Beyond the Line of Visibility: Toward Sustainable Service Innovation <b>2022</b> , 577-593		
81	Understanding Key Market Challenges Through Service Innovation <b>2022</b> , 613-627		
80	Managing A Global Retail Brand in Different Markets: Meta-Analyses of Customer Responses to Service Encounters. <i>Journal of Retailing</i> , <b>2021</b> ,	6.5	3
79	How customer experience management reconciles strategy differences between East and West. <i>Journal of Global Scholars of Marketing Science</i> , <b>2021</b> , 31, 273-295	2.3	0
78	Dynamics of wellbeing co-creation: a psychological ownership perspective. <i>Journal of Service Management</i> , <b>2021</b> , 32, 383-406	7.4	23
77	The roles of quality departments and their influence on business results. <i>Total Quality Management and Business Excellence</i> , <b>2021</b> , 32, 886-897	2.7	5
76	Business Models for Digital Service Infusion Using AI and Big Data <b>2021</b> , 103-115		2
75	Designing satisfying service encounters: website versus store touchpoints. <i>Journal of the Academy of Marketing Science</i> , <b>2021</b> , 1-23	12.4	3
74	Service design as an innovation approach in technology startups: a longitudinal multiple case study. <i>Creativity and Innovation Management</i> , <b>2020</b> , 29, 303-323	2.7	4
73	Characterizing customer experience management in business markets. <i>Journal of Business Research</i> , <b>2020</b> , 116, 420-430	8.7	20
72	Visioning a hospitality-oriented patient experience (HOPE) framework in health care. <i>Journal of Service Management</i> , <b>2020</b> , 31, 869-888	7.4	6
71	Viewpoint: getting your qualitative service research published. <i>Journal of Services Marketing</i> , <b>2020</b> , 34, 111-116	4	5
70	How to convert digital offerings into revenue enhancement [Conceptualizing business model dynamics through explorative case studies. <i>Industrial Marketing Management</i> , <b>2020</b> , 91, 429-441	6.9	30
69	Identifying the resource integration processes of green service. <i>Journal of Service Management</i> , <b>2019</b> , 31, 839-859	7.4	10
68	The influence of place on health-care customer creativity. <i>European Journal of Marketing</i> , <b>2019</b> , 53, 1400-1422	11.22	1

67	Two routes of service modularization: advancing standardization and customization. <i>Journal of Services Marketing</i> , <b>2019</b> , 33, 73-87	4	11
66	Creating the Perfect Match: Roles and Archetypes of Open Service Innovation <b>2019</b> , 135-162		
65	Value Creation in Service-Based States of Business Relationships <b>2019</b> , 281-305		
64	Incremental and Radical Service Innovation in Healthcare. <i>Service Science: Research and Innovations in the Service Economy</i> , <b>2019</b> , 619-638	0.8	2
63	The role of customer knowledge development for incremental and radical service innovation in servitized manufacturers. <i>Journal of Business Research</i> , <b>2019</b> , 98, 328-338	8.7	42
62	Service capabilities and servitized SME performance: contingency on firm age. <i>International Journal of Operations and Production Management</i> , <b>2018</b> , 38, 1144-1164	6.8	34
61	Incremental and radical open service innovation. <i>Journal of Services Marketing</i> , <b>2018</b> , 32, 101-112	4	16
60	Customer experience challenges: bringing together digital, physical and social realms. <i>Journal of Service Management</i> , <b>2018</b> , 29, 776-808	7.4	232
59	Does one size fit all? New service development across different types of services. <i>Journal of Service Management</i> , <b>2017</b> , 28, 329-347	7.4	21
58	The changing role of the health care customer: review, synthesis and research agenda. <i>Journal of Service Management</i> , <b>2017</b> , 28, 2-33	7.4	92
57	Driver Configurations for Successful Service Infusion. <i>Journal of Service Research</i> , <b>2017</b> , 20, 275-291	6	55
56	A bricolage perspective on service innovation. <i>Journal of Business Research</i> , <b>2017</b> , 79, 290-298	8.7	74
55	Network orchestration for value platform development. <i>Industrial Marketing Management</i> , <b>2017</b> , 67, 106-121	6.9	74
54	Cocreative customer practices: Effects of health care customer value cocreation practices on well-being. <i>Journal of Business Research</i> , <b>2017</b> , 70, 55-66	8.7	109
53	You can't buy what you can't see: Retailer practices to increase the green premium. <i>Journal of Retailing and Consumer Services</i> , <b>2017</b> , 34, 319-325	8.5	44
52	Identifying categories of service innovation: A review and synthesis of the literature. <i>Journal of Business Research</i> , <b>2016</b> , 69, 2401-2408	8.7	184
51	Defining service innovation: A review and synthesis. <i>Journal of Business Research</i> , <b>2016</b> , 69, 2863-2872	8.7	174
50	Innovation in service ecosystems Breaking, making, and maintaining institutionalized rules of resource integration. <i>Journal of Business Research</i> , <b>2016</b> , 69, 2964-2971	8.7	169

49	Reflections on context in service research. <i>Journal of Service Management</i> , <b>2016</b> , 27, 30-36	7.4	37
48	Service manoeuvres to overcome challenges of servitisation in a value network. <i>Production Planning and Control</i> , <b>2015</b> , 26, 1188-1197	4.3	20
47	Conducting service research that matters. <i>Journal of Services Marketing</i> , <b>2015</b> , 29, 425-429	4	19
46	Exploring dualities of service innovation: implications for service research. <i>Journal of Services Marketing</i> , <b>2015</b> , 29, 436-441	4	28
45	Understanding new service development and service innovation through innovation modes. <i>Journal of Business and Industrial Marketing</i> , <b>2014</b> , 29, 123-131	3	33
44	New Service Development in Manufacturing Firms [Similarities and Differences with New Service Development and New Product Development. <i>Journal of Applied Management and Entrepreneurship</i> , <b>2014</b> , 19, 35-49		5
43	The effect of customer information during new product development on profits from goods and services. <i>European Journal of Marketing</i> , <b>2014</b> , 48, 1709-1730	4.4	24
42	Turning customer satisfaction measurements into action. <i>Journal of Service Management</i> , <b>2014</b> , 25, 556-574		17
41	Servitization of Capital Equipment Providers in the Pulp and Paper Industry <b>2014</b> , 151-164		1
40	Any way goes: Identifying value constellations for service infusion in SMEs. <i>Industrial Marketing Management</i> , <b>2013</b> , 42, 18-30	6.9	139
39	Theory of attractive quality and the Kano methodology [The past, the present, and the future. <i>Total Quality Management and Business Excellence</i> , <b>2013</b> , 24, 1241-1252	2.7	53
38	Changing quality initiative [Does the quality profile really change?. <i>Total Quality Management and Business Excellence</i> , <b>2013</b> , 24, 79-90	2.7	11
37	Having a strategy for new service development [Does it really matter?. <i>Journal of Service Management</i> , <b>2013</b> , 24, 25-44	7.4	54
36	From service for free to service for fee: business model innovation in manufacturing firms. <i>Journal of Service Management</i> , <b>2013</b> , 24, 520-533	7.4	63
35	Using interventions to change the quality profile of an organisation. <i>International Journal of Quality and Service Sciences</i> , <b>2013</b> , 5, 32-45	1.9	10
34	Customer co-creation in service innovation: a matter of communication?. <i>Journal of Service Management</i> , <b>2012</b> , 23, 311-327	7.4	184
33	Co-creation and learning in health-care service development. <i>Journal of Service Management</i> , <b>2012</b> , 23, 328-343	7.4	120
32	Service transition: finding the right position on the goods-to-services continuum. <i>International Journal of Modelling in Operations Management</i> , <b>2012</b> , 2, 69	0.1	11

31	The role of quality managers in contemporary organisations. <i>Total Quality Management and Business Excellence</i> , <b>2011</b> , 22, 795-806	2.7	36
30	Identifying ideas of attractive quality in the innovation process. <i>TQM Journal</i> , <b>2011</b> , 23, 87-99	3.4	17
29	Idea generation: customer co-creation versus traditional market research techniques. <i>Journal of Service Management</i> , <b>2011</b> , 22, 140-159	7.4	179
28	Competitive advantage through service differentiation by manufacturing companies. <i>Journal of Business Research</i> , <b>2011</b> , 64, 1270-1280	8.7	206
27	Solicited diaries as a means of involving patients in development of healthcare services. <i>International Journal of Quality and Service Sciences</i> , <b>2011</b> , 3, 128-145	1.9	18
26	Internalisation or externalisation?. <i>Managing Service Quality</i> , <b>2011</b> , 21, 373-391		61
25	Theory of attractive quality and life cycles of quality attributes. <i>TQM Journal</i> , <b>2011</b> , 23, 235-246	3.4	39
24	Collaboration with Customers - Understanding the Effect of Customer-Company Interaction in New Product Development <b>2011</b> ,		3
23	Research on Services in the Manufacturing Industry based on a Holistic Viewpoint and Interdisciplinary Approach <b>2011</b> , 27-32		3
22	Service innovations in manufacturing firms. <i>Managing Service Quality</i> , <b>2010</b> , 20, 161-175		65
21	Match or Mismatch: Strategy-Structure Configurations in the Service Business of Manufacturing Companies. <i>Journal of Service Research</i> , <b>2010</b> , 13, 198-215	6	205
20	Service strategies in a supply chain. <i>Journal of Service Management</i> , <b>2010</b> , 21, 427-440	7.4	24
19	Service Innovation and Customer Co-development. <i>Service Science: Research and Innovations in the Service Economy</i> , <b>2010</b> , 561-577	0.8	30
18	Changing from a product to a process perspective for service improvements in a manufacturing company. <i>TQM Journal</i> , <b>2010</b> , 22, 26-40	3.4	12
17	Quality improvement activities in Swedish industry: drivers, approaches, and outcomes. <i>International Journal of Quality and Service Sciences</i> , <b>2010</b> , 2, 206-216	1.9	13
16	Value creation in outsourced service provision in public transportation. <i>TQM Journal</i> , <b>2009</b> , 21, 517-529	3.4	9
15	Degree of service-orientation in the pulp and paper industry. <i>International Journal of Services, Technology and Management</i> , <b>2009</b> , 11, 24	0.2	13
14	Quality management systems and value creation. <i>International Journal of Quality and Service Sciences</i> , <b>2009</b> , 1, 241-254	1.9	7

13	Managerial Recommendations for Service Innovations in Different Product-Service Systems <b>2009</b> , 237-259		3
12	Customer satisfaction in the first and second moments of truth. <i>Journal of Product and Brand Management</i> , <b>2008</b> , 17, 463-474	4.3	32
11	A review of empirical investigations comparing quality initiatives in manufacturing and service organizations. <i>Managing Service Quality</i> , <b>2008</b> , 18, 577-593		37
10	Two Decades of Using Kanold Theory of Attractive Quality: A Literature Review. <i>Quality Management Journal</i> , <b>2008</b> , 15, 59-75	2.3	76
9	Classification of quality attributes. <i>Managing Service Quality</i> , <b>2007</b> , 17, 54-73		86
8	The Role of the Customer in the Development Process. <i>Series on Technology Management</i> , <b>2006</b> , 33-56	0.4	8
7	Assessing behavior before it becomes behavior. <i>Journal of Service Management</i> , <b>2005</b> , 16, 169-185		39
6	Inter-project improvement in product development. <i>International Journal of Quality and Reliability Management</i> , <b>2005</b> , 22, 876-893	2	14
5	Kanold Theory of Attractive Quality and Packaging. <i>Quality Management Journal</i> , <b>2005</b> , 12, 7-20	2.3	59
4	Continuous improvement in product development. <i>International Journal of Quality and Reliability Management</i> , <b>2005</b> , 22, 753-768	2	38
3	The impact of quality practices on customer satisfaction and business results: product versus service organizations. <i>Journal of Quality Management</i> , <b>2001</b> , 6, 5-27		90
2	New service development from the perspective of value co-creation in a service system 346-369		
1	An ecosystem perspective on service innovation 85-102		3