Tim Hilken

List of Publications by Year
in descending order

14 papers	**1,068** citations	840776 **11** h-index	1058476 **14** g-index
14 all docs	**14** docs citations	**14** times ranked	**505** citing authors

#	Article	IF	Citations
1	Augmenting the eye of the beholder: exploring the strategic potential of augmented reality to enhance online service experiences. Journal of the Academy of Marketing Science, 2017, 45, 884-905.	11.2	325
2	Making omnichannel an augmented reality: the current and future state of the art. Journal of Research in Interactive Marketing, 2018, 12, 509-523.	8.9	148
3	Augmented Reality Marketing: A Technology-Enabled Approach to Situated Customer Experience. Australasian Marketing Journal, 2020, 28, 374-384.	5.4	112
4	The playground effect: How augmented reality drives creative customer engagement. Journal of Business Research, 2020, 116, 85-98.	10.2	106
5	Seeing eye to eye: social augmented reality and shared decision making in the marketplace. Journal of the Academy of Marketing Science, 2020, 48, 143-164.	11.2	77
6	Tangible Service Automation: Decomposing the Technology-Enabled Engagement Process (TEEP) for Augmented Reality. Journal of Service Research, 2021, 24, 84-103.	12.2	68
7	What's Mine Is a Hologram? How Shared Augmented Reality Augments Psychological Ownership. Journal of Interactive Marketing, 2019, 48, 71-88.	6.2	59
8	How to strategically choose or combine augmented and virtual reality for improved online experiential retailing. Psychology and Marketing, 2022, 39, 495-507.	8.2	49
9	Seeing with the Customer's Eye: Exploring the Challenges and Opportunities of AR Advertising. Journal of Advertising, 2020, 49, 109-124.	6.6	45
10	Climate setting in sourcing teams: Developing a measurement scale for team creativity climate. Journal of Purchasing and Supply Management, 2016, 22, 196-204.	5.7	26
11	Disrupting marketing realities: A research agenda for investigating the psychological mechanisms of next‐generation experiences with reality‐enhancing technologies. Psychology and Marketing, 2022, 39, 1660-1671.	8.2	25
12	Exploring the frontiers in reality-enhanced service communication: from augmented and virtual reality to neuro-enhanced reality. Journal of Service Management, 2022, 33, 657-674.	7.2	12
13	Bridging Imagination Gaps on the Path to Purchase with Augmented Reality: Field and Experimental Evidence. Journal of Interactive Marketing, 2022, 57, 356-375.	6.2	11
14	Too Real for Comfort: Measuring Consumers' Augmented Reality Information Privacy Concerns. Progress in IS, 2021, , 95-108.	0.6	5