

Tim Hilken

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/7752263/publications.pdf>

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