

# Heiko Gebauer

## 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.

93  
papers

5,565  
citations

40  
h-index

74  
g-index

96  
ext. papers

6,649  
ext. citations

4.6  
avg, IF

6.57  
L-index

#	Paper	IF	Citations
93	Overcoming the Service Paradox in Manufacturing Companies. <i>European Management Journal</i> , <b>2005</b> , 23, 14-26	4.8	595
92	Servitization and deservitization: Overview, concepts, and definitions. <i>Industrial Marketing Management</i> , <b>2017</b> , 60, 4-10	6.9	224
91	Digital servitization business models in ecosystems: A theory of the firm. <i>Journal of Business Research</i> , <b>2019</b> , 104, 380-392	8.7	224
90	Identifying service strategies in product manufacturing companies by exploring environment-strategy configurations. <i>Industrial Marketing Management</i> , <b>2008</b> , 37, 278-291	6.9	219
89	Competitive advantage through service differentiation by manufacturing companies. <i>Journal of Business Research</i> , <b>2011</b> , 64, 1270-1280	8.7	206
88	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
87	What service transition? Rethinking established assumptions about manufacturers' service-led growth strategies. <i>Industrial Marketing Management</i> , <b>2015</b> , 45, 59-69	6.9	191
86	Service growth in product firms: Past, present, and future. <i>Industrial Marketing Management</i> , <b>2017</b> , 60, 82-88	6.9	180
85	Behavioral implications of the transition process from products to services. <i>Journal of Business and Industrial Marketing</i> , <b>2005</b> , 20, 70-78	3	175
84	Absorptive capacity, learning processes and combinative capabilities as determinants of strategic innovation. <i>European Management Journal</i> , <b>2012</b> , 30, 57-73	4.8	164
83	Characterizing service networks for moving from products to solutions. <i>Industrial Marketing Management</i> , <b>2013</b> , 42, 31-46	6.9	159
82	An investigation of the relationship between behavioral processes, motivation, investments in the service business and service revenue. <i>Industrial Marketing Management</i> , <b>2007</b> , 36, 337-348	6.9	157
81	Servitization: A contemporary thematic review of four major research streams. <i>Industrial Marketing Management</i> , <b>2019</b> , 83, 207-223	6.9	148
80	Moving from products to solutions: Strategic approaches for developing capabilities. <i>European Management Journal</i> , <b>2013</b> , 31, 390-409	4.8	137
79	Strategy map of servitization. <i>International Journal of Production Economics</i> , <b>2017</b> , 192, 144-156	9.3	128
78	Exploitation or exploration in service business development?. <i>Journal of Service Management</i> , <b>2010</b> , 21, 591-624	7.4	127
77	The relationship between digitalization and servitization: The role of servitization in capturing the financial potential of digitalization. <i>Technological Forecasting and Social Change</i> , <b>2020</b> , 151, 119804	9.5	116

76	Service-driven manufacturing. <i>Journal of Service Management</i> , <b>2012</b> , 23, 120-136	7.4	105
75	Internet of things technologies, digital servitization and business model innovation in BtoB manufacturing firms. <i>Industrial Marketing Management</i> , <b>2020</b> , 89, 245-264	6.9	103
74	Value co-creation as a determinant of success in public transport services. <i>Managing Service Quality</i> , <b>2010</b> , 20, 511-530		102
73	Success factors for achieving high service revenues in manufacturing companies. <i>Benchmarking</i> , <b>2006</b> , 13, 374-386	4	98
72	The impact of service orientation in corporate culture on business performance in manufacturing companies. <i>Journal of Service Management</i> , <b>2010</b> , 21, 237-259	7.4	78
71	Exploring the contribution of management innovation to the evolution of dynamic capabilities. <i>Industrial Marketing Management</i> , <b>2011</b> , 40, 1238-1250	6.9	77
70	Customer-focused and service-focused orientation in organizational structures. <i>Journal of Business and Industrial Marketing</i> , <b>2012</b> , 27, 527-537	3	76
69	ICT as a catalyst for service business orientation. <i>Journal of Business and Industrial Marketing</i> , <b>2013</b> , 28, 506-513	3	75
68	A bricolage perspective on service innovation. <i>Journal of Business Research</i> , <b>2017</b> , 79, 290-298	8.7	74
67	Innovation of product-related services. <i>Managing Service Quality</i> , <b>2008</b> , 18, 387-404		74
66	Separate or Integrate? Assessing the Impact of Separation Between Product and Service Business on Service Performance in Product Manufacturing Firms. <i>Journal of Business-to-Business Marketing</i> , <b>2012</b> , 19, 309-334	2.3	68
65	An Investigation of Antecedents for the Development of Customer Support Services in Manufacturing Companies. <i>Journal of Business-to-Business Marketing</i> , <b>2007</b> , 14, 59-96	2.3	61
64	Growth paths for overcoming the digitalization paradox. <i>Business Horizons</i> , <b>2020</b> , 63, 313-323	10.1	57
63	Organizational capabilities for pay-per-use services in product-oriented companies. <i>International Journal of Production Economics</i> , <b>2017</b> , 192, 157-168	9.3	56
62	Exploring the alignment between service strategy and service innovation. <i>Journal of Service Management</i> , <b>2011</b> , 22, 664-683	7.4	55
61	An agenda for service research at the base of the pyramid. <i>Journal of Service Management</i> , <b>2013</b> , 24, 482-502	7.4	54
60	A capability perspective on service business development in small and medium-sized suppliers. <i>Scandinavian Journal of Management</i> , <b>2012</b> , 28, 321-339	2.3	53
59	An attention-based view on service orientation in the business strategy of manufacturing companies. <i>Journal of Managerial Psychology</i> , <b>2009</b> , 24, 79-98	3.3	51

58	Service development in traditional product manufacturing companies. <i>European Journal of Innovation Management</i> , <b>2008</b> , 11, 219-240	4.2	49
57	Exploring the interrelationship among patterns of service strategy changes and organizational design elements. <i>Journal of Service Management</i> , <b>2010</b> , 21, 103-129	7.4	46
56	Service business development in small and medium capital goods manufacturing companies. <i>Managing Service Quality</i> , <b>2010</b> , 20, 123-139		45
55	Service innovation: why is it so difficult to accomplish?. <i>Journal of Business Strategy</i> , <b>2011</b> , 32, 37-46	1.1	40
54	Looking beyond technology: an integrated approach to water, sanitation and hygiene in low income countries. <i>Environmental Science &amp; Technology</i> , <b>2014</b> , 48, 9965-70	10.3	38
53	Service Business Development in Small- to Medium-Sized Equipment Manufacturers. <i>Journal of Business-to-Business Marketing</i> , <b>2012</b> , 19, 33-66	2.3	38
52	Business model innovation in the water sector in developing countries. <i>Science of the Total Environment</i> , <b>2014</b> , 488-489, 512-20	10.2	32
51	Service Orientation of Organizational Structures. <i>Journal of Relationship Marketing</i> , <b>2009</b> , 8, 103-126	2.2	30
50	Firm boundaries in servitization: Interplay and repositioning practices. <i>Industrial Marketing Management</i> , <b>2020</b> , 90, 90-105	6.9	30
49	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
48	Early testing of new sanitation technology for urban slums: The case of the Blue Diversion Toilet. <i>Science of the Total Environment</i> , <b>2017</b> , 576, 264-272	10.2	28
47	Business model innovations for overcoming barriers in the base-of-the-pyramid market. <i>Industry and Innovation</i> , <b>2017</b> , 24, 543-568	2.3	28
46	Global approaches to the service business in manufacturing companies. <i>Journal of Business and Industrial Marketing</i> , <b>2011</b> , 26, 472-483	3	25
45	Lean management practices in the pharmaceutical industry. <i>International Journal of Services and Operations Management</i> , <b>2009</b> , 5, 463	0.4	24
44	Service Business Development: Strategies for Value Creation in Manufacturing Firms <b>2012</b> ,		24
43	The role of competence in initiating the transition from products to service. <i>Managing Service Quality</i> , <b>2009</b> , 19, 493-510		22
42	Competing in business-to-business sectors through pay-per-use services. <i>Journal of Service Management</i> , <b>2017</b> , 28, 914-935	7.4	20
41	A Configurational Approach to Servitization: Review and Research Directions. <i>Service Science</i> , <b>2019</b> , 11, 213-240	2.2	20

40	Driving Process Innovation with IoT Field Data. <i>MIS Quarterly Executive</i> , <b>2019</b> , 18, 191-207	6	19
39	Blue Diversion: a new approach to sanitation in informal settlements. <i>Journal of Water Sanitation and Hygiene for Development</i> , <b>2015</b> , 5, 64-71	1.5	19
38	Exploring service needs in the Chinese manufacturing industry. <i>Chinese Management Studies</i> , <b>2009</b> , 3, 143-154	1.8	17
37	Business-to-business marketing as a key factor for increasing service revenue in China. <i>Journal of Business and Industrial Marketing</i> , <b>2007</b> , 22, 126-137	3	17
36	Redefining product strategies in China: overcoming barriers to enter the medium market segment. <i>Strategic Direction</i> , <b>2008</b> , 24, 3-5	0.6	16
35	When one business model is not enough for a social business. <i>Strategic Direction</i> , <b>2017</b> , 33, 10-12	0.6	14
34	Innovation challenges of utilities in informal settlements: Combining a capabilities and regime perspective. <i>Environmental Innovation and Societal Transitions</i> , <b>2019</b> , 33, 84-101	7.6	14
33	Robust management policies for positioning pharmacies as healthcare service providers. <i>European Management Journal</i> , <b>2008</b> , 26, 175-187	4.8	14
32	Regional benefits of servitization processes: evidence from the wind-to-energy industry. <i>Regional Studies</i> , <b>2019</b> , 53, 366-375	3.4	12
31	The logic for increasing service revenue in product manufacturing companies. <i>International Journal of Services and Operations Management</i> , <b>2007</b> , 3, 394	0.4	12
30	Eine bibliometrische Analyse des Forschungsstandes und der zukünftigen Forschungsfragen für die Transformation vom Produzenten zum Dienstleister. <i>Unternehmung</i> , <b>2014</b> , 68, 229-249	2.5	12
29	Born solution providers Dynamic capabilities for providing solutions. <i>Industrial Marketing Management</i> , <b>2018</b> , 73, 31-46	6.9	11
28	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
27	The impact of service offerings on service-related performance outcomes. <i>International Journal of Services, Technology and Management</i> , <b>2007</b> , 8, 123	0.2	9
26	Capability perspective on business network formation. <i>European Business Review</i> , <b>2012</b> , 24, 169-190	13.1	8
25	Differences in orientations between Western European and Chinese service organizations. <i>Asia Pacific Journal of Marketing and Logistics</i> , <b>2007</b> , 19, 363-379	3.2	8
24	Digital Transformation as an Enabler for Advanced Services in the Sanitation Sector. <i>Sustainability</i> , <b>2018</b> , 10, 752	3.6	7
23	The role of organisational capabilities in the formation of value networks in public transport services. <i>Management Research Review</i> , <b>2012</b> , 35, 556-576	2.8	7

22	Exploring maintenance strategies in Chinese product manufacturing companies. <i>Management Research Review</i> , <b>2008</b> , 31, 941-950		7
21	Entering low-end markets: a new strategy for Swiss companies. <i>Journal of Business Strategy</i> , <b>2006</b> , 27, 23-31	1.1	7
20	Spare parts logistics for the Chinese market. <i>Benchmarking</i> , <b>2011</b> , 18, 748-768	4	5
19	Geld verdienen im IoT über wie?. <i>Hmd</i> , <b>2019</b> , 56, 1094-1112	0.7	4
18	Managing sustainable service improvements in manufacturing companies. <i>Kybernetes</i> , <b>2007</b> , 36, 583-595		4
17	Strategies for Developing the Service Business in Manufacturing Companies <b>2014</b> , 229-245		4
16	Extending the Base-of-the-Pyramid Concept. <i>Service Science</i> , <b>2019</b> , 11, 241-261	2.2	3
15	A typology for management innovations. <i>European Journal of Innovation Management</i> , <b>2017</b> , 20, 514-533	1.2	3
14	Do sales models influence the purchase and use of ceramic filters in rural areas of Kenya and Bolivia? <b>2015</b> , jws2015069		3
13	Strategische Ausrichtung des Servicegeschäfts in produzierenden Unternehmen		3
12	Managerial Recommendations for Service Innovations in Different Product-Service Systems <b>2009</b> , 237-259		3
11	Absorptive Capacity (of Organizations) <b>2015</b> , 12-19		2
10	Organisational structures for the service business in product-oriented companies. <i>International Journal of Services, Technology and Management</i> , <b>2009</b> , 11, 64	0.2	2
9	Patterns of business model innovation for advancing IoT platforms. <i>Journal of Service Management</i> , <b>2022</b> , 33, 70-96	7.4	2
8	Entering the Chinese mid-market segment: key to long-term success?. <i>Strategy and Leadership</i> , <b>2009</b> , 37, 31-39	0.5	1
7	Transformation von Unternehmen durch Technologien und Geschäftsmodelle <b>2017</b> , 299-313		1
6	Dienstleistungsstrategien in Investitionsgüterunternehmen. <i>ZWF Zeitschrift fuer Wirtschaftlichen Fabrikbetrieb</i> , <b>2008</b> , 103, 865-869	0.5	1
5	Sustainable AIoT: How Artificial Intelligence and the Internet of Things Affect Profit, People, and Planet <b>2021</b> , 137-154		1

- 4 Are You Ready for Servitization? A Tool to Measure Servitization Capacity **2018**, 25-39 1
- 3 Innovation of healthcare services in pharmacies. *International Journal of Behavioural and Healthcare Research*, **2009**, 1, 427 0.1
- 2 The impact of Chinese culture on the service contribution in European manufacturing companies. *International Journal of Chinese Culture and Management*, **2008**, 1, 289
- 1 Der lange Weg im IoT [Von der Vernetzung zur Profitabilität]. *Edition HMD*, **2021**, 3-21 0.2