

Dominik Mahr

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/9904405/publications.pdf>

Version: 2024-02-01

16
papers

1,744
citations

623734

14
h-index

940533

16
g-index

16
all docs

16
docs citations

16
times ranked

1283
citing authors

#	ARTICLE	IF	CITATIONS
1	Unraveling the Personalization Paradox: The Effect of Information Collection and Trust-Building Strategies on Online Advertisement Effectiveness. <i>Journal of Retailing</i> , 2015, 91, 34-49.	6.2	420
2	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
3	Service robots: value co-creation and co-destruction in elderly care networks. <i>Journal of Service Management</i> , 2018, 29, 178-205.	7.2	227
4	Cutting through Content Clutter: How Speech and Image Acts Drive Consumer Sharing of Social Media Brand Messages. <i>Journal of Consumer Research</i> , 2019, 45, 988-1012.	5.1	181
5	Mitigating loneliness with companion robots in the COVID-19 pandemic and beyond: an integrative framework and research agenda. <i>Journal of Service Management</i> , 2020, 31, 1149-1162.	7.2	113
6	Augmented Reality Marketing: A Technology-Enabled Approach to Situated Customer Experience. <i>Australasian Marketing Journal</i> , 2020, 28, 374-384.	5.4	112
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	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
9	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
10	Robotic Versus Human Coaches for Active Aging: An Automated Social Presence Perspective. <i>International Journal of Social Robotics</i> , 2020, 12, 867-882.	4.6	40
11	The service triad: an empirical study of service robots, customers and frontline employees. <i>Journal of Service Management</i> , 2022, 33, 246-292.	7.2	40
12	The emotional reviewâ€™reward effect: how do reviews increase impulsivity?. <i>Journal of the Academy of Marketing Science</i> , 2018, 46, 1032-1051.	11.2	26
13	Disrupting marketing realities: A research agenda for investigating the psychological mechanisms of nextâ€™generation experiences with realityâ€™enhancing technologies. <i>Psychology and Marketing</i> , 2022, 39, 1660-1671.	8.2	25
14	Value coâ€™creation in online healthcare communities: The impact of patientsâ€™ reference frames on cure and care. <i>Psychology and Marketing</i> , 2018, 35, 629-639.	8.2	21
15	Toward Multisensory Customer Experiences: A Cross-Disciplinary Bibliometric Review and Future Research Directions. <i>Journal of Service Research</i> , 2022, 25, 440-459.	12.2	14
16	Technologies in service communication: looking forward. <i>Journal of Service Management</i> , 2022, 33, 648-656.	7.2	6