

Klaus Schoefer

List of Publications by Year in descending order

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17
papers

1,126
citations

687363

13
h-index

839539

18
g-index

18
all docs

18
docs citations

18
times ranked

870
citing authors

#	ARTICLE	IF	CITATIONS
1	Student-to-Student Interactions in Marketing Education: A Critical Incident Technique-Based Inquiry Into Drivers of Studentsâ€™ (Dis)Satisfaction. <i>Journal of Marketing Education</i> , 2022, 44, 25-40.	2.4	4
2	Perceived Brand Globalness/Localness: A Systematic Review of the Literature and Directions for Further Research. <i>Journal of International Marketing</i> , 2021, 29, 77-94.	4.4	39
3	The Dark Side of Customer Participation: When Customer Participation in Service Co-Development Leads to Role Stress. <i>Journal of Service Research</i> , 2020, 23, 156-173.	12.2	47
4	A Review of E-mass Customization as a Branding Strategy. <i>Corporate Reputation Review</i> , 2020, 23, 215-223.	1.7	9
5	The moderating effect of cultural value orientations on behavioral responses to dissatisfactory service experiences. <i>Journal of Retailing and Consumer Services</i> , 2019, 48, 247-256.	9.4	25
6	Perceived globalness and localness in B2B brands: A co-branding perspective. <i>Industrial Marketing Management</i> , 2018, 72, 59-70.	6.7	32
7	Extending service brands into products versus services. <i>European Journal of Marketing</i> , 2017, 51, 200-218.	2.9	12
8	Factors Influencing the Acceptance of Self-Service Technologies. <i>Journal of Service Research</i> , 2016, 19, 396-416.	12.2	176
9	Do professional service firms benefit from customer and supplier collaborations in competitive, turbulent environments?. <i>Industrial Marketing Management</i> , 2016, 55, 50-58.	6.7	72
10	Cultural Moderation in the Formation of Recovery Satisfaction Judgments: A Cognitive-Affective Perspective. <i>Journal of Service Research</i> , 2010, 13, 52-66.	12.2	59
11	A Typology of Consumers' Emotional Response Styles during Service Recovery Encounters. <i>British Journal of Management</i> , 2009, 20, 292-308.	5.0	57
12	Measuring experienced emotions during service recovery encounters: construction and assessment of the ESRE scale. <i>Service Business</i> , 2008, 2, 65-81.	4.2	57
13	The role of cognition and affect in the formation of customer satisfaction judgements concerning service recovery encounters. <i>Journal of Consumer Behaviour</i> , 2008, 7, 210-221.	4.2	84
14	The Role of Emotions in Translating Perceptions of (In)Justice into Postcomplaint Behavioral Responses. <i>Journal of Service Research</i> , 2008, 11, 91-103.	12.2	150
15	The impact of perceived justice on consumers' emotional responses to service complaint experiences. <i>Journal of Services Marketing</i> , 2005, 19, 261-270.	3.0	253
16	Customer Evaluations of Tour Operators' Responses to Their Complaints. <i>Journal of Travel and Tourism Marketing</i> , 2004, 17, 83-92.	7.0	35
17	The determinants and consequences of consumer trust in online environments: an exploratory investigation. <i>International Journal of Internet Marketing and Advertising</i> , 2004, 1, 388.	0.2	13