

Anna S Mattila

List of Publications by Year in descending order

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Version: 2024-02-01

249
papers

16,383
citations

18887

64
h-index

24511

114
g-index

253
all docs

253
docs citations

253
times ranked

8153
citing authors

#	ARTICLE	IF	CITATIONS
1	Congruency of scent and music as a driver of in-store evaluations and behavior. <i>Journal of Retailing</i> , 2001, 77, 273-289.	4.0	829
2	Is "service with a smile" enough? Authenticity of positive displays during service encounters. <i>Organizational Behavior and Human Decision Processes</i> , 2005, 96, 38-55.	1.4	645
3	The Role of Emotions in Service Encounters. <i>Journal of Service Research</i> , 2002, 4, 268-277.	7.8	574
4	Consumer responses to compensation, speed of recovery and apology after a service failure. <i>Journal of Service Management</i> , 2004, 15, 150-166.	2.2	510
5	The role of affective factors on perceived cruise vacation value. <i>Tourism Management</i> , 2005, 26, 311-323.	5.8	494
6	The effectiveness of service recovery in a multi-industry setting. <i>Journal of Services Marketing</i> , 2001, 15, 583-596.	1.7	354
7	The Role of Culture in the Service Evaluation Process. <i>Journal of Service Research</i> , 1999, 1, 250-261.	7.8	337
8	The impact of experiential consumption cognitions and emotions on behavioral intentions. <i>Journal of Services Marketing</i> , 2008, 22, 303-315.	1.7	310
9	The moderating role of target-arousal on the impact of affect on satisfaction: an examination in the context of service experiences. <i>Journal of Retailing</i> , 2000, 76, 347-365.	4.0	243
10	The role of store environmental stimulation and social factors on impulse purchasing. <i>Journal of Services Marketing</i> , 2008, 22, 562-567.	1.7	238
11	Airbnb: Online targeted advertising, sense of power, and consumer decisions. <i>International Journal of Hospitality Management</i> , 2017, 60, 33-41.	5.3	231
12	Improving consumer satisfaction in green hotels: The roles of perceived warmth, perceived competence, and CSR motive. <i>International Journal of Hospitality Management</i> , 2014, 42, 20-31.	5.3	230
13	The role of culture and purchase motivation in service encounter evaluations. <i>Journal of Services Marketing</i> , 1999, 13, 376-389.	1.7	220
14	Perceived controllability and service expectations: Influences on customer reactions following service failure. <i>Journal of Business Research</i> , 2008, 61, 24-30.	5.8	208
15	Restaurant Servicescape, Service Encounter, and Perceived Congruency on Customers' Emotions and Satisfaction. <i>Journal of Hospitality Marketing and Management</i> , 2010, 19, 819-841.	5.1	206
16	A re-examination of the generalizability of the Aaker brand personality measurement framework. <i>Journal of Strategic Marketing</i> , 2003, 11, 77-92.	3.7	201
17	The impact of culture on consumers' perceptions of service recovery efforts. <i>Journal of Retailing</i> , 2004, 80, 196-206.	4.0	197
18	The Impact of Relationship Type on Customer Loyalty in a Context of Service Failures. <i>Journal of Service Research</i> , 2001, 4, 91-101.	7.8	189

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19	How Does Corporate Social Responsibility Affect Consumer Response to Service Failure in Buyer-Seller Relationships?. <i>Journal of Retailing</i> , 2015, 91, 140-153.	4.0	185
20	Effects of Gender and Expertise on Consumers' Motivation to Read Online Hotel Reviews. <i>Cornell Hospitality Quarterly</i> , 2011, 52, 399-406.	2.2	184
21	A meta-analysis of behavioral intentions for environment-friendly initiatives in hospitality research. <i>International Journal of Hospitality Management</i> , 2016, 54, 107-115.	5.3	184
22	The impact of service failures on customer loyalty. <i>Journal of Service Management</i> , 2004, 15, 134-149.	2.2	183
23	How Affective Commitment Boosts Guest Loyalty (and Promotes Frequent-guest Programs). <i>The Cornell Hotel and Restaurant Administration Quarterly</i> , 2006, 47, 174-181.	1.1	182
24	Discrete Negative Emotions and Customer Dissatisfaction Responses in a Casual Restaurant Setting. <i>Journal of Hospitality and Tourism Research</i> , 2008, 32, 89-107.	1.8	177
25	To Err Is Human(-oid): How Do Consumers React to Robot Service Failure and Recovery?. <i>Journal of Service Research</i> , 2021, 24, 354-371.	7.8	161
26	How Effective Are Loyalty Reward Programs in Driving Share of Wallet?. <i>Journal of Service Research</i> , 2007, 9, 327-334.	7.8	153
27	The Impact of Culture and Gender on Customer Evaluations of Service Encounters. <i>Journal of Hospitality and Tourism Research</i> , 2000, 24, 263-273.	1.8	148
28	The impact of choice on fairness in the context of service recovery. <i>Journal of Services Marketing</i> , 2005, 19, 271-279.	1.7	147
29	Why do we buy luxury experiences?. <i>International Journal of Contemporary Hospitality Management</i> , 2016, 28, 1848-1867.	5.3	136
30	The Role of Narratives in the Advertising of Experiential Services. <i>Journal of Service Research</i> , 2000, 3, 35-45.	7.8	128
31	Consumer complaining to firms: the determinants of channel choice. <i>Journal of Services Marketing</i> , 2004, 18, 147-155.	1.7	125
32	Hotel revenue management and its impact on customers' perceptions of fairness. <i>Journal of Revenue and Pricing Management</i> , 2004, 2, 303-314.	0.7	124
33	The relationship between consumer complaining behavior and service recovery. <i>International Journal of Contemporary Hospitality Management</i> , 2010, 22, 975-991.	5.3	124
34	Hotel revenue management and the Internet: The effect of price presentation strategies on customers' willingness to book. <i>International Journal of Hospitality Management</i> , 2009, 28, 272-279.	5.3	123
35	Relationships between Hotel Room Pricing, Occupancy, and Guest Satisfaction: A Longitudinal Case of a Midscale Hotel in the United States. <i>Journal of Hospitality and Tourism Research</i> , 2003, 27, 328-341.	1.8	119
36	The Impact of Servicescape Cues on Consumer Prepurchase Authenticity Assessment and Patronage Intentions to Ethnic Restaurants. <i>Journal of Hospitality and Tourism Research</i> , 2015, 39, 346-372.	1.8	110

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37	Effects of message appeal and service type in CSR communication strategies. <i>Journal of Business Research</i> , 2015, 68, 1488-1495.	5.8	108
38	“How may I help you?” Says a robot: Examining language styles in the service encounter. <i>International Journal of Hospitality Management</i> , 2019, 82, 32-38.	5.3	106
39	Strategic Hotel Development and Positioning. <i>The Cornell Hotel and Restaurant Administration Quarterly</i> , 2006, 47, 146-154.	1.1	104
40	The Impact of Status Seeking on Consumers’ Word of Mouth and Product Preference—A Comparison Between Luxury Hospitality Services and Luxury Goods. <i>Journal of Hospitality and Tourism Research</i> , 2017, 41, 3-22.	1.8	104
41	Hotel Brand Strategy. <i>Cornell Hospitality Quarterly</i> , 2010, 51, 27-34.	2.2	103
42	Does anthropomorphism influence customers’ switching intentions in the self-service technology failure context?. <i>Journal of Services Marketing</i> , 2016, 30, 713-723.	1.7	101
43	An analysis of e-business adoption and its impact on relational quality in travel agency-supplier relationships. <i>Tourism Management</i> , 2010, 31, 777-787.	5.8	94
44	The role of hotel owners: the influence of corporate strategies on hotel performance. <i>International Journal of Contemporary Hospitality Management</i> , 2012, 24, 122-139.	5.3	92
45	The impact of language style on consumers’ reactions to online reviews. <i>Tourism Management</i> , 2017, 59, 590-596.	5.8	91
46	An examination of restaurant loyalty programs: what kinds of rewards do customers prefer?. <i>International Journal of Contemporary Hospitality Management</i> , 2005, 17, 402-408.	5.3	89
47	The power of explanations in mitigating the ill-effects of service failures. <i>Journal of Services Marketing</i> , 2006, 20, 422-428.	1.7	89
48	When does technology anthropomorphism help alleviate customer dissatisfaction after a service failure? The moderating role of consumer technology self-efficacy and interdependent self-construal. <i>Journal of Hospitality Marketing and Management</i> , 2020, 29, 269-290.	5.1	87
49	The impact of knowledge types on the consumer search process. <i>Journal of Service Management</i> , 2002, 13, 214-230.	2.2	84
50	The role of post-training self-efficacy in customers’ use of self service technologies. <i>Journal of Service Management</i> , 2008, 19, 492-505.	2.2	84
51	Other consumers in service encounters: A script theoretical perspective. <i>International Journal of Hospitality Management</i> , 2011, 30, 933-941.	5.3	81
52	The Impact of Other Customers on Customer Experiences. <i>Journal of Hospitality and Tourism Research</i> , 2013, 37, 77-99.	1.8	81
53	The role of arousal congruency in influencing consumers’ satisfaction evaluations and in-store behaviors. <i>Journal of Service Management</i> , 2007, 18, 6-24.	2.2	79
54	Luxe for Less. <i>Cornell Hospitality Quarterly</i> , 2016, 57, 82-92.	2.2	79

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55	Circular vs. angular servicescape: "Shaping" customer response to a fast service encounter pace. <i>Journal of Business Research</i> , 2018, 89, 47-56.	5.8	79
56	The Effect of Self-Brand Connection and Self-Construal on Brand Lovers' Word of Mouth (WOM). <i>Cornell Hospitality Quarterly</i> , 2015, 56, 427-435.	2.2	78
57	A cross-cultural comparison of perceived informational fairness with service failure explanations. <i>Journal of Services Marketing</i> , 2011, 25, 429-439.	1.7	77
58	The attributes of a cruise ship that influence the decision making of cruisers and potential cruisers. <i>International Journal of Hospitality Management</i> , 2012, 31, 152-159.	5.3	76
59	The Role of Disclosure in Variable Hotel Pricing. <i>The Cornell Hotel and Restaurant Administration Quarterly</i> , 2006, 47, 27-35.	1.1	74
60	The Impact of Power on Service Customers' Willingness to Post Online Reviews. <i>Journal of Service Research</i> , 2016, 19, 224-238.	7.8	74
61	Online Reviews. <i>Journal of Travel Research</i> , 2016, 55, 299-310.	5.8	72
62	Hotel Branding Strategy: Its Relationship to Guest Satisfaction and Room Revenue. <i>Journal of Hospitality and Tourism Research</i> , 2004, 28, 156-165.	1.8	71
63	Do affluent customers care when luxury brands go mass?. <i>International Journal of Contemporary Hospitality Management</i> , 2014, 26, 526-543.	5.3	71
64	Benefits of authenticity: Post-failure loyalty in the sharing economy. <i>Annals of Tourism Research</i> , 2019, 78, 102741.	3.7	71
65	Accounting for the Joint Effects of the Servicescape and Service Exchange on Consumers' Satisfaction Evaluations. <i>Journal of Hospitality and Tourism Research</i> , 2007, 31, 3-18.	1.8	69
66	The Value of Service Robots from the Hotel Guest's Perspective: A Mixed-Method Approach. <i>International Journal of Hospitality Management</i> , 2021, 94, 102876.	5.3	68
67	A descriptive examination of corporate governance in the hospitality industry. <i>International Journal of Hospitality Management</i> , 2010, 29, 677-684.	5.3	67
68	The effects of consumer expertise on evoked set size and service loyalty. <i>Journal of Services Marketing</i> , 2003, 17, 649-665.	1.7	66
69	A grounded theory model of service providers' stress, emotion, and coping during intercultural service encounters. <i>Managing Service Quality</i> , 2010, 20, 328-342.	2.4	65
70	Perceived service encounter pace and customer satisfaction. <i>Journal of Service Management</i> , 2009, 20, 380-403.	4.4	63
71	The impact of prevention versus promotion hope on CSR activities. <i>International Journal of Hospitality Management</i> , 2012, 31, 43-51.	5.3	63
72	Impact of Information on Customer Fairness Perceptions of Hotel Revenue Management. <i>The Cornell Hotel and Restaurant Administration Quarterly</i> , 2005, 46, 444-451.	1.1	62

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73	The Effect of Meal Pace on Customer Satisfaction. <i>The Cornell Hotel and Restaurant Administration Quarterly</i> , 2007, 48, 231-244.	1.1	62
74	How does social capital influence the hospitality firm's financial performance? The moderating role of entrepreneurial activities. <i>International Journal of Hospitality Management</i> , 2015, 51, 42-55.	5.3	61
75	Do emotional appeals work for services?. <i>Journal of Service Management</i> , 1999, 10, 292-307.	2.2	60
76	The Role of Power and Incentives in Inducing Fake Reviews in the Tourism Industry. <i>Journal of Travel Research</i> , 2017, 56, 975-987.	5.8	60
77	Perceived Fairness of Price Differences Across Channels: The Moderating Role of Price Frame and Norm Perceptions. <i>Journal of Marketing Theory and Practice</i> , 2009, 17, 37-48.	2.6	58
78	When organic food choices shape subsequent food choices: The interplay of gender and health consciousness. <i>International Journal of Hospitality Management</i> , 2019, 76, 94-101.	5.3	58
79	A cross-cultural comparison of perceived fairness and satisfaction in the context of hotel room pricing. <i>International Journal of Hospitality Management</i> , 2006, 25, 146-153.	5.3	56
80	Does a surprise strategy need words? The effect of explanations for a surprise strategy on customer delight and expectations. <i>Journal of Services Marketing</i> , 2013, 27, 361-370.	1.7	55
81	Investigating the impact of surprise rewards on consumer responses. <i>International Journal of Hospitality Management</i> , 2015, 50, 27-35.	5.3	55
82	An examination of the impact of cultural orientation and familiarity in service encounter evaluations. <i>Journal of Service Management</i> , 2008, 19, 662-681.	2.2	54
83	The role of tie strength on consumer dissatisfaction responses. <i>International Journal of Hospitality Management</i> , 2012, 31, 399-404.	5.3	54
84	The Relationship of Sales and Marketing Expenses to Hotel Performance in the United States. <i>Cornell Hospitality Quarterly</i> , 2008, 49, 355-363.	2.2	53
85	Examining the spillover effect of frontline employees' work-family conflict on their affective work attitudes and customer satisfaction. <i>International Journal of Hospitality Management</i> , 2013, 33, 310-315.	5.3	53
86	Organizational learning from customer feedback received by service employees. <i>Journal of Service Management</i> , 2010, 21, 363-387.	4.4	52
87	Consumer reaction to crowding for extended service encounters. <i>Managing Service Quality</i> , 2009, 19, 31-41.	2.4	51
88	Love is in the menu: Leveraging healthy restaurant brands with handwritten typeface. <i>Journal of Business Research</i> , 2019, 98, 289-298.	5.8	51
89	Consumer behavior research in hospitality and tourism journals. <i>International Journal of Hospitality Management</i> , 2004, 23, 449-457.	5.3	48
90	How and How Much To Reveal? The Effects of Price Transparency On Consumers' Price Perceptions. <i>Journal of Hospitality and Tourism Research</i> , 2007, 31, 530-545.	1.8	48

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91	â€œI Want to Helpâ€ versus â€œI Am Just Madâ€: Cornell Hospitality Quarterly, 2015, 56, 213-222.	2.2	48
92	Powerful or powerless customers: the influence of gratitude on engagement with CSR. Journal of Services Marketing, 2016, 30, 519-528.	1.7	48
93	A grounded theory approach to developing a career change model in hospitality. International Journal of Hospitality Management, 2014, 38, 89-98.	5.3	47
94	Ethnic dining: Need to belong, need to be unique, and menu offering. International Journal of Hospitality Management, 2015, 49, 1-7.	5.3	46
95	Apple Pay: Coolness and embarrassment in the service encounter. International Journal of Hospitality Management, 2019, 78, 268-275.	5.3	45
96	The impact of mood states and surprise cues on satisfaction. International Journal of Hospitality Management, 2010, 29, 432-436.	5.3	44
97	Improving service management in budget hotels. International Journal of Hospitality Management, 2015, 49, 139-148.	5.3	44
98	How does social distance impact customersâ€™ complaint intentions? A cross-cultural examination. International Journal of Hospitality Management, 2015, 47, 35-42.	5.3	43
99	The Impact of Option Popularity, Social Inclusion/Exclusion, and Self-affirmation on Consumersâ€™ Propensity to Choose Green Hotels. Journal of Business Ethics, 2016, 136, 575-585.	3.7	43
100	The Impact of Self-Service Technology and the Presence of Others on Cause-Related Marketing Programs in Restaurants. Journal of Hospitality Marketing and Management, 2016, 25, 547-562.	5.1	43
101	The Impact of Frontline Employeesâ€™ Workâ€™Family Conflict on Customer Satisfaction. Cornell Hospitality Quarterly, 2014, 55, 422-432.	2.2	42
102	Predictors of avoidance towards personalization of restaurant smartphone advertising. Journal of Hospitality and Tourism Technology, 2015, 6, 145-159.	2.5	42
103	Understanding Restaurant Switching Behavior from a Cultural Perspective. Journal of Hospitality and Tourism Research, 2006, 30, 3-15.	1.8	41
104	Determinants of Customer Complaint Behavior in a Restaurant Context: The Role of Culture, Price Level, and Customer Loyalty. Journal of Hospitality Marketing and Management, 2014, 23, 885-906.	5.1	41
105	Territoriality revisited: Other customer's perspective. International Journal of Hospitality Management, 2014, 38, 48-56.	5.3	41
106	Unfolding deconstructive effects of negative shocks on psychological contract violation, organizational cynicism, and turnover intention. International Journal of Hospitality Management, 2020, 89, 102591.	5.3	40
107	Arousal expectations and service evaluations. Journal of Service Management, 2006, 17, 229-244.	2.2	39
108	Wearable technology in service delivery processes: The gender-moderated technology objectification effect. International Journal of Hospitality Management, 2015, 51, 1-7.	5.3	39

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109	Whom do we trust? Cultural differences in consumer responses to online recommendations. <i>International Journal of Contemporary Hospitality Management</i> , 2018, 30, 1508-1525.	5.3	39
110	So private, yet so public: The impact of spatial distance, other diners, and power on solo dining experiences. <i>Journal of Business Research</i> , 2018, 92, 36-47.	5.8	39
111	Bragging and humblebragging in online reviews. <i>Annals of Tourism Research</i> , 2020, 80, 102849.	3.7	39
112	Service Failure and Recovery at the Crossroads: Recommendations to Revitalize the Field and its Influence. <i>Journal of Service Research</i> , 0, , 109467052095807.	7.8	39
113	Hotel Rebranding and Rescaling. <i>Cornell Hospitality Quarterly</i> , 2009, 50, 360-370.	2.2	38
114	THE JOINT EFFECTS OF SERVICE FAILURE MODE, RECOVERY EFFORT, AND GENDER ON CUSTOMERS' POST-RECOVERY SATISFACTION. <i>Journal of Travel and Tourism Marketing</i> , 2009, 26, 120-128.	3.1	37
115	An examination of electronic video clips in the context of hotel Websites. <i>International Journal of Hospitality Management</i> , 2011, 30, 612-618.	5.3	37
116	The role of self-service technologies in restoring justice. <i>Journal of Business Research</i> , 2011, 64, 348-355.	5.8	36
117	Does expressing subjectivity in online reviews enhance persuasion?. <i>Journal of Consumer Marketing</i> , 2018, 35, 403-413.	1.2	36
118	Effectiveness of recovery actions on deviant customer behavior—The moderating role of gender. <i>International Journal of Hospitality Management</i> , 2013, 35, 180-192.	5.3	34
119	Service Research in the Hospitality Literature. <i>Cornell Hospitality Quarterly</i> , 2014, 55, 287-299.	2.2	34
120	The effects of promotion framing on consumers' price perceptions. <i>Journal of Service Management</i> , 2014, 25, 149-160.	4.4	34
121	Does advertising spending improve sales performance?. <i>International Journal of Hospitality Management</i> , 2015, 48, 161-166.	5.3	34
122	The Effects of Internal and External Reference Prices on Travelers' Price Evaluations. <i>Journal of Travel Research</i> , 2018, 57, 1068-1077.	5.8	34
123	The impact of company type and corporate social responsibility messaging on consumer perceptions. <i>Journal of Financial Services Marketing</i> , 2010, 15, 126-135.	2.2	33
124	Do women like options more than men? An examination in the context of service recovery. <i>Journal of Services Marketing</i> , 2010, 24, 499-508.	1.7	33
125	Antecedents to participation in corporate social responsibility programs. <i>Journal of Service Management</i> , 2012, 23, 664-676.	4.4	32
126	The impact of cyberostracism on online complaint handling. <i>International Journal of Retail and Distribution Management</i> , 2013, 41, 45-60.	2.7	32

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127	Is It My Luck or Loyalty? The Role of Culture on Customer Preferences for Loyalty Reward Types. <i>Journal of Travel Research</i> , 2018, 57, 769-778.	5.8	32
128	An Analysis of Means-End Hierarchies in Cross-Cultural Context. <i>Journal of Hospitality Marketing and Management</i> , 1999, 6, 19-28.	0.4	31
129	The Impact of Cognitive Inertia on Postconsumption Evaluation Processes. <i>Journal of the Academy of Marketing Science</i> , 2003, 31, 287-299.	7.2	31
130	Customer responses to intercultural communication accommodation strategies in hospitality service encounters. <i>International Journal of Hospitality Management</i> , 2015, 51, 96-104.	5.3	31
131	Does gender bias exist? The impact of gender congruity on consumer's Airbnb booking intention and the mediating role of trust. <i>International Journal of Hospitality Management</i> , 2020, 89, 102405.	5.3	30
132	How to handle PR disasters? An examination of the impact of communication response type and failure attributions on consumer perceptions. <i>Journal of Services Marketing</i> , 2009, 23, 211-218.	1.7	29
133	The influence of a "green" loyalty program on service encounter satisfaction. <i>Journal of Services Marketing</i> , 2016, 30, 576-585.	1.7	29
134	Advertising spending, firm performance, and the moderating impact of CSR. <i>Tourism Economics</i> , 2017, 23, 1484-1495.	2.6	29
135	The Impact of Affective Commitment and Hotel Type in Influencing Guests' Share of Wallet. <i>Journal of Hospitality Marketing and Management</i> , 2007, 15, 55-68.	0.4	28
136	The Impact of Gender and Prepurchase Mood on Consumer Guilt after a Travel Purchase. <i>Journal of Travel Research</i> , 2014, 53, 625-637.	5.8	28
137	The effect of power and gender on technology acceptance. <i>Journal of Hospitality and Tourism Technology</i> , 2014, 5, 299-314.	2.5	28
138	Consumer response to organic food in restaurants: A serial mediation analysis. <i>Journal of Foodservice Business Research</i> , 2016, 19, 109-121.	1.3	28
139	The effect of ad appeals and message framing on consumer responses to plant-based menu items. <i>International Journal of Hospitality Management</i> , 2021, 95, 102917.	5.3	28
140	How to avoid common mistakes in experimental research?. <i>International Journal of Contemporary Hospitality Management</i> , 2021, 33, 367-374.	5.3	28
141	Existential Guilt and Preferential Treatment. <i>Journal of Travel Research</i> , 2013, 52, 591-599.	5.8	27
142	The Effects of Other Customers' Dress Style on Customers' Approach Behaviors. <i>Cornell Hospitality Quarterly</i> , 2016, 57, 211-218.	2.2	27
143	Reference Price and Its Asymmetric Effects on Price Evaluations: The Moderating Role of Gender. <i>Cornell Hospitality Quarterly</i> , 2018, 59, 189-194.	2.2	27
144	Hotel Guest Satisfaction and Brand Performance. <i>Journal of Quality Assurance in Hospitality and Tourism</i> , 2006, 7, 25-39.	1.7	26

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145	Time Styles and Waiting in Crowded Service Environments. <i>Journal of Travel and Tourism Marketing</i> , 2012, 29, 327-334.	3.1	26
146	Corporate Social Responsibility and Equity-Holder Risk in the Hospitality Industry. <i>Cornell Hospitality Quarterly</i> , 2017, 58, 81-93.	2.2	26
147	Service Recovery, Justice Perception, and Forgiveness: The "Other Customers" Perspectives. <i>Services Marketing Quarterly</i> , 2018, 39, 1-21.	0.7	26
148	How handwriting reduces negative online ratings. <i>Annals of Tourism Research</i> , 2018, 73, 171-179.	3.7	26
149	Discrete emotional responses and face-to-face complaining: The joint effect of service failure type and culture. <i>International Journal of Hospitality Management</i> , 2020, 90, 102613.	5.3	26
150	Aww effect: Engaging consumers in "non-cute" prosocial initiatives with cuteness. <i>Journal of Business Research</i> , 2021, 126, 209-220.	5.8	25
151	Do Emotional Appeals Work for Hotels? An Exploratory Study. <i>Journal of Hospitality and Tourism Research</i> , 2001, 25, 31-45.	1.8	24
152	How rational thinking style affects sales promotion effectiveness. <i>International Journal of Hospitality Management</i> , 2020, 84, 102335.	5.3	24
153	Visual Design, Message Content, and Benefit Type: The Case of A Cause-Related Marketing Campaign. <i>Journal of Hospitality and Tourism Research</i> , 2020, 44, 761-779.	1.8	24
154	Managing the face in service failure: the moderation effect of social presence. <i>International Journal of Contemporary Hospitality Management</i> , 2018, 30, 1314-1331.	5.3	23
155	The role of dialecticism and reviewer expertise in consumer responses to mixed reviews. <i>International Journal of Hospitality Management</i> , 2018, 69, 49-55.	5.3	23
156	The impact of expected variance in performance on the satisfaction process. <i>Journal of Service Management</i> , 2001, 12, 342-358.	2.2	21
157	An Investigation Into Facebook "Liking" Behavior An Exploratory Study. <i>Social Media and Society</i> , 2017, 3, 205630511770678.	1.5	21
158	The Impact of Fellow Consumers' Presence, Appeal Type, and Action Observability on Consumers' Donation Behaviors. <i>Cornell Hospitality Quarterly</i> , 2017, 58, 203-213.	2.2	20
159	Feeling left out and losing control: The interactive effect of social exclusion and gender on brand attitude. <i>International Journal of Hospitality Management</i> , 2019, 77, 303-310.	5.3	20
160	Touch Versus Tech in Service Encounters. <i>Cornell Hospitality Quarterly</i> , 2021, 62, 468-481.	2.2	20
161	Negative online reviews and consumers' service consumption. <i>Journal of Business Research</i> , 2020, 116, 27-36.	5.8	20
162	Silent Voices: Nonbehavioral Reactions to Service Failures. <i>Services Marketing Quarterly</i> , 2015, 36, 95-111.	0.7	19

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163	An examination of corporate social responsibility and processing fluency in a service context. <i>Journal of Services Marketing</i> , 2015, 29, 103-111.	1.7	19
164	Consumer envy during service encounters. <i>Journal of Services Marketing</i> , 2016, 30, 359-372.	1.7	19
165	Revenue management in the context of movie theaters: Is it fair?. <i>Journal of Revenue and Pricing Management</i> , 2015, 14, 72-83.	0.7	18
166	Cross-national differences in complaint behavior: cultural or situational?. <i>Journal of Services Marketing</i> , 2018, 32, 913-924.	1.7	18
167	Are attractive reviewers more persuasive? Examining the role of physical attractiveness in online reviews. <i>Journal of Consumer Marketing</i> , 2019, 36, 728-739.	1.2	18
168	Overcoming Job Insecurity: Examining Grit as a Predictor. <i>Cornell Hospitality Quarterly</i> , 2020, 61, 199-212.	2.2	18
169	The effects of message framing in CSR advertising on consumers' emotions, attitudes, and behavioral intentions. <i>Journal of Hospitality Marketing and Management</i> , 2022, 31, 777-796.	5.1	18
170	The Impact of Hotel Pricing Policies on Perceived Fairness and Satisfaction with the Reservation Process. <i>Journal of Hospitality Marketing and Management</i> , 2005, 13, 25-39.	0.4	17
171	The effect of regulatory focus and delay type on consumers' reactions to delay. <i>International Journal of Hospitality Management</i> , 2013, 32, 113-120.	5.3	17
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