

Stephen L Vargo

List of Publications by Year in descending order

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106
papers

37,696
citations

31976

53
h-index

43889

91
g-index

119
all docs

119
docs citations

119
times ranked

9446
citing authors

#	ARTICLE	IF	CITATIONS
1	Evolving to a New Dominant Logic for Marketing. <i>Journal of Marketing</i> , 2004, 68, 1-17.	11.3	9,430
2	Service-dominant logic: continuing the evolution. <i>Journal of the Academy of Marketing Science</i> , 2008, 36, 1-10.	11.2	5,103
3	On value and value co-creation: A service systems and service logic perspective. <i>European Management Journal</i> , 2008, 26, 145-152.	5.1	2,224
4	Institutions and axioms: an extension and update of service-dominant logic. <i>Journal of the Academy of Marketing Science</i> , 2016, 44, 5-23.	11.2	2,183
5	Service-dominant logic: reactions, reflections and refinements. <i>Marketing Theory</i> , 2006, 6, 281-288.	3.1	1,307
6	Competing through service: Insights from service-dominant logic. <i>Journal of Retailing</i> , 2007, 83, 5-18.	6.2	1,258
7	It's all B2Bâ€¦ and beyond: Toward a systems perspective of the market. <i>Industrial Marketing Management</i> , 2011, 40, 181-187.	6.7	1,072
8	Service-dominant logic 2025. <i>International Journal of Research in Marketing</i> , 2017, 34, 46-67.	4.2	801
9	Health Care Customer Value Cocreation Practice Styles. <i>Journal of Service Research</i> , 2012, 15, 370-389.	12.2	794
10	Service, value networks and learning. <i>Journal of the Academy of Marketing Science</i> , 2010, 38, 19-31.	11.2	737
11	From goods to service(s): Divergences and convergences of logics. <i>Industrial Marketing Management</i> , 2008, 37, 254-259.	6.7	710
12	The evolving brand logic: a service-dominant logic perspective. <i>Journal of the Academy of Marketing Science</i> , 2009, 37, 328-344.	11.2	629
13	Service Innovation in the Digital Age: Key Contributions and Future Directions. <i>MIS Quarterly: Management Information Systems</i> , 2015, 39, 135-154.	4.2	597
14	The service system is the basic abstraction of service science. <i>Information Systems and E-Business Management</i> , 2009, 7, 395-406.	3.7	554
15	Innovation through institutionalization: A service ecosystems perspective. <i>Industrial Marketing Management</i> , 2015, 44, 63-72.	6.7	538
16	Why "service"? <i>Journal of the Academy of Marketing Science</i> , 2008, 36, 25-38.	11.2	442
17	Toward a conceptual foundation for service science: Contributions from service-dominant logic. <i>IBM Systems Journal</i> , 2008, 47, 5-14.	3.0	435
18	Service-Dominant Logic as a Foundation for Service Science: Clarifications. <i>Service Science</i> , 2009, 1, 32-41.	1.3	361

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19	Value Cocreation and Service Systems (Re)Formation: A Service Ecosystems View. <i>Service Science</i> , 2012, 4, 207-217.	1.3	359
20	The Service-Dominant Logic of Marketing. , 0, , .		356
21	Customer Integration and Value Creation. <i>Journal of Service Research</i> , 2008, 11, 211-215.	12.2	344
22	Toward a transcending conceptualization of relationship: a serviceâ€dominant logic perspective. <i>Journal of Business and Industrial Marketing</i> , 2009, 24, 373-379.	3.0	322
23	The Complexity of Context: A Service Ecosystems Approach for International Marketing. <i>Journal of International Marketing</i> , 2013, 21, 1-20.	4.4	268
24	The Service System Is the Basic Abstraction of Service Science. , 2008, , .		226
25	Technology as an operant resource in service (eco)systems. <i>Information Systems and E-Business Management</i> , 2014, 12, 367-384.	3.7	213
26	Converging on a New Theoretical Foundation for Selling. <i>Journal of Marketing</i> , 2018, 82, 1-18.	11.3	210
27	Extending the context of service: from encounters to ecosystems. <i>Journal of Services Marketing</i> , 2015, 29, 453-462.	3.0	199
28	Fostering a trans-disciplinary perspectives of service ecosystems. <i>Journal of Business Research</i> , 2016, 69, 2957-2963.	10.2	184
29	From Repeat Patronage to Value Co-creation in Service Ecosystems: A Transcending Conceptualization of Relationship. <i>Journal of Business Market Management</i> , 2010, 4, 169-179.	0.7	175
30	Toward a Service (Eco)Systems Perspective on Value Creation. <i>International Journal of Service Science, Management, Engineering, and Technology</i> , 2012, 3, 12-25.	1.1	171
31	The context of experience. <i>Journal of Service Management</i> , 2015, 26, 206-223.	7.2	162
32	Services in Society and Academic Thought: An Historical Analysis. <i>Journal of Macromarketing</i> , 2005, 25, 42-53.	2.6	161
33	Inversions of service-dominant logic. <i>Marketing Theory</i> , 2014, 14, 239-248.	3.1	137
34	Conceptualizing Value: A Service-ecosystem View. <i>Journal of Creating Value</i> , 2017, 3, 117-124.	0.9	136
35	Rethinking the process of diffusion in innovation: A service-ecosystems and institutional perspective. <i>Journal of Business Research</i> , 2020, 116, 526-534.	10.2	132
36	Serviceâ€dominant logic: a necessary step. <i>European Journal of Marketing</i> , 2011, 45, 1298-1309.	2.9	128

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37	A Service Lens on Value Creation: Marketing's Role in Achieving Strategic Advantage. <i>California Management Review</i> , 2014, 57, 44-66.	6.3	128
38	Transitioning from service management to service-dominant logic. <i>International Journal of Quality and Service Sciences</i> , 2010, 2, 8-22.	2.4	126
39	A systems perspective on markets – Toward a research agenda. <i>Journal of Business Research</i> , 2017, 79, 260-268.	10.2	126
40	Marketing as Service-Exchange. <i>Organizational Dynamics</i> , 2006, 35, 264-278.	2.6	124
41	Institutions as resource context. <i>Journal of Service Theory and Practice</i> , 2016, 26, 163-178.	3.2	120
42	Market systems, stakeholders and value propositions. <i>European Journal of Marketing</i> , 2011, 45, 217-222.	2.9	116
43	An Exploration of Networks in Value Cocreation: A Service-Ecosystems View. <i>Review of Marketing Research</i> , 2012, , 13-50.	0.2	109
44	Business models as service strategy. <i>Journal of the Academy of Marketing Science</i> , 2017, 45, 925-943.	11.2	107
45	Service-Dominant Logic. <i>Review of Marketing Research</i> , 2010, , 125-167.	0.2	104
46	Advancing Service Science with Service-Dominant Logic. <i>Service Science: Research and Innovations in the Service Economy</i> , 2010, , 133-156.	1.1	92
47	Extending actor participation in value creation: an institutional view. <i>Journal of Strategic Marketing</i> , 2016, 24, 210-226.	5.5	88
48	On a Theory of Markets and Marketing: From Positively Normative to Normatively Positive. <i>Australasian Marketing Journal</i> , 2007, 15, 53-60.	5.4	85
49	Institutional Complexity as a Driver for Innovation in Service Ecosystems. <i>Service Science</i> , 2016, 8, 333-343.	1.3	84
50	A service perspective. <i>Organizational Dynamics</i> , 2016, 45, 28-38.	2.6	84
51	Reconfiguration of the conceptual landscape: a tribute to the service logic of Richard Normann. <i>Journal of the Academy of Marketing Science</i> , 2008, 36, 152-155.	11.2	75
52	The role of symbols in value cocreation. <i>Marketing Theory</i> , 2014, 14, 311-326.	3.1	68
53	The Nature and Understanding of Value: A Service-Dominant Logic Perspective. <i>Review of Marketing Research</i> , 2012, , 1-12.	0.2	60
54	Service-dominant logic, service ecosystems and institutions: an editorial. <i>Journal of Service Management</i> , 2018, 29, 518-520.	7.2	59

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55	The Service-Dominant Mindset. <i>Service Science: Research and Innovations in the Service Economy</i> , 2008, , 89-96.	1.1	53
56	Advancing conceptual-only articles in marketing. <i>AMS Review</i> , 2020, 10, 1-5.	2.5	49
57	Emerging Digital Frontiers for Service Innovation. <i>Communications of the Association for Information Systems</i> , 2016, 39, 136-149.	0.9	45
58	The Co-Creation of Value-in-Cultural-Context. <i>Research in Consumer Behavior</i> , 2013, , 265-284.	0.3	44
59	Triads. <i>Marketing Theory</i> , 2017, 17, 395-414.	3.1	43
60	Service-dominant logic. , 2020, , 3-23.		40
61	Emergence in marketing: an institutional and ecosystem framework. <i>Journal of the Academy of Marketing Science</i> , 2023, 51, 2-22.	11.2	39
62	The supply chain management of shopper marketing as viewed through a service ecosystem lens. <i>International Journal of Physical Distribution and Logistics Management</i> , 2014, 44, 23-38.	7.4	35
63	Service-dominant logic "a guiding framework for inbound marketing. <i>Marketing Review St Gallen</i> , 2009, 26, 6-10.	0.6	34
64	The Use of Price and Warranty Cues in Product Evaluation. <i>Journal of International Consumer Marketing</i> , 1999, 11, 67-91.	3.7	27
65	Paradigms, Pluralisms, and Peripheries: On the Assessment of the S-D Logic. <i>Australasian Marketing Journal</i> , 2007, 15, 105-108.	5.4	22
66	Stepping aside and moving on: a rejoinder to a rejoinder. <i>European Journal of Marketing</i> , 2011, 45, 1319-1321.	2.9	22
67	The forum on markets and marketing (FMM). <i>Marketing Theory</i> , 2012, 12, 193-199.	3.1	22
68	Advancing sales theory through a holistic view: how social structures frame selling. <i>Journal of Personal Selling and Sales Management</i> , 2020, 40, 221-226.	2.8	19
69	Formalizing service-dominant logic as a general theory of markets: taking stock and moving forward. <i>AMS Review</i> , 2021, 11, 375-389.	2.5	18
70	From promise to perspective: Reconsidering value propositions from a service-dominant logic orientation. <i>Industrial Marketing Management</i> , 2020, 87, 309-311.	6.7	17
71	Extending the Context of Innovation: The Co-creation and Institutionalization of Technology and Markets. , 2017, , 43-57.		17
72	Practice Diffusion. <i>Journal of Consumer Research</i> , 2022, 48, 939-969.	5.1	16

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73	Beyond Circularityâ€”A Service-dominant (S-D) Logic Perspective. <i>Circular Economy and Sustainability</i> , 2021, 1, 257-260.	5.5	14
74	â€œRelationshipâ€•in Transition: An Introduction to the Special Issue on Relationship and Service-Dominant Logic. <i>Journal of Business Market Management</i> , 2010, 4, 167-168.	0.7	13
75	Zooming Out and Zooming In: Service Ecosystems as Venues for Collaborative Innovation. <i>Translational Systems Sciences</i> , 2016, , 35-50.	0.2	12
76	A Service-Ecosystem Perspective on Value Creation: Implications for International Business. , 2017, , 131-149.		12
77	Service Ecosystem Emergence from Primitive Actors in Service Dominant Logic: An Exploratory Simulation Study. , 2018, , .		11
78	An Overview of Service-Dominant Logic. , 2018, , 3-21.		11
79	A Service logic for Service Science. <i>Service Science: Research and Innovations in the Service Economy</i> , 2008, , 83-88.	1.1	10
80	Reconciling Resource Integration and Value Propositions -- The Dynamics of Value Co-creation. , 2014, , .		10
81	Rethinking Social CRM Design: A Service-Dominant Logic Perspective. <i>Progress in IS</i> , 2014, , 767-784.	0.6	10
82	Why Service-Dominant Logic?. , 2018, , 40-58.		10
83	Service-Dominant Logic: Backward and Forward. , 2018, , 720-737.		10
84	Microfoundations for Macromarketing: A Metatheoretical Lens for Bridging the Micro-Macro Divide. <i>Journal of Macromarketing</i> , 2023, 43, 61-75.	2.6	10
85	Towards an alternative logic for electronic customer relationship management. <i>International Journal of Business Environment</i> , 2008, 2, 116.	0.4	9
86	Service-Dominant Logic Foundations of E-Novation. <i>Advances in E-Business Research Series</i> , 2011, , 1-15.	0.4	8
87	Designing Institutional Complexity to Enable Innovation in Service Ecosystems. , 2016, , .		7
88	Service - Oriented Challenges for Design Science: Charting the â€œEâ€•volution. <i>Pacific Asia Journal of the Association for Information Systems</i> , 0, , 1-15.	0.7	7
89	Multiplex retailers versus wholesalers. <i>International Journal of Physical Distribution and Logistics Management</i> , 1998, 28, 581-598.	7.4	6
90	Practices, Systems, and Meaning-Making: An Introduction to the Special Section on Markets and Marketing. <i>Australasian Marketing Journal</i> , 2010, 18, 233-235.	5.4	6

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91	Drawing on service-dominant logic to expand the frontier of physical distribution and logistics management. <i>International Journal of Physical Distribution and Logistics Management</i> , 2014, 44, .	7.4	6
92	Assessing and advancing marketing's value propositions: a disciplinary dialog. <i>AMS Review</i> , 2020, 10, 149-150.	2.5	5
93	Service Ecosystems Emergence and Interaction: A Simulation Study. , 2019, , .		5
94	Service-Dominant Logic. , 0, , 970-985.		4
95	Transitioning to Value Co-development. , 2014, , 131-149.		3
96	Conceptual Framework for a Service-Ecosystems Approach to Project Management. , 2015, , .		3
97	Moving forward. <i>AMS Review</i> , 2019, 9, 133-135.	2.5	3
98	A Unifying Perspective for the Technological, Business Model, and Market Aspects of Innovation. , 2018, , 508-521.		3
99	Assessing and enhancing the impact potential of marketing articles. <i>AMS Review</i> , 2021, 11, 407-415.	2.5	3
100	Marketing Relevance Through Market Theory. <i>Revista Brasileira De Marketing</i> , 2018, 17, 730-746.	0.2	2
101	Service-Dominant Logic. <i>Advances in E-Business Research Series</i> , 2011, , 76-91.	0.4	2
102	The past and future of marketing theory and practice: a tribute to the 50th anniversary of the Academy of Marketing Science. <i>AMS Review</i> , 2021, 11, 390-394.	2.5	2
103	Service-dominant logic: continuing the evolution. , 2008, 36, 1.		1
104	A Service Perspective of Marketing, Operations, and Value Creation. , 0, , 316-337.		0
105	Strategic thinking. , 0, , 179-200.		0
106	Market (Re)creation Through Innovation and Entrepreneurship. <i>Developments in Marketing Science: Proceedings of the Academy of Marketing Science</i> , 2016, , 415-416.	0.2	0