

# Dwayne D Gremler

## List of Publications by Year in descending order

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Version: 2024-02-01

34  
papers

8,650  
citations

186265

28  
h-index

395702

33  
g-index

35  
all docs

35  
docs citations

35  
times ranked

4089  
citing authors

#	ARTICLE	IF	CITATIONS
1	Understanding Relationship Marketing Outcomes. <i>Journal of Service Research</i> , 2002, 4, 230-247.	12.2	1,730
2	Relational Benefits in Services Industries: The Customer's Perspective. <i>Journal of the Academy of Marketing Science</i> , 1998, 26, 101-114.	11.2	1,706
3	Customer-Employee Rapport in Service Relationships. <i>Journal of Service Research</i> , 2000, 3, 82-104.	12.2	817
4	The Critical Incident Technique in Service Research. <i>Journal of Service Research</i> , 2004, 7, 65-89.	12.2	730
5	Are All Smiles Created Equal? How Emotional Contagion and Emotional Labor Affect Service Relationships. <i>Journal of Marketing</i> , 2006, 70, 58-73.	11.3	681
6	Are All Smiles Created Equal? How Emotional Contagion and Emotional Labor Affect Service Relationships. <i>Journal of Marketing</i> , 2006, 70, 58-73.	11.3	465
7	Generating positive word-of-mouth communication through customer-employee relationships. <i>Journal of Service Management</i> , 2001, 12, 44-59.	2.0	342
8	Rapport-Building Behaviors Used by Retail Employees. <i>Journal of Retailing</i> , 2008, 84, 308-324.	6.2	296
9	Service value revisited: Specifying a higher-order, formative measure. <i>Journal of Business Research</i> , 2008, 61, 1278-1291.	10.2	273
10	The loyalty ripple effect. <i>Journal of Service Management</i> , 1999, 10, 271-293.	2.0	190
11	Experiential Learning Exercises in Services Marketing Courses. <i>Journal of Marketing Education</i> , 2000, 22, 35-44.	2.4	150
12	The Future of Frontline Research. <i>Journal of Service Research</i> , 2017, 20, 91-99.	12.2	137
13	Effects of perceived employee emotional competence on customer satisfaction and loyalty. <i>Journal of Service Management</i> , 2013, 24, 5-24.	7.2	118
14	Extreme Makeover: Short- and Long-Term Effects of a Remodeled Servicescape. <i>Journal of Marketing</i> , 2011, 75, 71-87.	11.3	94
15	Twenty Years of Service Guarantee Research. <i>Journal of Service Research</i> , 2009, 11, 322-343.	12.2	88
16	Toward a theory of repeat purchase drivers for consumer services. <i>Journal of the Academy of Marketing Science</i> , 2009, 37, 215-237.	11.2	87
17	Employee Emotional Competence. <i>Journal of Service Research</i> , 2016, 19, 72-87.	12.2	73
18	Friendship over the counter: How social aspects of service encounters influence consumer service loyalty. <i>Advances in Services Marketing and Management</i> , 1996, , 247-282.	0.3	73

#	ARTICLE	IF	CITATIONS
19	Technology's Impact on the Gaps Model of Service Quality. <i>Service Science: Research and Innovations in the Service Economy</i> , 2010, , 197-218.	1.1	71
20	Service Encounter Emotional Value. <i>Services Marketing Quarterly</i> , 2001, 23, 1-24.	1.1	68
21	Understanding and managing customer relational benefits in services: a meta-analysis. <i>Journal of the Academy of Marketing Science</i> , 2020, 48, 565-583.	11.2	65
22	Twenty-seven years of service research: a literature review and research agenda. <i>Journal of Services Marketing</i> , 2020, 34, 299-316.	3.0	61
23	Emotion Cycles in Services: Emotional Contagion and Emotional Labor Effects. <i>Journal of Service Research</i> , 2019, 22, 285-300.	12.2	51
24	Paradigms in service research. <i>Journal of Service Management</i> , 2011, 22, 560-585.	7.2	50
25	Emotional Convergence in Service Relationships. <i>Journal of Service Research</i> , 2017, 20, 76-90.	12.2	34
26	The influence of service employees and other customers on customer unfriendliness: a social norms perspective. <i>Journal of the Academy of Marketing Science</i> , 2017, 45, 827-847.	11.2	34
27	Mapping of <i>Journal of Service Research</i> Themes: A 22-Year Review. <i>Journal of Service Research</i> , 2022, 25, 187-193.	12.2	34
28	An analysis of the interaction effect between employee technical and emotional competencies in emotionally charged service encounters. <i>Journal of Service Management</i> , 2017, 28, 85-106.	7.2	31
29	What the eye does not see, the mind cannot reject: Can call center location explain differences in customer evaluations?. <i>International Business Review</i> , 2012, 21, 957-967.	4.8	26
30	Do Service Guarantees Guarantee Greater Market Value?. <i>Journal of Service Research</i> , 2014, 17, 150-163.	12.2	21
31	Guiding Reflective Practice: An Auditing Framework to Assess Teaching Philosophy and Style. <i>Journal of Marketing Education</i> , 2010, 32, 182-196.	2.4	15
32	Service alliances between unequals: the apple does not fall far from the better tree. <i>Journal of Service Management</i> , 2015, 26, 807-822.	7.2	14
33	MANAGING SERVICE RELATIONSHIPS IN A GLOBAL ECONOMY: EXPLORING THE IMPACT OF NATIONAL CULTURE ON THE RELEVANCE OF CUSTOMER RELATIONAL BENEFITS FOR GAINING LOYAL CUSTOMERS. <i>Advances in International Marketing</i> , 0, , 11-31.	0.3	9
34	Online reviews generated through product testing: can more favorable reviews be enticed with free products?. <i>Journal of the Academy of Marketing Science</i> , 2021, 49, 703-722.	11.2	8