

# Christian Kowalkowski

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/4350279/publications.pdf>

Version: 2024-02-01

67  
papers

5,872  
citations

94433

37  
h-index

123424

61  
g-index

68  
all docs

68  
docs citations

68  
times ranked

2805  
citing authors

#	ARTICLE	IF	CITATIONS
1	Enabling service innovation: A dynamic capabilities approach. <i>Journal of Business Research</i> , 2013, 66, 1063-1073.	10.2	422
2	Servitization and deservitization: Overview, concepts, and definitions. <i>Industrial Marketing Management</i> , 2017, 60, 4-10.	6.7	359
3	Organizing for digital servitization: A service ecosystem perspective. <i>Journal of Business Research</i> , 2019, 104, 450-460.	10.2	315
4	Service innovation in product-centric firms: a multidimensional business model perspective. <i>Journal of Business and Industrial Marketing</i> , 2014, 29, 96-111.	3.0	304
5	Servitization: A contemporary thematic review of four major research streams. <i>Industrial Marketing Management</i> , 2019, 83, 207-223.	6.7	270
6	The evolution of service innovation research: a critical review and synthesis. <i>Service Industries Journal</i> , 2014, 34, 373-398.	8.3	268
7	Navigating disruptive crises through service-led growth: The impact of COVID-19 on Italian manufacturing firms. <i>Industrial Marketing Management</i> , 2020, 88, 225-237.	6.7	260
8	Service growth in product firms: Past, present, and future. <i>Industrial Marketing Management</i> , 2017, 60, 82-88.	6.7	242
9	What service transition? Rethinking established assumptions about manufacturers' service-led growth strategies. <i>Industrial Marketing Management</i> , 2015, 45, 59-69.	6.7	240
10	Development of industrial service offerings: a process framework. <i>Journal of Service Management</i> , 2009, 20, 156-172.	7.2	225
11	Transformational shifts through digital servitization. <i>Industrial Marketing Management</i> , 2020, 89, 293-305.	6.7	212
12	Solutions offerings: a critical review and reconceptualisation. <i>Journal of Service Management</i> , 2010, 21, 441-459.	7.2	208
13	Dynamics of value propositions: insights from service-dominant logic. <i>European Journal of Marketing</i> , 2011, 45, 277-294.	2.9	176
14	Any way goes: Identifying value constellations for service infusion in SMEs. <i>Industrial Marketing Management</i> , 2013, 42, 18-30.	6.7	176
15	Service infusion as agile incrementalism in action. <i>Journal of Business Research</i> , 2012, 65, 765-772.	10.2	152
16	Archetypes of Service Innovation. <i>Journal of Service Research</i> , 2018, 21, 284-301.	12.2	137
17	Network orchestration for value platform development. <i>Industrial Marketing Management</i> , 2017, 67, 106-121.	6.7	113
18	Customer-focused and service-focused orientation in organizational structures. <i>Journal of Business and Industrial Marketing</i> , 2012, 27, 527-537.	3.0	103

#	ARTICLE	IF	CITATIONS
19	ICT as a catalyst for service business orientation. <i>Journal of Business and Industrial Marketing</i> , 2013, 28, 506-513.	3.0	94
20	The co-creative practice of forming a value proposition. <i>Journal of Marketing Management</i> , 2012, 28, 1553-1570.	2.3	89
21	Pricing strategy: A review of 22 years of marketing research. <i>Journal of Business Research</i> , 2017, 78, 101-110.	10.2	88
22	A Reconceptualization of Manufacturers' Service Strategies. <i>Journal of Business-to-Business Marketing</i> , 2014, 21, 19-34.	1.5	82
23	What does a service-dominant logic really mean for manufacturing firms?. <i>CIRP Journal of Manufacturing Science and Technology</i> , 2010, 3, 285-292.	4.5	80
24	Development and implementation of customer solutions: A study of process dynamics and market shaping. <i>Industrial Marketing Management</i> , 2013, 42, 1083-1092.	6.7	77
25	Resource integration through digitalisation: a service ecosystem perspective. <i>Journal of Marketing Management</i> , 2019, 35, 974-991.	2.3	74
26	The risks of providing services. <i>Journal of Service Management</i> , 2011, 22, 390-408.	7.2	73
27	Internalisation or externalisation?. <i>Managing Service Quality</i> , 2011, 21, 373-391.	2.4	64
28	Managing industrial service offerings in global business markets. <i>Journal of Business and Industrial Marketing</i> , 2011, 26, 181-192.	3.0	62
29	PSS business model conceptualization and application. <i>Production Planning and Control</i> , 2017, 28, 1251-1263.	8.8	60
30	A lean approach for service productivity improvements: synergy or oxymoron?. <i>Managing Service Quality</i> , 2013, 23, 291-304.	2.4	56
31	Guest editorial: relationship marketing "past, present and future. <i>Journal of Services Marketing</i> , 2017, 31, 1-5.	3.0	55
32	Characterizing customer experience management in business markets. <i>Journal of Business Research</i> , 2020, 116, 420-430.	10.2	55
33	Learning to discover value: Value-based pricing and selling capabilities for services and solutions. <i>Journal of Business Research</i> , 2020, 114, 142-159.	10.2	52
34	Adding services to product-based portfolios. <i>Journal of Service Management</i> , 2015, 26, 372-393.	7.2	48
35	Managing industrial service offerings: requirements on content and processes. <i>International Journal of Services, Technology and Management</i> , 2009, 11, 42.	0.1	45
36	Visualizing the value of service-based offerings: empirical findings from the manufacturing industry. <i>Journal of Business and Industrial Marketing</i> , 2012, 27, 538-546.	3.0	42

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37	Carsharing: a systematic literature review and research agenda. <i>Journal of Service Management</i> , 2021, 32, 55-91.	7.2	42
38	Information search in complex industrial buying: Empirical evidence from Brazil. <i>Industrial Marketing Management</i> , 2011, 40, 17-27.	6.7	36
39	Operating without operations: how is technology changing the role of the firm?. <i>Journal of Service Management</i> , 2018, 29, 809-833.	7.2	34
40	Triadic Value Propositions: When It Takes More Than Two to Tango. <i>Service Science</i> , 2016, 8, 282-299.	1.3	32
41	Organizational behavior in innovation, marketing, and purchasing in business service contextsâ€”An agenda for academic inquiry. <i>Journal of Business Research</i> , 2016, 69, 2457-2462.	10.2	30
42	Bridging the gap between engineering design and marketing: insights for research and practice in product/service system design. <i>Design Science</i> , 2018, 4, .	2.1	28
43	Tensions in digital servitization through a paradox lens. <i>Industrial Marketing Management</i> , 2022, 102, 438-450.	6.7	27
44	The service function as a holistic management concept. <i>Journal of Business and Industrial Marketing</i> , 2011, 26, 484-492.	3.0	25
45	Technology as a driver for changing customerâ€™provider interfaces. <i>Management Research Review</i> , 2008, 31, 746-757.	0.7	23
46	Am I worth it? Gifting myself with luxury. <i>Journal of Fashion Marketing and Management</i> , 2014, 18, 112-132.	2.2	22
47	Guest editorial: the future of servitization in a digital era. <i>Journal of Service Management</i> , 2022, 33, 59-69.	7.2	19
48	Emergent market innovation: A longitudinal study of technology-driven capability development and institutional work. <i>Journal of Business Research</i> , 2021, 124, 469-482.	10.2	18
49	Market representations in industrial marketing: Could representations influence strategy?. <i>Industrial Marketing Management</i> , 2014, 43, 1026-1034.	6.7	16
50	Negative critical waves in business relationships: an extension of the critical incident perspective. <i>Journal of Business and Industrial Marketing</i> , 2014, 29, 284-294.	3.0	15
51	A Framework for PSS Business Models: Formalization and Application. <i>Procedia CIRP</i> , 2016, 47, 519-524.	1.9	15
52	Putting the â€œserviceâ€ into B2B marketing: key developments in service research and their relevance for B2B. <i>Journal of Business and Industrial Marketing</i> , 2023, 38, 272-289.	3.0	15
53	Value Visualization Strategies for PSS Development. , 2009, , 159-181.		13
54	Servitization: A State-of-the-Art Overview and Future Directions. , 2022, , 169-200.		12

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55	Intuitive pricing by independent store managers: Challenging beliefs and practices. <i>Journal of Business Research</i> , 2020, 115, 70-84.	10.2	10
56	Service productivity gains through information and communication technology applications: a service marketing approach. <i>International Journal of Knowledge Management Studies</i> , 2008, 2, 4.	0.3	9
57	Outsourcing maintenance in complex process industries. <i>Asia Pacific Journal of Marketing and Logistics</i> , 2015, 27, 801-825.	3.2	6
58	Adjusting customer journey mapping for application in industrial product-service systems. <i>International Journal of Business Environment</i> , 2020, 11, 275.	0.4	6
59	Research on Services in the Manufacturing Industry based on a Holistic Viewpoint and Interdisciplinary Approach. , 2011, , 27-32.		5
60	Sales coordination and structural complexity: a nationalâ€international comparison. <i>Journal of Business and Industrial Marketing</i> , 2013, 28, 514-522.	3.0	4
61	Purchasing professionals and the flat-rate bias: Effects of price premiums, past usage, and relational ties on price plan choice. <i>Journal of Business Research</i> , 2021, 132, 403-415.	10.2	4
62	Service Innovation in Industrial Contexts. <i>Translational Systems Sciences</i> , 2016, , 235-249.	0.2	3
63	Servitization Practices: A Co-Creation Taxonomy. , 2018, , 309-321.		3
64	Digital Servitization: How Manufacturing Firms Can Enhance Resource Integration and Drive Ecosystem Transformation. , 2021, , 27-39.		3
65	Theoretical Landscape in Servitization. , 2021, , 1-23.		2
66	Foundations of Service Research and Service-Dominant Logic. <i>Sitra</i> , 2019, , 3-19.	0.1	2
67	Resource Integration Through Digitalisation: A Service Ecosystem Perspective. <i>SSRN Electronic Journal</i> , 0, , .	0.4	2