

Jochen Wirtz

List of Publications by Year in descending order

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Version: 2024-02-01

128
papers

10,805
citations

31976

53
h-index

33894

99
g-index

140
all docs

140
docs citations

140
times ranked

5417
citing authors

#	ARTICLE	IF	CITATIONS
1	Putting the "service" 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
2	Service robots, agency and embarrassing service encounters. <i>Journal of Service Management</i> , 2022, 33, 389-414.	7.2	68
3	Viewpoint: cost-effective health care developments and research opportunities in China, India and Singapore. <i>Journal of Services Marketing</i> , 2022, ahead-of-print, .	3.0	3
4	AI in marketing, consumer research and psychology: A systematic literature review and research agenda. <i>Psychology and Marketing</i> , 2022, 39, 755-776.	8.2	144
5	Service robots: Applying social exchange theory to better understand human"robot interactions. <i>Tourism Management</i> , 2022, 92, 104537.	9.8	57
6	Toward a New Service Reality: Human"Robot Collaboration at the Service Frontline. , 2022, , 991-1008.		3
7	Managing the Exclusivity of Luxury Service Experiences. , 2022, , 263-276.		1
8	Proactive Handling of Flight Overbooking: How to Reduce Negative eWOM and the Costs of Bumping Customers. <i>Journal of Service Research</i> , 2021, 24, 206-225.	12.2	19
9	Artificial intelligence in marketing: Topic modeling, scientometric analysis, and research agenda. <i>Journal of Business Research</i> , 2021, 124, 389-404.	10.2	166
10	Corporate digital responsibility. <i>Journal of Business Research</i> , 2021, 122, 875-888.	10.2	159
11	Service products and productization. <i>Journal of Business Research</i> , 2021, 137, 411-421.	10.2	17
12	Viewpoint: Service products, development of service knowledge and our community's target audience. <i>Journal of Services Marketing</i> , 2021, 35, 265-270.	3.0	7
13	Organizational Ambidexterity: Cost-Effective Service Excellence, Service Robots, and Artificial Intelligence. <i>Organizational Dynamics</i> , 2020, 49, 100719.	2.6	28
14	Luxury services. <i>Journal of Service Management</i> , 2020, 31, 665-691.	7.2	86
15	The Role of Marketing in Digital Business Platforms. <i>Journal of Interactive Marketing</i> , 2020, 51, 72-90.	6.2	113
16	Two-directional convergence of platform and pipeline business models. <i>Journal of Service Management</i> , 2020, 31, 693-721.	7.2	16
17	Service robots, customers and service employees: what can we learn from the academic literature and where are the gaps?. <i>Journal of Service Theory and Practice</i> , 2020, 30, 361-391.	3.2	260
18	Luxury in the digital age: A multi-actor service encounter perspective. <i>Journal of Business Research</i> , 2020, 121, 747-756.	10.2	67

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19	Service Robots and the Future of Services. , 2020, , 423-435.		24
20	Artificial Intelligence and Robots in the Service Encounter. Journal of Service Management Research, 2020, 4, 3-8.	0.3	29
21	Cost-effective service excellence in healthcare. AMS Review, 2019, 9, 98-104.	2.5	6
22	When and Why a Squeakier Wheel Gets More Grease: The Influence of Cultural Values and Anger Intensity on Customer Compensation. Journal of Service Research, 2019, 22, 223-240.	12.2	21
23	Engaging customers through online and offline referral reward programs. European Journal of Marketing, 2019, 53, 1962-1987.	2.9	24
24	Social media brand engagement: dimensions, drivers and consequences. Journal of Consumer Marketing, 2019, 37, 191-204.	2.3	34
25	Bridging the data divide between practitioners and academics. Journal of Service Management, 2019, 30, 524-548.	7.2	25
26	Platforms in the peer-to-peer sharing economy. Journal of Service Management, 2019, 30, 452-483.	7.2	235
27	Business Analytics: Concept and Applications. , 2019, , 1-8.		4
28	Successful referral behavior in referral reward programs. Journal of Service Management, 2019, 30, 48-74.	7.2	18
29	Asset-Based Strategies for Capturing Value in the Service Economy. Service Science: Research and Innovations in the Service Economy, 2019, , 785-810.	1.1	7
30	Sharing uncertainty across organizations: service capital and customer engagement for realizing nonownership value. , 2019, , 423-440.		2
31	How do innovators stay innovative? A longitudinal case analysis. Journal of Services Marketing, 2018, 32, 34-45.	3.0	20
32	Cost-effective service excellence. Journal of the Academy of Marketing Science, 2018, 46, 59-80.	11.2	144
33	Psychological drivers of referral reward program effectiveness. Journal of Services Marketing, 2018, 32, 256-268.	3.0	24
34	Brave new world: service robots in the frontline. Journal of Service Management, 2018, 29, 907-931.	7.2	1,036
35	Ownership of Co-creation Assets: Driving B2B Value Propositions in the Service Economy. Journal of Creating Value, 2018, 4, 42-60.	0.9	4
36	Service Geschäftsmodelle für das industrielle Internet der Dinge. , 2018, , 113-132.		1

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37	Accelerating employee-related scholarship in service management. Journal of Service Management, 2017, 28, 837-865.	7.2	32
38	Service Employee Responses to Angry Customer Complaints. Journal of Service Research, 2017, 20, 362-378.	12.2	64
39	The enhanced loyalty drivers of customers acquired through referral reward programs. Journal of Service Management, 2017, 28, 687-706.	7.2	22
40	Unlocking value from machines: business models and the industrial internet of things. Journal of Marketing Management, 2017, 33, 111-130.	2.3	181
41	Managing service employees: literature review, expert opinions, and research directions. Service Industries Journal, 2016, 36, 757-788.	8.3	91
42	The privacy dyad. Internet Research, 2016, 26, 919-941.	4.9	62
43	Relational Governance Mechanisms and Uncertainties in Nonownership Services. Psychology and Marketing, 2016, 33, 250-266.	8.2	32
44	Shopping experiences in visually complex environments: a self-regulation account. Journal of Service Management, 2016, 27, 194-217.	7.2	21
45	Services Marketing, , 2016, , .		126
46	Revenue Management: Advanced Strategies and Tools to Enhance Firm Profitability. Foundations and Trends in Marketing, 2015, 8, 1-68.	1.1	25
47	The three-stage model of service consumption. , 2015, , .		15
48	Global business services. Journal of Service Management, 2015, 26, 565-587.	7.2	61
49	Halo in Consumer Satisfaction: Replication and Extension of an Experimental Study. Developments in Marketing Science: Proceedings of the Academy of Marketing Science, 2015, , 265-265.	0.2	0
50	Should a Firm with a Reputation for Outstanding Service Quality Offer a Service Guarantee? An Experimental Study. Developments in Marketing Science: Proceedings of the Academy of Marketing Science, 2015, , 195-197.	0.2	2
51	How to Reduce Halo in Attribute-Specific Customer Satisfaction Measures: An Empirical Investigation. Developments in Marketing Science: Proceedings of the Academy of Marketing Science, 2015, , 264-264.	0.2	0
52	How to Reduce Consumer Cheating on Service Guarantees? Results from Two Experimental Studies. Developments in Marketing Science: Proceedings of the Academy of Marketing Science, 2015, , 198-203.	0.2	1
53	Singapore Airlines. Journal of Applied Behavioral Science, The, 2014, 50, 150-170.	3.3	29
54	Psychometric sifting to efficiently select the right service employees. Managing Service Quality, 2014, 24, 418-433.	2.4	20

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55	Sifting to efficiently select the right service employees. <i>Organizational Dynamics</i> , 2014, 43, 312-320.	2.6	6
56	Consumer Processing of Interior Service Environments. <i>Journal of Service Research</i> , 2014, 17, 296-309.	12.2	126
57	The role of marketing in today's enterprises. <i>Journal of Service Management</i> , 2014, 25, 171-194.	7.2	26
58	Contrasting the Drivers of Switching Intent and Switching Behavior in Contractual Service Settings. <i>Journal of Retailing</i> , 2014, 90, 463-480.	6.2	64
59	Wahrgenommene Preisfairness und Ansätze zur Konfliktlösung im Revenue Management. , 2014, , 83-103.		2
60	Business models: Impact on business markets and opportunities for marketing research. <i>Industrial Marketing Management</i> , 2013, 42, 649-655.	6.7	62
61	Managing brands and customer engagement in online brand communities. <i>Journal of Service Management</i> , 2013, 24, 223-244.	7.2	494
62	Firms' Intentions to Use Nonownership Services. <i>Journal of Service Research</i> , 2013, 16, 171-185.	12.2	56
63	Message from Program Co-chairs. , 2013, , .		0
64	The Role of Metaperception on the Effectiveness of Referral Reward Programs. <i>Journal of Service Research</i> , 2013, 16, 82-98.	12.2	80
65	The Effect of Perceived Control on Consumer Responses to Service Encounter Pace. <i>Cornell Hospitality Quarterly</i> , 2012, 53, 295-307.	3.8	21
66	Optimizing referral reward programs under impression management considerations. <i>European Journal of Operational Research</i> , 2011, , .	5.7	14
67	Opportunistic customer claiming during service recovery. <i>Journal of the Academy of Marketing Science</i> , 2010, 38, 654-675.	11.2	123
68	Division of Labor between Firms: Business Services, Non-Ownership-Value and the Rise of the Service Economy. <i>Service Science</i> , 2010, 2, 136-145.	1.3	54
69	Emotion display rules at work in the global service economy: the special case of the customer. <i>Journal of Service Management</i> , 2010, 21, 388-412.	7.2	102
70	Organizational learning from customer feedback received by service employees. <i>Journal of Service Management</i> , 2010, 21, 363-387.	7.2	52
71	Customers behaving badly: a state of the art review, research agenda and implications for practitioners. <i>Journal of Services Marketing</i> , 2010, 24, 417-429.	3.0	220
72	Regulatory Focus Theory, Trust, and Privacy Concern. <i>Journal of Service Research</i> , 2009, 12, 190-207.	12.2	132

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73	Strategy and organization at Singapore Airlines: Achieving sustainable advantage through dual strategy. <i>Journal of Air Transport Management</i> , 2009, 15, 274-279.	4.5	30
74	Perceived service encounter pace and customer satisfaction. <i>Journal of Service Management</i> , 2009, 20, 380-403.	7.2	63
75	Creative reconstruction – how business services drive economic evolution. <i>European Business Review</i> , 2009, 21, 380-394.	3.4	21
76	The role of store environmental stimulation and social factors on impulse purchasing. <i>Journal of Services Marketing</i> , 2008, 22, 562-567.	3.0	238
77	Managing human resources for service excellence and cost effectiveness at Singapore Airlines. <i>Managing Service Quality</i> , 2008, 18, 4-19.	2.4	71
78	How Effective Are Loyalty Reward Programs in Driving Share of Wallet?. <i>Journal of Service Research</i> , 2007, 9, 327-334.	12.2	153
79	The Effect of Meal Pace on Customer Satisfaction. <i>The Cornell Hotel and Restaurant Administration Quarterly</i> , 2007, 48, 231-244.	1.1	62
80	The role of arousal congruency in influencing consumers' satisfaction evaluations and in-store behaviors. <i>Journal of Service Management</i> , 2007, 18, 6-24.	2.0	79
81	Causes and consequences of consumer online privacy concern. <i>Journal of Service Management</i> , 2007, 18, 326-348.	2.0	136
82	The Moderating Role of Familiarity in Fairness Perceptions of Revenue Management Pricing. <i>Journal of Service Research</i> , 2007, 9, 229-240.	12.2	171
83	Consumer online privacy concerns and responses: a power-responsibility equilibrium perspective. <i>Journal of the Academy of Marketing Science</i> , 2007, 35, 572-585.	11.2	261
84	Managing HR for Service Excellence and Cost Effectiveness at Singapore Airlines. , 2007, , 307-327.		1
85	Arousal expectations and service evaluations. <i>Journal of Service Management</i> , 2006, 17, 229-244.	2.0	39
86	Biometrics: the next frontier in service excellence, productivity and security in the service sector. <i>Managing Service Quality</i> , 2006, 16, 12-22.	2.4	38
87	Services research - a truly global discipline. <i>Journal of Service Management</i> , 2006, 17, .	2.0	1
88	Kung-Fu Service Development at Singapore Airlines. <i>Business Strategy Review</i> , 2005, 16, 26-31.	0.0	12
89	Consumer complaining to firms: the determinants of channel choice. <i>Journal of Services Marketing</i> , 2004, 18, 147-155.	3.0	125
90	Cost-Effective Service Excellence: Lessons from Singapore Airlines. <i>Business Strategy Review</i> , 2004, 15, 33-38.	0.0	29

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91	Consumer Cheating on Service Guarantees. Journal of the Academy of Marketing Science, 2004, 32, 159-175.	11.2	138
92	Consumer responses to compensation, speed of recovery and apology after a service failure. Journal of Service Management, 2004, 15, 150-166.	2.0	510
93	Halo in customer satisfaction measures. Journal of Service Management, 2003, 14, 96-119.	2.0	66
94	Singapore Airlines: what it takes to sustain service excellence – a senior management perspective. Managing Service Quality, 2003, 13, 10-19.	2.4	30
95	Revenue Management at Prego Italian Restaurant. Asian Case Research Journal, 2003, 07, 67-87.	0.0	3
96	The effects of consumer expertise on evoked set size and service loyalty. Journal of Services Marketing, 2003, 17, 649-665.	3.0	66
97	Revenue management: Resolving potential customer conflicts. Journal of Revenue and Pricing Management, 2003, 2, 216-226.	1.1	99
98	Segmentation of library visitors in Singapore: learning and reading related lifestyles. Library Management, 2003, 24, 20-33.	1.2	5
99	How long should dinner take? Measuring expected meal duration for restaurant revenue management. Journal of Revenue and Pricing Management, 2002, 1, 220-233.	1.1	49
100	The impact of knowledge types on the consumer search process. Journal of Service Management, 2002, 13, 214-230.	2.0	84
101	The effects of incentives, deal proneness, satisfaction and tie strength on word-of-mouth behaviour. Journal of Service Management, 2002, 13, 141-162.	2.0	298
102	Perceived fairness of demand-based pricing for Restaurants. The Cornell Hotel and Restaurant Administration Quarterly, 2002, 43, 31-37.	1.1	106
103	Designing service guarantees – is full satisfaction the best you can guarantee?. Journal of Services Marketing, 2001, 15, 282-299.	3.0	39
104	Improving the measurement of customer satisfaction: a test of three methods to reduce halo. Managing Service Quality, 2001, 11, 99-112.	2.4	29
105	The impact of expected variance in performance on the satisfaction process. Journal of Service Management, 2001, 12, 342-358.	2.0	21
106	Determinants of Membership Marketing Programs. Markt, 2001, 40, 40-49.	0.7	0
107	Exploring the Role of Alternative Perceived Performance Measures and Needs-Congruency in the Consumer Satisfaction Process. Journal of Consumer Psychology, 2001, 11, 181-192.	4.5	53
108	Congruency of scent and music as a driver of in-store evaluations and behavior. Journal of Retailing, 2001, 77, 273-289.	6.2	829

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109	GULFSTREAM AEROSPACE CORPORATION â€™ PENETRATING ASIA'S CORPORATE JET MARKET. Asian Case Research Journal, 2001, 05, 97-120.	0.0	0
110	Exploring the Role of Alternative Perceived Performance Measures and Needs-Congruency in the Consumer Satisfaction Process. Journal of Consumer Psychology, 2001, 10, 181-192.	4.5	1
111	The role of preconsumption affect in postpurchase evaluation of services. Psychology and Marketing, 2000, 17, 587-605.	8.2	147
112	The moderating role of target-arousal on the impact of affect on satisfactionâ€™an examination in the context of service experiences. Journal of Retailing, 2000, 76, 347-365.	6.2	243
113	Title is missing!. Social Indicators Research, 2000, 49, 317-333.	2.7	84
114	Institutionalising customerâ€™driven learning through fully integrated customer feedback systems. Managing Service Quality, 2000, 10, 205-215.	2.4	27
115	An examination of the presence, magnitude and impact of halo on consumer satisfaction measures. Journal of Retailing and Consumer Services, 2000, 7, 89-99.	9.4	18
116	Should a firm with a reputation for outstanding service quality offer a service guarantee?. Journal of Services Marketing, 2000, 14, 502-512.	3.0	71
117	Introducing uncertain performance expectations in satisfaction models for services. Journal of Service Management, 1999, 10, 82-99.	2.0	28
118	Title is missing!. Asia Pacific Journal of Management, 1999, 16, 229-248.	4.5	6
119	Values, attitudes and aspirations of Singaporeans â€™ summary findings from a large-scale lifestyle study. Markt, 1999, 38, 21-48.	0.7	0
120	The strategic role of unused service capacity. Journal of Service Management, 1999, 10, 211-244.	2.0	56
121	Consumer Satisfaction with Services. Journal of Business Research, 1999, 44, 55-66.	10.2	327
122	Development of a Service Guarantee Model. Asia Pacific Journal of Management, 1998, 15, 51-75.	4.5	72
123	Are customer satisfaction measures equally applicable across research contexts, or do we need a more differentiated approach?. Markt, 1998, 37, 83-101.	0.7	2
124	An experimental investigation of halo effects in satisfaction measures of service attributes. Journal of Service Management, 1995, 6, 84-102.	2.0	89
125	Marketing in Singapore: An analysis off macro trends. Markt, 1995, 34, 128-145.	0.7	0
126	Contrasting the Drivers of Switching Intent and Switching Behavior in Contractual Service Settings. SSRN Electronic Journal, 0, , .	0.4	0

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127	Corporate Digital Responsibility at the Dawn of the Digital Service Revolution. SSRN Electronic Journal, 0, , .	0.4	7
128	Service Robots, Customers, and Service Employees: What Can We Learn from the Academic Literature and Where are the Gaps?. SSRN Electronic Journal, 0, , .	0.4	7