

# Holger Roschk

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/8388495/publications.pdf>

Version: 2024-02-01

22  
papers

1,122  
citations

933447

10  
h-index

888059

17  
g-index

24  
all docs

24  
docs citations

24  
times ranked

820  
citing authors

| #  | ARTICLE   | IF   | CITATIONS |
|----|---|------|-----------|
| 1  | Cognitive Image, Mental Imagery, and Responses (CI-MI-R): Mediation and Moderation Effects. Journal of Travel Research, 2022, 61, 903-920.  | 9.0  | 7         |
| 2  | Investigating consumersâ€™ motives for consumer brand-cyberbullying on social media. Information Society, 2022, 38, 1-12.   | 2.9  | 5         |
| 3  | Bad Intentions: Customersâ€™ Negative Reactions to Intentional Failures and Mitigating Conditions. Journal of Travel Research, 2022, 61, 1808-1827.   | 9.0  | 10        |
| 4  | Pleasant Ambient Scents: A Meta-Analysis of Customer Responses and Situational Contingencies. Journal of Marketing, 2020, 84, 125-145.  | 11.3 | 53        |
| 5  | Urban Agriculture as Cooperative Service and Its Contribution to Food Security â€“ Participants and Nonparticipants Perspective. Forum Dienstleistungsmanagement, 2019, , 113-129.              | 1.2  | 0         |
| 6  | What else can your payment card do? Multifunctionality of payment modes can reduce payment transparency. Marketing Letters, 2018, 29, 61-72.  | 2.9  | 11        |
| 7  | Consumer Brand Bullying Behaviour in Online Communities of Service Firms. , 2018, , 289-312.  |      | 16        |
| 8  | Insights from Social Resource Theory for Service Business Development. , 2018, , 41-58.   |      | 2         |
| 9  | Eastern versus Western Culture Pricing Strategy: Superstition, Lucky Numbers, and Localization. Journal of International Marketing, 2017, 25, 72-90.  | 4.4  | 30        |
| 10 | Compensation Revisited. Journal of Service Research, 2017, 20, 393-408.   | 12.2 | 51        |
| 11 | Calibrating 30 Years of Experimental Research: A Meta-Analysis of the Atmospheric Effects of Music, Scent, and Color. Journal of Retailing, 2017, 93, 228-240.                                  | 6.2  | 172       |
| 12 | A Cross-National Observation of Counter-Cultural Consumer Behaviour. Marketing, Zeitschrift Fur Forschung Und Praxis, 2016, 38, 150-162.  | 0.2  | 0         |
| 13 | Premiumhandelsmarken - Erkenntnisstand aus zehn Jahren Forschung im Lebensmitteleinzelhandel. Marketing, Zeitschrift Fur Forschung Und Praxis, 2015, 37, 173-187.                               | 0.2  | 1         |
| 14 | Differential effects of atmospheric cues on emotions and loyalty intention with respect to age under online/offline environment. Journal of Retailing and Consumer Services, 2014, 21, 211-219. | 9.4  | 103       |
| 15 | Identifying Appropriate Compensation Types for Service Failures. Journal of Service Research, 2014, 17, 195-211.  | 12.2 | 116       |
| 16 | The nature of an apology: An experimental study on how to apologize after a service failure. Marketing Letters, 2013, 24, 293-309.  | 2.9  | 133       |
| 17 | Talking about Films: Word-of-Mouth Behavior and the Network of Success Determinants of Motion Pictures. Journal of Promotion Management, 2013, 19, 299-316.                                     | 3.4  | 10        |
| 18 | Age matters: How developmental stages of adulthood affect customer reaction to complaint handling efforts. Journal of Retailing and Consumer Services, 2013, 20, 154-164.                       | 9.4  | 25        |

| #  | ARTICLE  | IF   | CITATIONS |
|----|--|------|-----------|
| 19 | Do complainants appreciate overcompensation? A meta-analysis on the effect of simple compensation vs. overcompensation on post-complaint satisfaction. Marketing Letters, 2011, 22, 31-47. | 2.9  | 52        |
| 20 | A Meta-Analysis of Organizational Complaint Handling and Customer Responses. Journal of Service Research, 2011, 14, 24-43.   | 12.2 | 323       |
| 21 | Gerechtigkeit bei der Beschwerdebearbeitung. , 2011, , .   |      | 1         |
| 22 | â€œTit for Tatâ€ The Outcomes of Coaching in Service Companies. Coaching   Theorie & Praxis, 0, , 1.  | 1.5  | 0         |