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## Tomas Falk

### Publication List

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#### A. Publications in refereed academic journals<sup>1</sup>

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- Heidenreich, S., Wittkowski, K., Handrich, M., and T. Falk (2014), "The Dark Side of Customer Co-creation - Exploring Consequences of Failed Co-created Services," *Journal of the Academy of Marketing Science*, (forthcoming) (number of citations: 3).
- Bergner, K. N., Falk, T., Heinrich, D. and J. Hölzing (2013), "The Effects of DTCA on Patient Compliance: Exploring the Impact of Endorser Selection and Message Tonality on Patients with Diabetes," *International Journal of Pharmaceutical and Healthcare Marketing*, 7 (4), 391-409 (number of citations: 1).
- Schepers, J. J. L., Falk, T., De Ruyter, K., De Jong, A., and M. Hammerschmidt (2012), "Principles and Principals: Do Customer Stewardship and Agency Control Compete or Complement when Shaping Frontline Employee Behavior," *Journal of Marketing*, 76 (6), 1-20 (number of citations: 7).
- Hammerschmidt, M., Falk, T., and M. Staat (2012), "Measuring and Improving the Performance of Health Care Networks," *Journal of Service Research*, 15 (3), 343-357 (number of citations: 3).
- Falk, T., Hammerschmidt, M., and J. J. L. Schepers (2010), "The Service Quality-Satisfaction Link Revisited: An Asymmetric and Dynamic Perspective," *Journal of the Academy of Marketing Science*, 38 (3), 288-302 (number of citations: 50).
- Falk, T., Schepers, J. J. L., Hammerschmidt, M., and H. H. Bauer (2007), "Identifying Cross Channel Dissynergies for Multichannel Service Providers," *Journal of Service Research*, 10 (2), 143-160 (number of citations: 84).
- Weijters, B., Rangarajan, D., Falk, T., and N. Schillewaert (2007), "Determinants and Outcomes of Customers' Use of Self-Service Technology in a Retail Setting," *Journal of Service Research*, 10 (1), 3-21 (number of citations: 136).
- Bauer, H. H., Falk, T., and M. Hammerschmidt (2006), "eTransQual: A Transaction Process-Based Approach for Capturing Service Quality in Online Shopping," *Journal of Business Research*, 59 (7), 866-875 (number of citations: 367).
- Bauer, H. H., Hammerschmidt, M., and T. Falk (2005), "Measuring the Quality of E-Banking Portals – An Empirical Investigation," *International Journal of Bank Marketing*, 23 (2), 153-175 (number of citations: 196).

#### B. Articles under review

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- Hammerschmidt, M., Weijters, B., Falk, T., and D. Rangarajan (2014), „The Channel Multiplicity Challenge: Aligning Service Channels," *Journal of Service Research* (Status: third round of reviews).
- Falk, T., Mrozek, A., Schepers, J. J. L., and W. Kunz (2014), "How Basket Price and Payment Method Impact Customers' Overall Store Price Image," *Journal of Retailing* (Status: reject and resubmit).

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<sup>1</sup> Number of citations according to Google scholar as of December 15th, 2014.

### **C. Selected work in progress**

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- Falk, T., Wittkowski, K., Schepers, J. J. L., and K. Bergner (2015), "Driving Patient Compliance," intended for submission to *Journal of the Academy of Marketing Science*, (Status: data analysis in progress, submission planned in March 2015).
- Falk, T., Totzek, D., Luoma, J., Tikkanen, H., and A. Mrozek (2015), "Big Splash, No Waves - Alternative Forms of Low Price Market Entry to Mitigate Aggressive Price Reactions of Incumbents," intended for submission to *Strategic Management Journal*, (Status: rewrite in progress, submission planned in April 2015).
- Schäfers, T., Falk, T., and J. Schamari (2015), „Social Embeddedness and Consumer-Brand Relationships," intended for submission to *Journal of the Academy of Marketing Science*, (Status: rewrite in progress, submission planned in June 2015).

### **D. Articles in refereed conference proceedings**

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- Mrozek, A., Falk T., Kunz W., and J.J.L. Schepers (2014), "Towards the Influence of Payment Methods and Basket Price Judgments on the Overall Store Price Image," *43rd EMAC Conference 2014*, Valencia, Spain.
- Krämer, T., Gouthier, M. and Falk T. (2013), "Organizational Pride - How it is Created and how it Shapes Frontline Employee Performance," *2013 AMA Summer Marketing Educators' Conference Proceedings*, Boston, USA.
- Mrozek, A., Falk, T. and Kunz W. (2013), "The Shape of Money - How the purchase phase affects the shoppers' overall store price image," *2013 AMA Summer Marketing Educators' Conference Proceedings*, Boston, USA.
- Mrozek, A., Falk T. and Kunz W. (2013), "Mobile Money - The Influence of the Payment Method on Overall Store Price Image and Willingness to Pay", *42nd EMAC Conference 2013*, Istanbul, Turkey.
- Mrozek, A., Falk, T., and W. Kunz (2013), "The Shape of Money - How the Purchase Phase Affects the Shoppers' Overall Store Price Image," *2013 AMA Summer Marketing Educators' Conference Proceedings*, Boston, USA.
- Mrozek, A. and T. Falk (2013), "Pricing strategies for low priced product launches: How firms can overcome the entrant's dilemma," *2013 AMA Winter Marketing Educators' Conference Proceedings*, Las Vegas, USA.
- Mrozek, A. and T. Falk (2012), "The Entrant's Pricing Dilemma: Linking Low Price Entry Strategies to Aggressive Price Responses by Incumbents," *2012 AMA Summer Marketing Educators' Conference Proceedings*, Chicago, USA.
- Bergner, K., Bauer, H. H., Falk, T. Hoelzing, and L. Doleschal (2012), "Person-based Testimonials and Message Tonality – Implications for Effective Health Communications," *Proceedings of the 41<sup>st</sup> EMAC Conference 2012*, Lisbon, Portugal.
- Bergner, K., Bauer, H. H., Falk, T., Hoelzing, J., and J. Czernetzki (2012), "Stimulating Patient Compliance via Self-Service Technologies," *2012 AMA Winter Marketing Educators' Conference Proceedings*, St. Petersburg, USA.
- Bergner, K., Bauer H. H., Falk, T., Hoelzing, and K. Rothmann (2011), "Spillover Effects between Corporate Brand and Sub-Brands – The Influence of Brand Personality," *Proceedings of the 40<sup>th</sup> EMAC Conference*, Ljubljana, Slovenia.

- Hammerschmidt, M., Falk, T., Schepers, J. J. L., and L. K. Scheer (2011), "Exploring Spillover Effects of Post-sale Services in Vertical Service Delivery Networks," *2011 AMA Winter Marketing Educators' Conference Proceedings* (Honored with the Sales, CRM, and Business to Business-Track Best Paper Award), Austin, USA.
- Jueliger, M., Hammerschmidt, M., Falk, T., De Ruyter, K., and M. Wetzels (2010), "Engineering a Special Experience to Revamp Consumer Brand Relationships: A Longitudinal Examination," *2010 INFORMS Marketing Science Conference Proceedings*, Cologne, Germany.
- Schepers, J. J. L., De Jong, A., Falk, T., Hammerschmidt, M., and K. De Ruyter (2010), "Service Bureaucrat or Champion? Exploring Control Mechanisms to Guide Frontline Employee Behavior", *2010 AMA SERVSIG International Service Research Conference Proceedings*, Porto, Portugal.
- Hammerschmidt, M., Falk, T., Germann, F. T., Ross, W. T., and H. H. Bauer (2010), "Exploring the Brand Productivity Gap," *2010 AMA Winter Marketing Educators' Conference Proceedings* (Honored with the Overall Best Paper Award), New Orleans, USA.
- Hammerschmidt, M., Falk, T., Donnevert, T., and H. H. Bauer (2009): "Win-Win or Win-Lose? Exploring Failure and Recovery Episodes in Consumption Systems," *Proceedings of the 38<sup>th</sup> EMAC Conference*, Nantes, France.
- Schepers J. J. L., Falk, T., and M. Hammerschmidt (2008): "The Impact of Electronic Service Quality on Customer Satisfaction over Time," *2008 Society for Marketing Advances Conference Proceedings*, St. Petersburg, USA.
- Hammerschmidt, M., Donnevert, T., Falk, T., Bauer, H. H., and M. Moser (2008): "Making a Virtue of Necessity – How Firms Can Benefit from Product Failures," *2008 AMA Summer Educators Conference Proceedings*, San Diego, USA.
- Falk, T. and M. Hammerschmidt (2008): "No More Equal Slices – Getting More Out of Your Service Efforts," *Proceedings of the 37<sup>th</sup> EMAC Conference*, Brighton, UK.
- Hammerschmidt, M., Falk, T., and J. J. L. Schepers (2006): "Identifying Cross-Channel Dissynergies for Multi-Channel Service Providers," *Proceedings of the XXVIII Marketing Science Conference*, Pittsburgh, USA.
- Falk, T., Schepers, J. J. L., Hammerschmidt, M., and S. Grossenbacher (2006): "Should I Stay or Should I Go – The Role of Status Quo for Using New Self-Service Technologies," *Proceedings of the 35<sup>th</sup> European Marketing Academy Conference*, Athens, Greece.
- Falk, T. and M. Hammerschmidt (2005): "Assessing Service Quality in Online-Retailing - A Transaction Process-Based Approach," *Proceedings of the 34<sup>th</sup> European Marketing Academy Conference*, Milan, Italy.

## **E. Other publications in German**

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One book (dissertation thesis), five book chapters, nine working papers and ten articles in practitioner-oriented journals.

