

Publications – Prof. Dr. Jan Wieseke

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Books

1. Wieseke, Jan (2023, Volume 2), „**SALESTEGY – Combining SALES & STRATEGY – Guiding Innovative Business Models to Success**“, *Bochum Sales Publishing*, <https://salestegy.com/>
2. Wieseke, Jan (2022, Volume 1), „**The Sales Profit Chain – Understanding Causal Chains, Optimizing Sales, Increasing Profitability**“, *Bochum Sales Publishing*, <http://www.sales-profit-chain.com/>
3. Homburg, Christian and Jan Wieseke (2011), „**Handbuch Vertriebsmanagement**“, *Gabler Verlag*, Wiesbaden.
4. Wieseke, Jan (2004), „**Implementierung innovativer Dienstleistungsmarken**. Erfolgsfaktoren und Gestaltungsvorschläge auf Basis einer empirischen Mehrebenenanalyse“, *Gabler Verlag*, Wiesbaden.

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1. Kassemeyer, Roland, Sascha Alavi, Johannes Habel, Christian Schmitz and Jan Wieseke (2023), “Guest Editorial: Value-creating Sales and Digital Technologies”, *European Journal of Marketing* 57 (3), 653-658.
2. Güntürkün, Pascal, Till Haumann, Laura Marie Edinger-Schons and Jan Wieseke (2023), “How Attributions of Coproduction Motives Shape Customer Relationships over Time”, *Journal of the Academy of Marketing Science*, online available: DOI: 10.1007/s11747-022-00910-6.
3. Hengstebeck, Berenika B., Roland Kassemeyer and Jan Wieseke (2022), „What Comprises a Successful Key Account Manager? Differences in the Drivers of Sales Performance Between Key Account Managers and Regular Salespeople“, *Industrial Marketing Management* 106 (5), 392-404.
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5. Cron, William L., Sascha Alavi, Johannes Habel, Jan Wieseke and Hanaa Ryari (2021), „No Conversion, No Conversation: Consequences of Retail Salespeople Disengaging from Unpromising Prospects”, *Journal of the Academy of Marketing Science* 49 (3), 502–520.
6. Alavi, Sascha, Eva Böhm, Johannes Habel, Jan Wieseke, Christian Schmitz and Felix Brüggemann (2022), „The Ambivalent Role of Monetary Sales Incentives in Service Innovation Selling”, *Journal of Product Innovation Management* 39 (3), 445-463.
7. Schneider, Janina-Vanessa, Sascha Alavi, Jan Helge Guba, Jan Wieseke and Christian Schmitz (2021), „When do Forecasts Fail and When not? Contingencies Affecting the Accuracy of Sales Managers’ Forecast Regarding the Future Business Situation”, *Journal of Personal Selling & Sales Management* 41 (3), 218-232.
8. Ryari, Hanaa, Sascha Alavi and Jan Wieseke (2020), „Drown or Blossom?: The Impact of Perceived Chronic Time Pressure on Retail Salespeople’s Performance and Customer–Salesperson Relationships”, *Journal of Retailing* 97 (2), 217-237.
9. Habel, Johannes, Roland Kassemeier, Sascha Alavi, Philipp Haaf, Christian Schmitz and Jan Wieseke (2020), „When Do Customers Perceive Customer Centricity?: The Role of a Firm’s and Salespeople’s Customer Orientation”, *The Journal of Personal Selling & Sales Management* 40 (1), 25–42.
10. Dannenbaum, Judith, Laura Marie Edinger-Schons, Mario Rese, Olaf Plötner and Jan Wieseke (2020), „What does it Take to Successfully Implement a Hybrid Offering Strategy? A Contingency Perspective”, *Journal of Service Management Research* 4 (2-3), 100-120.
11. Dixon, Andrea L., Joel LeBon and Jan Wieseke (2019), „Perspectives on International Collaboration in Sales Research“, *Journal of Personal Selling & Sales Management* 39 (4), 317-318.
12. Edinger-Schons, Laura Marie, Lars Lengler-Graiff, Sabrina Scheidler, Gina Mende and Jan Wieseke (2019), „Listen to the Voice of the Customer—First Steps Towards Stakeholder Democracy”, *Journal of Business Ethics* 29 (3), 507-531.
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16. Alavi, Sascha, Johannes Habel, Paolo Guenzi and Jan Wieseke (2018), „The Role of Leadership in Salespeople’s Price Negotiation Behavior”, *Journal of the Academy of Marketing Science* 46 (4), 703-724.
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22. Habel, Johannes, Laura Marie Edinger-Schons, Sascha Alavi and Jan Wieseke (2016), „Warm Glow or Extra Charge? The Ambivalent Effect of Corporate Social Responsibility Activities on Customers’ Perceived Price Fairness”, *Journal of Marketing* 80 (1), 84-105.
23. Mikolon, Sven, Glen Kreiner and Jan Wieseke (2016), „Seeing You Seeing Me: Stereotypes and the Stigma Magnification Effect”, *Journal of Applied Psychology* 101 (5), 639-656.
24. Alavi, Sascha, Jan Wieseke and Jan Helge Guba (2016), „Saving on Discounts through Accurate Sensing – Salespeople’s Estimations of Customer Price Importance and their Effects on Negotiation Success”, *Journal of Retailing* 92 (1), 40-55.
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28. Wieseke, Jan, Anika Kolberg and Laura Marie Edinger-Schons (2015), „Life Could be so Easy - the Convenience Effect of Round Price Endings”, *Journal of the Academy of Marketing Science* 44 (4), 474-494.

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31. Wieseke, Jan, Sascha Alavi and Johannes Habel (2014), „Willing to Pay More, Eager to Pay Less: The Role of Customer Loyalty in Price Negotiations”, *Journal of Marketing* 78 (6), 17-37.
32. Haumann, Till, Benjamin Quaiser, Jan Wieseke and Mario Rese (2014), „Footprints in the Sands of Time: A Comparative Analysis of the Effectiveness of Customer Satisfaction and Customer-Company Identification Over Time”, *Journal of Marketing* 78 (6), 78-102.
33. Edinger-Schons, Laura Marie, Mario Rese, Jan Wieseke, Wiebke Rasmussen, Daniel Weber and Wolf-Christian Strotmann (2014), „There is Nothing Permanent, Not Even Change – Analyzing Individual Price Dynamics in Pay-What-You-Want Situations”, *Marketing Letters* 25 (1), 25-36.
34. Wieseke, Jan, Florian Kraus and Thomas Rajab (2013), „Resolving Conflict over Sales-people's Brand Adoption in Franchised Channels of Distribution“, *Review of Managerial Science* 7 (4), 443-473.
35. Ahearne, Michael, Till Haumann, Florian Kraus and Jan Wieseke (2013), „It's a Matter of Congruence: How Interpersonal Identification Between Sales Managers and Sales-persons Shapes Sales Success”, *Journal of the Academy of Marketing Science* 41 (6), 625-648.
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37. Wieseke, Jan, Anja Geigenmüller and Florian Kraus (2012), „On the Role of Empathy in Employee-Customer Interactions”, *Journal of Service Research* 15 (3), 316-331.
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39. Luo, Xueming, Jan Wieseke and Christian Homburg (2012), „Incentivizing CEOs to Build Customer-Firm and Employee-Firm Relations for Higher Customer Satisfaction and Firm Value”, *Journal of the Academy of Marketing Science* 40 (6), 745-758.
40. Wieseke, Jan, Michael Ahearne, Florian Kraus and Sven Mikolon (2012), „Multiple Identification Foci and Their Countervailing Effects on Salespeople's Negative Headquarters Stereotypes”, *Journal of Marketing* 76 (3), 1-20.
41. Homburg, Christian, Martin Artz and Jan Wieseke (2012), „Marketing Performance Measurement Systems: Does Comprehensiveness Really Improve Performance?”, *Journal of Marketing* 76 (3), 56-77.

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43. Wieseke, Jan, Florian Kraus, Sascha Alavi and Tino Kessler-Thönes (2011), „How Leaders’ Motivation Transfers to Customer Service Representatives”, *Journal of Service Research* 14 (2), 214-233.
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45. Homburg, Christian, Jan Wieseke and Christina Kühnl (2010), „Social Influence on Salespeople’s Adoption of Sales Technology: A Multilevel Analysis”, *Journal of the Academy of Marketing Science* 38 (2), 159-168.
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57. Schmitz, Christian and Jan Wieseke (2016), „Flaschenhals Vertrieb“, *acquisa* 7-8, 76-77.
58. Wieseke, Jan, Johannes Habel, Sascha Alavi, Christopher Kock and Melanie Leitloff (2015), „Darf's etwas mehr sein?“, *acquisa* 9, 62-65.
59. Schmitz, Christian and Jan Wieseke (2015), „Herausforderungen und Potenziale im Vertrieb“, *Marketing Review St. Gallen* 6, 12-21.
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61. Wieseke, Jan, Florian Kraus and Thomas Rajab (2010), „Ein interdisziplinärer Ansatz zur Überwindung von Technologieadoptionsbarrieren“, *Zeitschrift für betriebswirtschaftliche Forschung* 62 (12), 822-859.
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63. Kraus, Florian, Michael Lingenfelder and Jan Wieseke (2010), „Ist Marktorientierung ansteckend? Der Transfer der Marktorientierung über Hierarchieebenen – Eine empirische Mehrebenenuntersuchung“, *Zeitschrift für Betriebswirtschaft* 80 (4), 383-416.
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Further Publications

65. „Multilevel Modeling“ (2021, with Till Haumann and Roland Kassemeier), in: *Handbuch Marktforschung*, Springer Verlag, 369-409.
66. „Personal Selling for Luxury Brands: The Effect of Cognitive and Affective Influence Strategies on Customer Value Perceptions“ (2013, with Michael Mauer and Sascha Alavi), in: *Luxury Marketing*, Springer Gabler, Wiesbaden, 359-376.
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68. „Erfolgsfaktoren der Adoption innovativer Dienstleistungsmarken“ (2008), in: *Dienstleistungsmarken. Forum Dienstleistungsmanagement*, Gabler Verlag, Wiesbaden, 77-97.

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74. „Mehr Arbeitsplätze in Sicht. Marburger Mittelstands-Barometer zeigt leicht verbesserte Stimmungslage“, in: *Der Mittelstand* 01/2006, 19-20.
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76. “The Differentiated Formation of Online- and Offline-Channels as a Strategic Option of a Distribution Channel Overlapping Target Group Conception – An Empirical Study in the Tourism-Industry” (2004, with Michael Lingenfelder and Martin Schulze), in: *Fundierung des Marketing – Verhaltenswissenschaftliche Erkenntnisse als Grundlage einer angewandten Marketingforschung*, Gabler Verlag, Wiesbaden, 409-438.
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78. „Zufriedenheitsdynamik im Business-to-Business-Marketing“ (2004, with Michael Lingenfelder and Lars Wolf), in: *Management mit Vision und Verantwortung, Eine Herausforderung an Wissenschaft und Praxis*, Gabler Verlag, Wiesbaden, 573-596.
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