

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. Krenz, Lukas, Laura-Marie Edinger-Schons, Sabrina Scheidler, Sankar Sen und Jan Wieseke (2025), “I Don’t Buy Your Story! Understanding the Limits of Storytelling in Corporate Social Responsibility Communication”, *Psychology & Marketing*.
2. Frieß, Maximilian, Till Haumann, Sascha Alavi, Alexandru Ionut Oproiescu, Christian Schmitz and Jan Wieseke (2024), “The Contingent Effects of Innovative Digital Sales Technologies on B2B Firms’ Financial Performance”, *International Journal of Research in Marketing*, 41 (4), 703-723.
3. 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.
4. 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*, 51 (5), 990-1018.
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6. Krämer, Martin, Christina Desernot, Christian Schmitz, Felix Brüggemann and Jan Wieseke (2022), „The Role of Salespeople in Industrial Servitization: How to Manage Diminishing Profit Returns from Salespeople's Increasing Industrial Service Shares”, *International Journal of Research in Marketing*, 39 (4), 1235-1252.
7. 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.
8. 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.
Awarded as: Top Cited Article 2022-2023 (Wiley).
9. 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.
10. 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.
11. Habel, Johannes, Roland Kassemeyer, 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.
12. 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.
13. 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.
14. 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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17. Edinger-Schons, Laura Marie, Lars Lengler-Graiff, Sabrina Scheidler and Jan Wieseke (2018), „Frontline Employees as Corporate Social Responsibility (CSR) Ambassadors – a Quasi Field Experiment”, *Journal of Business Ethics*, 157 (2), 359-373.
18. 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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21. Homburg, Christian, Sascha Alavi, Thomas Rajab and Jan Wieseke (2017), „The Contingent Roles of R&D-Sales versus R&D-Marketing Integration in New Product Development of Business-to-Business Firms”, *International Journal of Research in Marketing*, 34 (1), 212-230.
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23. Scheidler, Sabrina, Janina-Vanessa Schneider, Christian Schmitz and Jan Wieseke (2016), „Wenn bei den Mitarbeiterfähigkeiten Soll und Ist abweichen“, *Sales Management Review*, 3, 28-38.
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25. 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.
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32. Alavi, Sascha, Torsten Bornemann and Jan Wieseke (2015), „Gambled Price Discounts – A Remedy to the Negative Side of Regular Price Discounts”, *Journal of Marketing*, 79 (2), 62-78.
33. 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.
34. 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.
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36. 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.
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41. 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.
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45. 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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50. Wieseke, Jan, Michael Ahearne, Son K. Lam and Rolf van Dick (2009), „The Role of Leaders in Internal Marketing: A Multilevel Examination Through the Lens of Social Identity Theory”, *Journal of Marketing*, 73 (2), 123-146.
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57. Van Dick, Rolf, Michael Grojean, Oliver Christ and Jan Wieseke (2006), „Identity and the Extra Mile: Relationships between Organizational Identification and Organizational Citizenship Behaviour”, *British Journal of Management*, 17 (4), 283-301.
58. Ullrich, Johannes, Jan Wieseke and Rolf van Dick (2005), „Continuity and Change in Mergers and Acquisitions: A Social Identity Case Study of a German Industrial Merger”, *Journal of Management Studies*, 42 (8), 1549-1569.

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59. Schmitz, Christian and Jan Wieseke (2016), „Flaschenhals Vertrieb”, *acquisa*, 7-8, 76-77.
60. Wieseke, Jan, Johannes Habel, Sascha Alavi, Christopher Kock and Melanie Leitloff (2015), „Darf’s etwas mehr sein?“, *acquisa*, 9, 62-65.
61. Schmitz, Christian and Jan Wieseke (2015), „Herausforderungen und Potenziale im Vertrieb“, *Marketing Review St. Gallen*, 6, 12-21.
62. Wieseke, Jan, Sascha Alavi, Johannes Habel and Sabrina Dörfer (2013), „Erfolgsstrategien im persönlichen Verkauf von Luxusmarken“, *Marketing Zeitschrift für Forschung und Praxis (ZFP)*, 35 (2), 136-149.
63. 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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Further Publications

67. „Multilevel Modeling“ (2021, with Till Haumann and Roland Kassemeier), in: *Handbuch Marktforschung*, Springer Verlag, 369-409.
68. „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.
69. „Mehrebenenmodelle“ (2008), in: *Handbuch Marktforschung: Methoden – Anwendungen – Praxisbeispiele*, 3. Aufl., Gabler Verlag, Wiesbaden, 499-520.
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71. „Einflussfaktoren und Konsequenzen der Zahlungsbereitschaft von Dienstleistungskunden“ (2006, with Sebastian Dickmann), in: *Tourismus Journal – Zeitschrift für tourismuswissenschaftliche Forschung und Praxis*, 10. Jg., 495-518.
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73. „Mitarbeiter-Performance im Servicekontakt. Modellierung und Messung mittels Mystery Shopping im Tourismus“ (2006, with Michael Lingenfelder and Karsten Schmidt), in: *Dienstleistungscontrolling. Forum Dienstleistungsmanagement*, Gabler Verlag, Wiesbaden, 181-210.
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76. „Mehr Arbeitsplätze in Sicht. Marburger Mittelstands-Barometer zeigt leicht verbesserte Stimmungslage“, in: *Der Mittelstand*, 01/2006, 19-20.
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78. „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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80. „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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82. „Dienstleistungsqualität von Reisebüro-Unternehmen – Modellierung und Messung mittels Mystery Shopping“ (2003, with Michael Lingenfelder and Karsten Schmidt), in: *Tourismus Journal – Zeitschrift für tourismuswissenschaftliche Forschung und Praxis*, 7. Jg., 283-306.
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