

## Publications – Prof. Dr. Jan Wieseke

Sales Management Department  
Ruhr-Universität Bochum  
Raum GD 02/437  
Tel.: 0234 32 26596  
Email: jan.wieseke@rub.de



### Books

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1. Wieseke, Jan (2023, Volume 2), „**SALESTEGY – Combining SALES & STRATEGY – Guiding Innovative Business Models to Success**“, *Bochum Sales Publishing*
2. Wieseke, Jan (2022, Volume 1), „**The Sales Profit Chain – Understanding Causal Chains, Optimizing Sales, Increasing Profitability**“, *Bochum Sales Publishing*
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*.

### Publications in Refereed International Journals

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1. Vomberg, Arnd, Maximilian Frieß, Sascha Alavi, Verena Maag und Jan Wieseke (2026), “The Different Effects of Mass-Media Marketing and Personal Sales Budgets Across the Life Cycle of B2B High-Tech Start-ups”, *Journal of Marketing Research*, 63 (1).
2. 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*, 1-17.
3. 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.
4. Kassemeier, 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.

5. 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.
6. Hengstebeck, Berenika B., Roland Kassemeier 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.
7. 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.
8. 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.
9. 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).*
10. 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.
11. 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.
12. 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.
13. 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.
14. 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.

15. 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.
16. Hemmert, Giselmart, Laura Marie Edinger-Schons, Jan Wieseke and Heiko Schimmelpfennig (2018), „Log-likelihood-based Pseudo-R<sup>2</sup> in Logistic Regression: Deriving Sample-sensitive Benchmarks”, *Sociological Methods & Research*, 47 (3), 507-531.
17. Edinger-Schons, Laura-Marie, Jenni Sipilä, Sankar Sen, Gina Mende and Jan Wieseke (2018), „Are Two Reasons Better Than One? The Role of Appeal Type in Consumer Responses to Sustainable Products”, *Journal of Consumer Psychology*, 28 (4), 644-664.
18. 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.
19. 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.
20. Scheidler, Sabrina, Laura Marie Edinger-Schons, Jelena Spanjol and Jan Wieseke (2018), „Scrooge Posing as Mother Teresa: How Hypocritical Social Responsibility Strategies Hurt Employees and Firms”, *Journal of Business Ethics*, 157 (2), 339-358.
21. Alavi, Sascha, Johannes Habel, Christian Schmitz, Bianca Richter and Jan Wieseke (2018), “The Risky Side of Inspirational Appeals in Personal Selling: When do Customers Infer Ulterior Salesperson Motives?”, *Journal of Personal Selling & Sales Management*, 38 (3), 323-343.
22. 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.
23. Habel, Johannes, Sascha Alavi, Jan Wieseke, Christian Schmitz and Janina-Vanessa Schneider (2016), „When Do Customers Get What They Expect? Understanding the Ambivalent Effects of Customers' Service Expectation on Satisfaction”, *Journal of Service Research*, 19 (4), 361-379.
24. 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.

25. 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.
26. 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.
27. 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.
28. Haumann, Till, Pascal Güntürkün, Laura Marie Edinger-Schons and Jan Wieseke (2015), „Engaging Customers in Co-Production Processes: How Value-Enhancing and Intensity-Reducing Communication Strategies Mitigate the Negative Effects of Co-Production Intensity", *Journal of Marketing*, 79 (6), 17-33.
29. Kraus, Florian, Till Haumann, Michael Ahearne and Jan Wieseke (2015), „When Sales Managers and Salespeople Disagree in the Appreciation for Their Firm: The Phenomenon of Organizational Identification Tension", *Journal of Retailing*, 91 (3), 486-515.
30. Mikolon, Sven, Anika Kolberg, Till Haumann and Jan Wieseke (2015), „The Complex Role of Complexity: How Service Providers Can Mitigate Negative Effects of Perceived Service Complexity When Selling Professional Services", *Journal of Service Research*, 18 (4), 513-528.
31. 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.
32. Mikolon, Sven, Benjamin Quaiser and Jan Wieseke (2015), „Don't try Harder: Using Customer Inoculation to Build Resistance Against Service Failures", *Journal of the Academy of Marketing Science*, 43 (4), 512-527.
33. 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.
34. 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.
35. 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.
36. 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.

37. 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.
38. 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.
39. Kraus, Florian, Michael Ahearne, Son K. Lam and Jan Wieseke (2012), „Toward a Contingency Framework of Interpersonal Influence in Organizational Identification Diffusion“, *Organizational Behavior and Human Decision Processes*, 118 (2), 162-178.
40. 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.
41. Kraus, Florian, Thomas Rajab and Jan Wieseke (2012), „Should Firms Encourage Sales-people to Promote House Brands in Customer Interaction? An Empirical Investigation of Financial Outcomes and Customer Response“, *Schmalenbach Business Review*, 64 (4), 331-363.
42. 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.
43. 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.
44. Homburg, Christian, Martin Artz and Jan Wieseke (2012), „Marketing Performance Measurement Systems: Does Comprehensiveness Really Improve Performance?“, *Journal of Marketing*, 76 (3), 56-77.
45. Homburg, Christian, Jan Wieseke, Bryan Lukas and Sven Mikolon (2011), „When Salespeople Harbor Negative Stereotypes of their Corporate Headquarters: How Harmful is it and How can it be Avoided“, *Journal of the Academy of Marketing Science*, 39 (5), 664-682.
46. 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.
47. Luo, Xueming, Christian Homburg and Jan Wieseke (2010), „Customer Satisfaction, Analyst Stock Recommendations, and Firm Value“, *Journal of Marketing Research*, 47 (6), 1041-1058.
48. 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.

49. Homburg, Christian, Jan Wieseke and Torsten Bornemann (2009), „Implementing the Marketing Concept at the Employee-Customer Interface: The Role of Customer Need Knowledge”, *Journal of Marketing*, 73 (4), 64-81.
50. Homburg, Christian, Jan Wieseke and Wayne D. Hoyer (2009), „Towards an Extended Understanding of The Service Profit Chain – The Relevance of Social Identification”, *Journal of Marketing*, 73 (2), 38-54.
51. 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.
52. Wieseke, Jan, Christian Homburg and Nick Lee (2008), „Understanding the Adoption of New Brands Through Salespeople: A Multilevel Framework”, *Journal of the Academy of Marketing Science*, 36 (2), 278-291.
53. Wieseke, Jan, Nick Lee, Amanda J. Broderick, Jeremy F. Dawson and Rolf van Dick (2008), „Multilevel Analyses in Marketing Research: Differentiating Analytical Outcomes”, *Journal of Marketing Theory and Practice*, 16 (4), 321-339.
54. Van Dick, Rolf, Daan van Knippenberg, Rudolf Kerschreiter, Guido Hertel and Jan Wieseke (2008), „Interactive Effects of Work Group and Organizational Identification on Job Satisfaction and Extra-Role Behavior”, *Journal of Vocational Behavior*, 72 (3), 388-399.
55. Wieseke, Jan, Johannes Ullrich, Oliver Christ and Rolf van Dick (2007), „Organizational Identification as a Determinant of Customer Orientation in Service Organizations”, *Marketing Letters*, 18 (4), 265-278.
56. Van Dick, Rolf, Giles Hirst, Michael W. Grojean and Jan Wieseke (2007), „Relationships Between Leader and Follower Organizational Identification and Implications for Follower Attitudes and Behaviour”, *Journal of Occupational and Organizational Psychology*, 80 (1), 133-150.
57. Ullrich, Johannes, Jan Wieseke, Oliver Christ, Martin Schulze and Rolf van Dick (2007), „The Identity-Matching Principle: Corporate and Organizational Identification in a Franchising System”, *British Journal of Management*, 18 (1), 29-44.
58. 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.
59. 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.

#### Publications in Refereed German Language Journals

60. Schmitz, Christian and Jan Wieseke (2016), „Flaschenhals Vertrieb”, *acquisa*, 7-8, 76-77.

61. Wieseke, Jan, Johannes Habel, Sascha Alavi, Christopher Kock and Melanie Leitloff (2015), „Darf's etwas mehr sein?“, *acquisa*, 9, 62-65.
62. Schmitz, Christian and Jan Wieseke (2015), „Herausforderungen und Potenziale im Vertrieb“, *Marketing Review St. Gallen*, 6, 12-21.
63. 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.
64. Wieseke, Jan, Florian Kraus and Thomas Rajab (2010), „Ein interdisziplinärer Ansatz zur Überwindung von Technologieadoptionsbarrieren“, *Zeitschrift für betriebswirtschaftliche Forschung*, 62 (12), 822-859.
65. Wieseke, Jan, Florian Kraus and Thomas Rajab (2010), „Förderung des Eigenmarkenverkaufs durch Vertriebsmitarbeiter – Eine empirische Analyse informeller Anreizfaktoren“, *Zeitschrift für betriebswirtschaftliche Forschung*, 62 (2), 2-29.
66. 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.
67. Homburg, Christian, Martin Artz, Jan Wieseke and Bernhardt Schenkel (2008), „Gestaltung und Erfolgsauswirkungen der Absatzplanung: Eine branchenübergreifende empirische Analyse“, *Zeitschrift für betriebswirtschaftliche Forschung*, 60 (7), 634-670.

#### Further Publications

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68. „Multilevel Modeling“ (2021, with Till Haumann and Roland Kassemeier), in: *Handbuch Marktforschung*, Springer Verlag, 369-409.
69. „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.
70. „Mehrebenenmodelle“ (2008), in: *Handbuch Marktforschung: Methoden – Anwendungen – Praxisbeispiele*, 3. Aufl., Gabler Verlag, Wiesbaden, 499-520.
71. „Erfolgsfaktoren der Adoption innovativer Dienstleistungsmarken“ (2008), in: *Dienstleistungsmarken. Forum Dienstleistungsmanagement*, Gabler Verlag, Wiesbaden, 77-97.
72. „Einflussfaktoren und Konsequenzen der Zahlungsbereitschaft von Dienstleistungskunden“ (2006, with Sebastian Dickmann), in: *Tourismus Journal – Zeitschrift für tourismuswissenschaftliche Forschung und Praxis*, 10. Jg., 495-518.

73. „Marktorientierung als Erfolgsfaktor in Dienstleistungsunternehmen. Anwendung und Erfolgswirkung der Marktorientierung im Tourismus-Bereich“ (2006, with Michael Lingenfelder, Florian Kraus and Michael Betzien), in: *Tourismus Journal – Zeitschrift für tourismuswissenschaftliche Forschung und Praxis*, 10. Jg., 305-309.
74. „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.
75. „Was leistet Mystery Shopping?“ (2006, with Karsten Schmidt and Michael Lingenfelder), in: *Absatzwirtschaft – Zeitschrift für Marketing*, 06/2006, 42-44.
76. „Hohe Hürde Steuerrecht – Nur jeder Dritte lässt sich bei Unternehmensübergabe beraten“ (2006, with Christina Stadler), in: *Der Mittelstand*, 02/2006, 43.
77. „Mehr Arbeitsplätze in Sicht. Marburger Mittelstands-Barometer zeigt leicht verbesserte Stimmungslage“, in: *Der Mittelstand*, 01/2006, 19-20.
78. „Das Marburger Mittelstands-Barometer (MMB) 2005. Wie der Mittelstand zum Job-Motor für die deutsche Wirtschaft werden kann“ (2005, with Michael Lingenfelder and Wolfgang Liebernicketl), *Forschungsstelle mittelständische Wirtschaft (FMW)*, Marburg.
79. „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.
80. „Herstellermarken“ (2004, with Michael Lingenfelder and Björn Kahler), in: *Handbuch Markenartikel: Anforderungen an die Markenpolitik aus Sicht von Wissenschaft und Praxis*, Gabler Verlag, Wiesbaden, 51-74.
81. „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.
82. „Das Marburger Mittelstands-Barometer (MMB) 2004. Die Psyche von Unternehmern als entscheidender Erfolgsgarant“ (2004, with Michael Lingenfelder and Wolfgang Liebernicketl), *Forschungsstelle mittelständische Wirtschaft (FMW)*, Marburg.
83. „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.
84. „Die differenzierte Ausgestaltung von Online- und Offline-Kanälen als strategische Option absatzkanalübergreifender Zielgruppenkonzeptionen – eine empirische Studie in der Tourismusbranche“ (2003, with Michael Lingenfelder and Martin Schulze), in: *Tourismus Journal – Zeitschrift für tourismuswissenschaftliche Forschung und Praxis*, 7. Jg., 137-162.