Publications

The Mediating Effect of Experiential Value on Tourist Outcomes from Encounter-Based Experiences

Thinking about service encounters boosts talking about them: An examination of antecedents to word-of-mouth in a service encounter context

"This product is ecological!": An examination of consumers’ reactions to unsubstantiated marketing claims

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Patron Sentiment of Employee-Customer Interaction: Exploring Hotel Customer Reviews through Machine Learning

The IPOET matrix: measuring resource integration

Fake It Until You Make It: Business Model Conceptualization in Digital Entrepreneurship

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A Survey Instrument for Measuring the Experiential Value of Employee-Tourist Encounters

The role of relationships in start-up development
Thinking about the service encounter enhances encounter-related word-of-mouth

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Exploring emotional expressions in e-word-of-mouth from online communities

If you want more word-of-mouth activity, ask the customer for it!

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Merely asking the customer to recommend has an impact on word-of-mouth activity

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Assessing the Value of Real-life Brands in Virtual Worlds

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