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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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Is it easier to believe than to disbelieve? An examination of consumers’ reactions to unsubstantiated marketing claims about ecological products
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Is it easier to believe than to disbelieve? An examination of consumers’ reactions to unsubstantiated marketing claims about ecological products
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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

Understanding Collaborative Consumption: Test of a Theoretical Model

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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"The mere-request-approach" in the service encounter: Its impact on customers' word-of-mouth activity
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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

Does a mere request to recommend have an impact on the customer's word-of-mouth activity?

Assessing the Value of Real-life Brands in Virtual Worlds

Entrepreneurial Business Development Through Building Tribes

Initiating Service Encounter-based Innovation by Word-of-Business

Destination brand experience and visitor behavior: Testing a scale in the tourism context
Hotel innovation and its effect on business performance

Tourism Innovation: Memory Retrieval as a User-based Information Source

Building Consumer Tribes on the Web with Electronic Word of Mouth

Organisational conditions for service encounter based innovation

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The IPOET Matrix: A Method to Measure Dynamic Capabilities though Resource Integration

Text-analytic Measurement of Effectuation and Causation Orientations among Small and Global Business Managers

Strategic Insights from Mystery Shopping in B2B Relationships

How dynamic capabilities drive performance in the Indian IT industry: The role of information and co-ordination

Ethics in the bank internet encounter: an explorative study

How feelings-of-warmth carry over from service encounters to private encounters

Using multi-method measures in consumer research investigating eye-tracking, electro-dermal activity and self report

Common Mistakes in Designing and Implementing Service Guarantees

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Ethical issues in the service industry: A brief overview

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Brand Value in Virtual Worlds: An Axiological Approach

Brand Value in Virtual Worlds: An Axiological Approach

Customer Relationship Management (CRM) as Innovation: Taking Care of the Right Customers

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Public-Private Co-Innovation

Strategy by Bottom-up Abstractions of the Customer Interface

True Marketing: A Value based Philosophy for Strategic Marketing

Eating Fast-food: Attitudes of High-school Students

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Key Issues in CRM Implementation: Some Evidence from Scandinavian Businesses

Editorial

E-marketing ethics: a theory of value priorities

Internationalisation of Japanese Professional Business Service Firms

Let Marketers Reclaim Corporate Strategy

Destination Development through Entrepreneurship: A Comparison of Two Cases

Executive Learning: A Typology

Innovation Systems in Tourism: The Roles of Attractors and Scene-Takers

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Japanese Professional Business Services: A Proposed Analytical Typology

The Creation of a Swedish Heritage Destination: An Insider’s View of Entrepreneurial Marketing

The Effect of Verbalized Emotions on Loyalty in Written Complaints

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Using the critical incidence technique to study new competencies for knowledge services in the self-service society
Verbalized emotions on loyalty in written complaints

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Executive learning: a typology

Strategic reflexivity in industrial service innovation: Managing inter-organisational conflict

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Affective responses in service encounters: the emotional content in narratives of critical Incidents

Dansk turistvirksamheters innovative adferd

Innovation in service internationalization: the crucial role of the frantrepreneur

Innovationstendenser i dansk turisme

How to manage technology during services internationalisation

Learning how to manage technology in service internationalisation

Do service and merchandise exporters behave and perform differently? a New Zealand investigation

Purchasing behavior af Australian import managers: an empirical study

A linguistic approach to studying quality in face-to-face communication

Beyond service quality in search of relationship values

Service management: en holistisk, tværfaglig og kundestyret dagsorden
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Purchasing behavior of Australian import managers: an empirical study

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