

Beiträge in referierten Zeitschriften

VHB Rating 2024 für Publikationsmedien (TIE = Teilrating Technologie, Innovation und Entrepreneurship, MARK = Teilrating Marketing, WI = Wirtschaftsinformatik, DLM = Dienstleistungsmanagement)/ Impact factor (JCR® by Clarivate Analytics, 2023)

1. Krämer, T., Weiger, W. H., & Heidenreich, S. (forthcoming): Do all stars shine the same? Investigating the nonlinear effects of user and critic reviews on video game sales. *Journal of Business Research*. (VHB TIE=B/IF=10.5)
2. Trang, S., Krämer, T., Trenz, M., & Weiger, W. (2024): Deeper down the rabbit hole: How technology conspiracy beliefs emerge and foster a conspiracy mindset. *Information Systems Research*, online first. (VHB WI=A+/IF=5.0)
3. Heidenreich, S., Jordanow, S., Krämer, T., & Obschonka, M. (2024): Together forever? How co-creation influences usage of digital service innovations over time. *Journal of Product Innovation Management*, online first. (VHB TIE=A/IF=10.1)
4. Siahtiri, V., Weiger, W., Tetteh-Afi, C., & Krämer, T. (2024): Can frontline employees help consumers improve their financial planning behavior? Implications from triadic analysis. *European Journal of Marketing*, online first. (VHB MARK=B/IF=3.7)
5. Bausch, D., Krämer, T., & Mauroner, O. (2024): Technology-induced stress and employee resistance in the context of digital transformation and identification of countermeasures. *International Journal of Innovation and Technology Management*, 21(04): 1–36. (VHB TIE=C/IF=1.8)
6. Krämer, T., Weiger, W., Trang, S., & Trenz, M. (2023): Deflected by the tin foil hat? Word of mouth, conspiracy beliefs, and the adoption of innovative public health apps. *Journal of Product Innovation Management*, 40(2): 154–174. (VHB TIE=A/IF=10.1)
7. Heidenreich, S., Handrich, F., & Krämer, T. (2023): Flawless victory! Investigating search and experience qualities as antecedent predictors of video game success. *Electronic Markets*, 33: 20. (VHB MARK=B/IF=7.1)
8. Heidenreich, S., Handrich, F., & Krämer, T. (2022): Innovate or game over? Examining effects of product innovativeness on video game success. *Electronic Markets*, 32: 987–1002. (VHB MARK=B/IF=7.1)
9. Koch, J., Krämer, T., & Heidenreich, S. (2021): Exploring passive innovation resistance—An empirical examination of predictors and consequences at the cognitive and situational level. *International Journal of Innovation Management*, 25(1): 2150012. (VHB TIE=B/IF=1.3)
10. Barnes, D., Krämer, T., Gouthier, M. H. J., Ludwig, N., & Giese, A. (2021): After-service gifts: Evaluating how presence, context, and value impact customer satisfaction and customer delight. *Journal of Marketing Theory and Practice*, 29(3): 343–357. (VHB MARK=B/IF=4.4)
11. Krämer, T., Weiger, W., Gouthier, M. H. J., & Hammerschmidt, M. (2020): Toward a theory of spirals: The dynamic relationship between organizational pride and customer-oriented behavior. *Journal of the Academy of Marketing Science*, 48(6): 1095–1115. (VHB MARK=A/IF=9.5)

Beiträge in referierten Zeitschriften (Fortsetzung)

12. Butschan, J., Heidenreich, S., Weber, B., & Krämer, T. (2019): Tackling hurdles to digital transformation—The role of competencies for successful Industrial Internet of Things (IIoT) implementation. *International Journal of Innovation Management*, 23(4): 1950036–1–34. (VHB TIE=B/IF=1.3)
13. Krämer, T., Gouthier, M., & Heidenreich, S. (2017): Proud to stay or too proud to stay? How personal pride develops, and how it affects turnover intentions. *Journal of Service Research*, 20(2): 152–170. (VHB DLM=A/IF=9.8)
14. Ludwig, N., Heidenreich, S., Krämer, T., & Gouthier, M. H. J. (2017): Customer delight: Universal remedy or double-edged sword? *Journal of Service Theory and Practice*, 27(1): 22–45. (VHB DLM=A/IF=3.9)
15. Heidenreich, S., & Krämer, T. (2016): Innovations—Doomed to fail? Investigating strategies to overcome passive innovation resistance. *Journal of Product Innovation Management*, 33(3): 277–297. (VHB TIE=A/IF=10.1)
16. Heidenreich, S., Krämer, T., & Handrich, M. (2016): Satisfied and unwilling: Exploring cognitive and situational resistance to innovations. *Journal of Business Research*, 69(7): 2440–2447. (VHB TIE=B/IF=10.5)
17. Heidenreich, S., & Krämer, T. (2015): Passive innovation resistance: The curse of innovation? Investigating consequences for innovative consumer behavior. *Journal of Economic Psychology*, 51(1): 134–151. (VHB MARK=B/IF=2.5)
18. Krämer, T., & Gouthier, M. H. J. (2014): How organizational pride and emotional exhaustion explain turnover intentions—A multigroup analysis with gender and organizational tenure. *Journal of Service Management*, 25(1): 125–148. (VHB DLM=B/IF=7.8)
19. Krämer, T., Gouthier, M. H. J., & Wulf, K. (2013): Organisationsstolz im Customer Care Center. *Marketing Review St. Gallen*, 30(3): 34–43. (VHB MARK=E/IF=-)

Monographien / Beiträge in Sammelwerken

1. Krämer, T., Eitelberg, L., Gouthier, M.H.J., Wulf, K. (2012): Arbeitsempfindungen im Customer Care Center – Der Umgang von Kundenberatern mit Stolz und Ärger. buw Verlag, Osnabrück.
2. Krämer, T., Rhein, M. (2012): Mitarbeiterstolz im Dienstleistungsbereich. In Reichwald, R., Franz, M., Hermann, S., Schipanski, A. (Hrsg.): *Zukunftsfeld Dienstleistungen: Professionalisierung – Wertschätzung – Innovation*. Gabler, Wiesbaden.
3. Gouthier, M.H.J., Krämer, T., Eitelberg, L., Pasing-Husemann, A. (2012): Stolze Mitarbeiter, exzellente Dienstleistungen – Empirische Ergebnisse zum Zusammenhang zwischen Mitarbeiterstolz und Service Excellence. In *Deutscher Dialogmarketing Verband e.V. (Hrsg.): Dialogmarketing Perspektiven 2011/2012*. Gabler, Wiesbaden

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1. Heidenreich, S., Jordanow, S., Krämer, T., & Obschonka, M. (2024): When time flies – Unraveling the temporal effects of passive and active innovation resistance on new service and product adoption. The 17th International Research Conference in Service Management (La Londe les Maures) Proceedings.
2. Heidenreich, S., Jordanow, S., Krämer, T., & Obschonka, M. (2022): As long as you want me – When and how co-creation fosters continuous usage of digital services. The 17th International Research Conference in Service Management (La Londe les Maures) Proceedings.
3. Prinz, K., & Krämer, T. (2020): The smiling chatbot: Investigating emotional contagion in human-chatbot interactions. 2020 Frontiers in Service Conference Proceedings.
4. Krämer, T., Heidenreich, S., & Weiger, W. (2020): Who to trust: Peer or professional? Analyzing the influence of user and expert reviews on video game sales. The 16th International Research Conference in Service Management (La Londe les Maures) Proceedings.
5. Krämer, T., Heidenreich, S., & Handrich, F. (2020): Level up or game over? – Investigating the influence of user and expert reviews on video games sales. 2020 AMA Winter Marketing Academic Conference Proceedings.
6. Krämer, T., Heidenreich, S., Könsgen, R., & Gouthier, M. H. J. (2019): Helpful or not? How positive emotions affect the perceived helpfulness of online consumer reviews. International Research Conference in Marketing and Consumer Behavior (La Londe les Maures) Proceedings.
7. Krämer, T., Heidenreich, S., Könsgen, R., & Gouthier, M. H. J. (2018): Helpful or not? How positive emotions affect the perceived helpfulness of online consumer reviews. The 15th International Research Conference in Service Management (La Londe les Maures) Proceedings.
8. Heidenreich, S., Krämer, T., Obschonka, M., Wittkowski, K., & Falk, T. (2018): Passive innovation resistance and the usage behavior of mobile apps – A longitudinal study. The 15th International Research Conference in Service Management (La Londe les Maures) Proceedings.
9. Krämer, T., Heidenreich, S., Könsgen, R., & Gouthier, M. H. J. (2018): Helpful or not? How positive emotions affect the perceived helpfulness of online consumer reviews. 2018 AMA Winter Marketing Academic Conference Proceedings.
10. Gouthier, M. H. J., Krämer, T., & Heidenreich, S. (2017): Helpful or not? How basic emotions affect the perceived helpfulness of online consumer reviews. 2017 Frontiers in Service Conference Proceedings.
11. Krämer, T., Heidenreich, S., & Gouthier, M. H. J. (2017): Making use of irrationality in the consumption of digital services – Investigating strategies to enhance the intensity of flat-rate biases. 2017 Frontiers in Service Conference Proceedings.
12. Heidenreich, S., Krämer, T., & Gouthier, M. H. J. (2017): Continuous adoption of technology-based service innovations: A longitudinal study on effects of passive and active innovation resistance. 2017 Frontiers in Service Conference Proceedings.

Beiträge auf Konferenzen mit Begutachtungsprozess (Fortsetzung)

13. Gouthier, M. H. J., Krämer, T., & Heidenreich, S. (2017): Helpful or not? How basic emotions affect the perceived helpfulness of online consumer reviews. QUIS 15 Conference Proceedings.
14. Gouthier, M. H. J., Krämer, T., Heidenreich, S., & Donsbach, J. (2016): Basic emotions as antecedents of online customer engagement behavior. 2016 Frontiers in Service Conference Proceedings.
15. Gouthier, M. H. J., Krämer, T., Heidenreich, S., & Donsbach, J. (2016): Basic emotions as antecedents of online customer engagement behavior. 2016 AMA Servsig – Service Research Conference Proceedings.
16. Krämer, T., Donsbach, J., Heidenreich, S., & Gouthier, M. H. J. (2016): Basic emotions and online customer engagement behavior. 2016 AMA Winter Marketing Academic Conference Proceedings.
17. Ludwig, N., Giese, A., Krämer, T., & Gouthier, M. H. J. (2015): The effects of after-sales gifts on customer delight in different markets. 2015 Frontiers in Service Conference Proceedings.
18. Krämer, T., Ludwig, N., Heidenreich, S., & Gouthier, M. H. J. (2015): Customer delight: Universal remedy or double-edged sword? Investigating the bright and dark sides of customer delight strategies. QUIS 14 Conference Proceedings.
19. Gouthier, M. H. J., Krämer, T., & Baldus, J. (2015): How companies can delight customers with social media complaint sites. QUIS 14 Conference Proceedings.
20. Gouthier, M. H. J., Krämer, T., & Heidenreich, S. (2014): Pride and turnover intentions among frontline employees. 2014 AMA Servsig – Service Research Conference Proceedings.
21. Krämer, T., & Gouthier, M. H. J. (2014): Organizational pride, customer-oriented behavior, and service performance: An upward spiral. 2014 AMA Servsig – Service Research Conference Proceedings.
22. Krämer, T., & Gouthier, M. H. J. (2014): Organizational pride and the upward spiral toward customer-oriented behavior and service performance. 2014 Frontiers in Service Conference Proceedings.
23. Heidenreich, S., Gouthier, M. H. J., & Krämer, T. (2014): Making use of tariff-choice biases – Investigating strategies to enhance intensity of flat-rate biases. 2014 Global Marketing Conference Proceedings.
24. Krämer, T., Gouthier, M. H. J., & Heidenreich, S. (2014): Organizational pride and the upward spiral toward customer-oriented behavior and service performance. The 13th International Research Conference in Service Management (La Londe les Maures) Proceedings.
25. Krämer, T., Gouthier, M. H. J., & Falk, T. (2013): Organizational pride—How it is created and how it shapes frontline employee performance. 2013 AMA Summer Marketing Educators' Conference Proceedings.

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26. Krämer, T., & Gouthier, M. H. J. (2013): Customer orientation of frontline employees: Organizational pride counts, not job satisfaction. 2013 Frontiers in Service Conference Proceedings.
27. Krämer, T., Gouthier, M. H. J., Pasing-Husemann, A., & Eitelberg, L. (2012): The power of pride – Why organizational pride matters more than job satisfaction when it comes to customer orientation. 2012 Frontiers in Service Conference Proceedings.
28. Krämer, T., Giese, A., Bartl, C., Ludwig, N., & Gouthier, M. H. J. (2012): Caught by surprise – The behavioural effects of surprise and delight on consumers in different industries. 2012 AMA Summer Marketing Educators' Conference Proceedings.
29. Krämer, T., & Gouthier, M. H. J. (2012): Explaining turnover intentions in call centers – The role of anger and pride. The 12th International Research Conference in Service Management (La Londe les Maures) Proceedings.
30. Gouthier, M. H. J., Krämer, T., & Eitelberg, L., & Pasing, A. (2011): Integrating emotions into the job demands-resources model – The effects of anger and pride in call centers. QUIS 12 Conference Proceedings.
31. Gouthier, M. H. J., Giese, A., Bartl, C., Krämer, T., & Pasing, A. (2011): Having a surprise in store – The importance of surprising the customer in service settings. 2011 Frontiers in Service Conference Proceedings.
32. Gouthier, M. H. J., Krämer, T., & Pasing, A. (2010): Integrating emotions into the job demands-resources model – The role of anger and pride in call centers. 2010 Frontiers in Service Conference Proceedings.
33. Gouthier, M. H. J., Günther, M., & Krämer, T. (2010): Pride of service employees to reduce early fluctuation. 2010 AMA Servsig – Service Research Conference Proceedings.