

List of Publications

Sven Mikolon

Assistant Professor of Marketing
Imperial College Business School

Address: Imperial College Business School
Imperial College London
South Kensington Campus
Tanaka Building
London SW7 2AZ

Email: s.mikolon@imperial.ac.uk

Phone: +44 (0)20 7594 9160

Articles in Peer Reviewed Journals

Mikolon, Sven, Glen Kreiner, and Jan Wieseke (2016), "Seeing You Seeing Me: Stereotypes and the Stigma Magnification Effect", in: *Journal of Applied Psychology*, Vol. 101 (5), 639-656, 2016.

Mikolon, Sven, Anika Kolberg, Till Haumann, and Jan Wieseke (2015), "How Much is too Much? How Perceived Service Complexity Erodes Cognitive Capacity in the Selling of Professional Services", in: *Journal of Service Research*, Vol. 18 (4), 513-528, 2015.

Mikolon, Sven, Benjamin Quaiser, and Jan Wieseke (2015) "Don't Try Harder: Using Customer Inoculation to Build Resistance Against Service Failures", in: *Journal of the Academy of Marketing Science*, Vol. 43 (4), 512-527, 2015.

Wieseke, Jan, Florian Kraus, Michael Ahearne, and Sven Mikolon (2012; all authors contributed equally) "Multiple Identification Foci and Their Countervailing Effects on Salespeople's Negative Headquarters Stereotypes", in: *Journal of Marketing*, Vol. 76 (3), 1-20, 2012, (lead article).

Homburg, Christian, Jan Wieseke, Bryan Lukas, and Sven Mikolon (2011; all authors contributed equally) "When Salespeople Develop Negative Headquarters Stereotypes: Performance Effects and Managerial Remedies", in: *Journal of the Academy of Marketing Science*, Vol. 39 (5), 664-682, 2011.

Book Chapters

Wieseke, Jan, Kira Maiwald, & Sven Mikolon: Customers' Perspective on Service Infusion in Industrial Selling, in Bruhn and Hadwich (Eds.) *Service Transformation: Entwicklung vom Produktanbieter zum Dienstleistungsunternehmen*, Wiesbaden: Springer, 2016, pp. 521-548.