

List of Publications

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Articles in Peer Reviewed Journals

Kreiner, Glen, Christine Mihelcic, and Sven Mikolon (2021) "Stigmatized Work and Stigmatized Workers" forthcoming in: *Annual Review of Organizational Psychology and Organizational Behavior*.

Mikolon, Sven, Sascha Alavi, and Anika Reynders (2021), "The Catch-22 of Countering a Moral Occupational Stigma in Employee-Customer Interactions", forthcoming in: *Academy of Management Journal*.

Dixon Darcie, and Sven Mikolon (2021), "Cents of Self: How and When Self-Signals Influence Consumer Value Derived from Choices of Green Products", in: *International Journal of Research in Marketing*, Vol. 38 (2), 365-386, 2021.

Güntürkün, Pascal, Till Haumann, and Sven Mikolon (2020), "Disentangling the Differential Roles of Warmth and Competence Judgments in Customer-Service Provider Relationships", in: *Journal of Service Research*, Vol. 23 (4), 476-503, 2020.

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), "The Complex Role of Complexity: How Service Providers Can Mitigate Negative Effects of Perceived Service Complexity When Selling 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.) *Servicetransformation: Entwicklung vom Produktanbieter zum Dienstleistungsunternehmen*, Wiesbaden: Springer, 2016, pp. 521-548.