**Magnus Söderlund, selected publications 2015-**

Söderlund M & Colliander J, 2015, Loyalty program rewards and their impact on perceived justice, customer satisfaction, and repatronize intentions, *Journal of Retailing and Consumer Services*, 25 (July), 47-53.

Liljander, V, Gummerus J & Söderlund M, 2015, Young consumers’ responses to suspected covert and overt blog marketing, *Internet Research*, 25 (4), 610-632.

Söderlund M & Sagfossen S, 2015, The consumer experience and the absorbing story, *Nordic Journal of Business*, 64 (2), 103-118.

Söderlund M & Mattsson J, 2015, Merely asking the customer to recommend has an impact on word-of-mouth activity, *Journal of Retailing and Consumer Services*, 27 (November), 80-89.

Berg H, Söderlund M & Lindström A, 2015, Spreading joy: Examining the effects of smiling models on consumer joy an attitudes, *Journal of Consumer Marketing*, 32 (6), 459-469.

Söderlund M, 2016, Mere employee presence and its impact on customer satisfaction, *Psychology & Marketing*, 33 (6), 449-464.

Colliander J, Szugalski S & Söderlund M, 2016, Multi-level loyalty program rewards and their effects on top-tier customers and second-tier customers, *Journal of Consumer Marketing*, 33 (3), 162-171.

Oikarinen E-L & Söderlund M, 2016, The effects of humor in online recruitment advertising, *Australasian Marketing Journal*, 24 (3), 180-186.

Söderlund M, 2017, Poor and rich customers in the service encounter, *Journal of Service Management*, 28 (2), 265-283.

Söderlund M, Colliander J, Karsberg J, Liljedal K, Modig E, Rosengren S, Sagfossen S, Szugalski S & Åkestam N, 2017, The allure of the bottle as a package: An assessment of perceived effort in a packaging context, *Journal of Product & Brand Management*, 26 (1), 91-100.

Söderlund M, Oikarinen E-L and Heikka E-L, 2017, Jokes in the store and its effects on customer satisfaction, *The International Review of Retail, Distribution and Consumer Research,* 27 (3), 260-283.

Söderlund M, 2017, Employee display of burnout in the service encounter and its impact on customer satisfaction, *Journal of Retailing and Consumer Services*, 37 (July), 168-176.

Kristensson P, Wästlund E and Söderlund M, 2017, Influencing consumers to choose environment friendly offerings: Evidence from field experiments, *Journal of Business Research*, [76](http://www.sciencedirect.com/science/journal/01482963/76/supp/C) (July), 89-97.

Söderlund M and Sagfossen S, 2017, The depicted service employee in marketing communications: An empirical assessment of the impact of facial happiness, *Journal of Retailing and Consumer Services*, 38 (September), 186-193.

Söderlund M and Sagfossen S, 2017, The consumer experience: The impact of supplier effort and consumer effort on customer satisfaction, *Journal of Retailing and Consumer Services*, 39 (November), 219-229.

Söderlund M and Oikarinen E-L, 2018, Joking with customers in the service encounter has a negative impact on customer satisfaction: Replication and extension, *Journal of Retailing and Consumer Services*, 42 (May), 55-64.

Solja E, Liljander V and Söderlund M, 2018, Short brand stories on packaging: An examination of consumer responses, *Psychology & Marketing*, 35 (4), 294-306.

Söderlund M, 2018, The proactive employee on the floor of the store and the impact on customer satisfaction, *Journal of Retailing and Consumer Services*, 43 (July), 46-53.

[Colliander](http://journals.sagepub.com/doi/10.1177/0047287518798491) J, [Söderlund](http://journals.sagepub.com/doi/10.1177/0047287518798491) M and [Marder](http://journals.sagepub.com/doi/10.1177/0047287518798491) B, 2018, Watching others receive unearned superior treatment: Examining the effects on tourists who receive less than their peers, *Journal of Travel Research*, 58 (7), 1175-1192.

Söderlund M and Mattsson J, 2019, Thinking about service encounters boosts talking about them, *Journal of Consumer Marketing,* 36 (4), 506-515.

[Söderlund](https://www.emeraldinsight.com/author/S%C3%B6derlund%2C+Magnus) M, [Colliander](https://www.emeraldinsight.com/author/Colliander%2C+Jonas) J and [Szugalski](https://www.emeraldinsight.com/author/Szugalski%2C+Stefan) S, 2019, Screen size effects in online data collections, *Journal of Consumer Marketing*, 36 (6), 751-759.

Söderlund M, 2019, Can the label “member” in a loyalty program context boost customer satisfaction?, *The International Review of Retail, Distribution and Consumer Research*, 29 (3), 340-357.

Berg H and Söderlund M, 2020, Employee emotional displays in the extended service encounter: A happiness-based examination of the impact of employees depicted in service advertising, *Journal of Service Management*, 31 (1), 115-136.

Söderlund M, 2020, Employee encouragement of self-disclosure in the service encounter and its impact on customer satisfaction, *Journal of Retailing and Consumer Services*, doi.org/10.1016/j.jretconser.2019.102001.

Singh R and Söderlund M, 2020, Extending the experience construct: An examination of online grocery shopping, *European Journal of Marketing*, 54 (10), 2419-2446.

Söderlund M and Mattsson J, 2020, Consumers’ reactions to unsubstantiated claims about ecological products, *Journal of Consumer Marketing*, 37 (5), 569-578.

Söderlund M 2020, Employee norm-violations in the service encounter during the corona pandemic and their impact on customer satisfaction, *Journal of Retailing and Consumer Services*, 57 (November), <https://doi.org/10.1016/j.jretconser.2020.102209>.

Söderlund M, Oikarinen E-L and Tan TM, 2021,The happy virtual agent and its impact on the human customer in the service encounter, Journal of Retailing and Consumer Services, 59 (March), <https://doi.org/10.1016/j.jretconser.2020.102401>.

Söderlund M and Oikarinen E-L, 2021, Service encounters with virtual agents: An examination of perceived humanness as a source of customer satisfaction, *European Journal of Marketing*, 55 (13), 94-121.

Söderlund M, 2021, The robot-to-robot service encounter: An examination of the impact of inter-robot warmth, *Journal of Services Marketing*, 35 (9), 15-27.

Söderlund M, 2022, When service robots look at themselves in the mirror: An examination of the effects of perceptions of robotic self-recognition, *Journal of Retailing and Consumer Services*, 64 (January), <https://doi.org/10.1016/j.jretconser.2021.102820>.

Söderlund M, Oikarinen E-L and Tan TM, 2022, The hard-working virtual agent in the service encounter boosts customer satisfaction, *The International Review of Retail, Distribution and Consumer Research*, 32 (4), 388-404.

Oikarinen E-L and Söderlund M, 2022, Responsible service employee behaviour and its impact on customer satisfaction during the coronavirus crisis, *The International Review of Retail, Distribution and Consumer Research*, 32 (2), 184–200.

Söderlund M, 2022, Service robots with (perceived) theory of mind: An examination of humans’ reactions, *Journal of Retailing and Consumer Services*, 67,

<https://doi.org/10.1016/j.jretconser.2022.102999>.

Singh R and Söderlund M, 2022, There is no place like home: Home satisfaction and customer satisfaction in online grocery retailing, *The International Review of Retail, Distribution and Consumer Research,* 32 (4), 370–387.

Söderlund M, 2023, What is it like to be idle versus busy for a service machine? *Psychology & Marketing*, 40 (6), 1237-1248.

Söderlund M, 2023, Moderator variables in consumer research: A call for caution, *Journal of Retailing and Consumer Services*, 73 (July), 103352.

Berg H, Liljedal K, Söderlund M, Daunfeldt S-O, 2023, Happy to see you: The positive effects of in-store service encounters on the satisfaction of older consumers, *The International Review of Retail, Distribution and Consumer Research*, [https://doi.org/10.1080/09593969.2023.2229074](https://eur01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fdoi.org%2F10.1080%2F09593969.2023.2229074&data=05%7C01%7CMagnus.Soderlund%40hhs.se%7C46e8a1e6f26346e5662408db78b58a53%7Cbb8ce15bd4e14149ad64662d32c03d02%7C0%7C0%7C638236493324141327%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=iz65Lb%2BKPTeOGuOrivv4FI1yFZH3wdy9k%2BEXgEfbPf0%3D&reserved=0).

Söderlund M, 2023, Service robots and artificial morality: An examination of robot behavior that violates human privacy, *Journal of Service Theory and Practice*, 33 (7), 52-72.

Söderlund (forthcoming), ‘I do not know’: An examination of reactions to virtual agents that fail to answer the user’s questions, *The International Review of Retail, Distribution and Consumer Research*.