

## GUEST EDITORS

---

Sascha Raithel

Frank Jacob

## EDITORS

---

Martin Benkenstein

Manfred Bruhn

Marion Büttgen

Andreas Eggert

Heiner Evanschitzky

Christiane Hipp

Helmut Krcmar

Martin Matzner

Friedemann W.  
Nerdinger

Volume 4

2–3/2020

## SPECIAL ISSUE “Tuning the Sounds of Service: Essays in Honour of Michael Kleinaltenkamp”

---

Tuning the Sounds of Service: Essays in Honour of Michael  
Kleinaltenkamp

*By Sascha Raithel, Frank Jacob, and Martin Benkenstein*

---

From Muso to Academic and Back: A Time and Person-Based  
Acknowledgement of Michael Kleinaltenkamp

*Ingo Karpen and Carolin Plewa*

---

We’re So Bad It’s Funny – Effects of Using Humour in the  
Marketing Communication of Low-Quality Service Providers

*Ilias Danatzis, Jana Möller, and Christine Mathies*

---

What Does it Take to Successfully Implement a Hybrid Offering  
Strategy? A Contingency Perspective

*Judith Dannenbaum, Laura Marie Edinger-Schons, Mario Rese,  
Olaf Plötner, and Jan Wieseke*

---

Managing Customer Success in Business Markets: Conceptual  
Foundation and Practical Application

*Andreas Eggert, Wolfgang Ulaga, and Anna Gehring*

---

Considering Value-related Concepts in Service-oriented  
Approaches to Marketing Studies in Light of Philosophical and  
Economic Value Theories

*Michaela Haase*

---

From Centralized Energy Generation and Distribution to Clean  
Energy Communities: Exploring New Modes of Governance for  
the Energy Sector

*Albrecht Söllner and Tessa Haverland*

---

Conceptualizing Resource Integration: The Peculiar Role of Pure  
Public Resources

*Herbert Woratschek, Chris Horbel, and Bastian Popp*

---

On the Marketness of Markets and Actor Clout: Market-shaping  
Roles

*Suvi Nenonen and Kaj Storbacka*

---

C.H.BECK · Vahlen · Munich

www.journal-smr.de

<https://doi.org/10.15358/2511-8676-2020-2-3-69>

Generiert durch IP 131.254.2001 am 15.07.2024 12:48:42



Q65020202



# International Programmes in Business

The world is all yours!

Bachelor in Management

Master in Management  
(FT-Ranking: No. 1 in Germany)

Master in Sustainability  
Entrepreneurship and Innovation

Master in International Sustainability  
Management

SALES 4.0 | Master in International  
Sales Management

Master in Strategy and Digital  
Business

ESCP is multi-accredited.



ACQUIN

affiliated to



European Business Schools  
Ranking, 2019

<https://doi.org/10.15358/2511-8676-2020-2-3-69>

Generiert durch IP '3.14.254.200', am 15.07.2024, 12:48:42.

Das Erstellen und Weitergeben von Kopien dieses PDFs ist nicht zulässig.



[escopeurope.de/master](https://escopeurope.de/master)



## Managing Editors

*Martin Benkenstein*, University of Rostock/Germany

*Marion Büttgen*, University of Hohenheim/Germany

## Editorial Board

*Manfred Bruhn*, University of Basel/Switzerland

*Andreas Eggert*, Paderborn University

*Heiner Evanschitzky*, Alliance Manchester Business School/UK

*Christiane Hipp*, Brandenburg University of Technology/Germany

*Helmut Krcmar*, Technical University of Munich/Germany

*Martin Matzner*, Friedrich-Alexander University Erlangen-Nürnberg/Germany

*Friedemann W. Nerdinger*, University of Rostock/Germany

## Advisory Board

*Sabine Benoit*, Surrey Business School/UK

*Jörg Finsterwalder*, University of Canterbury/New Zealand

*Dwayne Gremler*, Bowling Green State University/USA

*Joachim Hüffmeier*, TU Dortmund/Germany

*Michael Kleinaltenkamp*, FU Berlin/Germany

*Werner H. Kunz*, University of Massachusetts Boston/USA

*Michael Leyer*, University of Rostock/Germany

*Peter Magnusson*, Karlstad University/Sweden

*Martin Mende*, Florida State University/USA

*Kathrin Möslin*, Friedrich-Alexander University Erlangen-Nürnberg/Germany

*Andy Neely*, University of Cambridge/UK

*Frank Piller*, RWTH Aachen/Germany

*Anat Rafaeli*, Technion Haifa/Israel

*Sven Tuzovic*, QUT Business School/Australia

*Florian von Wangenheim*, ETH Zürich/Switzerland

*Jochen Wirtz*, NUS Business School/Singapore

## SPECIAL ISSUE “Tuning the Sounds of Service: Essays in Honour of Michael Kleinaltenkamp”

### CONTENT

Editorial: Tuning the Sounds of Service: Essays in Honour of Michael Kleinaltenkamp <i>By Sascha Raithel, Frank Jacob, and Martin Benkenstein</i> . . . . .	70
From Muso to Academic and Back: A Time and Person-Based Acknowledgement of Michael Kleinaltenkamp <i>By Ingo Karpen and Carolin Plewa</i> . . . . .	75
We’re So Bad It’s Funny – Effects of Using Humour in the Marketing Communication of Low-Quality Service Providers <i>By Ilias Danatzis, Jana Möller, and Christine Mathies</i> . . . . .	84
What Does it Take to Successfully Implement a Hybrid Offering Strategy? A Contingency Perspective <i>By Judith Dannenbaum, Laura Marie Edinger-Schons, Mario Rese, Olaf Plötner, and Jan Wieseke</i> . . . . .	100
Managing Customer Success in Business Markets: Conceptual Foundation and Practical Application <i>By Andreas Eggert, Wolfgang Ulaga, and Anna Gehring</i> . . . . .	121
Considering Value-related Concepts in Service-oriented Approaches to Marketing Studies in Light of Philosophical and Economic Value Theories <i>By Michaela Haase</i> . . . . .	133
From Centralized Energy Generation and Distribution to Clean Energy Communities: Exploring New Modes of Governance for the Energy Sector <i>By Albrecht Söllner and Tessa Haverland</i> . . . . .	145
Conceptualizing Resource Integration: The Peculiar Role of Pure Public Resources <i>Herbert Woratschek, Chris Horbel, and Bastian Popp</i> . . . . .	157
On the Marketness of Markets and Actor Clout: Market-shaping Roles <i>By Suvi Nenonen and Kaj Storbacka</i> . . . . .	170
Imprint . . . . .	182