

Refereed Publications

Rayburn, Steven W. (2014) “Improving Service Worker Affect: The Transformative Potential of Work Design;” *Journal of Services Marketing*; 28/1

Gilliam, David A., Karen E. Flaherty, and Steven W. Rayburn (2014) “The Dimensions of Storytelling by Retail Salespeople” *The International Review of Retail, Distribution, and Consumer Research*; 24/2; 231-241;

Rayburn, Steven W. and Kevin Voss (2013) “A Model of Consumer’s Retail Atmosphere Perceptions;” *Journal of Retailing and Consumer Services*; 20/4; 400-407

Laurel Anderson, Amy L. Ostrom, Canan Corus, Raymond P. Fisk, Andrew S. Gallan, Mario Giraldo, Martin Mende, Mark Mulder, Steven W. Rayburn, Mark S. Rosenbaum, Kunio Shirahada, and Jerome D. William (2013) “Transformative Service Research: An Agenda for the Future;” *Journal of Business Research*; 66; 1203-1210

Rosenbaum, Mark S. Cana Corus, Amy L. Ostrom, Laurel Anderson, Raymond P. Fisk, Andrew S. Gallan, Mario Giraldo, Martin Mende, Mark Mulder, Steven W. Rayburn, Kunio Shirahada, and Jerome Williams (2011); “ Conceptualization and Aspirations of Transformative Service Research; ” *Journal of Research for Consumers*; 19

Research under Review

Rayburn, Steven W.; “Consumers’ Captive Service Experiences: It’s YOU and ME;” second round at *Service Industries Journal*

Rayburn, Steven W. and Marlys J. Mason; “Consumer Value RE-Creation in Response to Service Captivity and Organizational Value Destruction;” third round review at *The Journal of Service Research*

Rayburn, Steven W.; “From Work Design to FLEs’ Customer Oriented Behaviors;” at *Journal of Services Marketing*

Research in Progress

Gilliam, David and Steven W. Rayburn; “Sales Management: Coach or Play, What do Salespeople Want and Need?;” targeted at *Journal of Personal Selling and Sales Management*

Gilliam, David and Steven W. Rayburn; “Storytelling in Retail: What Works and What Won’t?;” targeted at *Journal of Retailing*