

# Erin Steffes

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/10738449/publications.pdf>

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9  
papers

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citations

1684188  
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1588992  
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all docs

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docs citations

9  
times ranked

54  
citing authors

#	ARTICLE	IF	CITATIONS
1	Effects of teaser rates on new credit card customers' spending and borrowing: an empirical analysis. International Journal of Bank Marketing, 2022, 40, 1555-1574.	6.4	2
2	HOOK, LINE, AND SINKER: CATCHING AND MAINTAINING STUDENTS' ATTENTION WITH MARKETING HOOKS. Marketing Education Review, 2021, 31, 162-168.	1.3	3
3	Everyone's a Winner: The Initiation and Effectiveness of an Intracollegiate Sales Competition. Journal of Marketing Education, 2020, 42, 243-256.	2.4	4
4	The effect of promotional interest rates on customer borrowing and payment behavior in the credit card industry. Journal of Financial Services Marketing, 2019, 24, 11-20.	3.4	3
5	DESCRIPTION AND EVALUATION OF AN INNOVATIVE SEGMENTATION, TARGETING, AND POSITIONING ACTIVITY USING STUDENT PERCEIVED LEARNING AND ACTUAL STUDENT LEARNING. Marketing Education Review, 2019, 29, 24-36.	1.3	8
6	ROLE-PLAYING IN A CONSUMPTION CONTEXT: AN EXPERIENTIAL LEARNING ACTIVITY FOCUSED ON THE CONSUMER DECISION-MAKING PROCESS. Marketing Education Review, 2018, 28, 89-97.	1.3	10
7	Evaluating the Effect of Affinity Card Programs on Customer Profitability Using Propensity Score Matching. Journal of Interactive Marketing, 2013, 27, 83-97.	6.2	13
8	Developing a measure of risk adjusted revenue (RAR) in credit cards market: Implications for customer relationship management. European Journal of Operational Research, 2013, 224, 425-434.	5.7	15
9	Internal Marketing at Continental Airlines: Convincing Employees that Management Knows Best. Marketing Letters, 2002, 13, 75-89.	2.9	16