

# Thorsten Hennig-Thurau

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/10971033/publications.pdf>

Version: 2024-02-01

49  
papers

13,313  
citations

159358

30  
h-index

288905

40  
g-index

50  
all docs

50  
docs citations

50  
times ranked

6707  
citing authors

#	ARTICLE	IF	CITATIONS
1	Electronic word-of-mouth via consumer-opinion platforms: What motivates consumers to articulate themselves on the Internet?. <i>Journal of Interactive Marketing</i> , 2004, 18, 38-52.	4.3	3,898
2	Understanding Relationship Marketing Outcomes. <i>Journal of Service Research</i> , 2002, 4, 230-247.	7.8	1,730
3	The Impact of New Media on Customer Relationships. <i>Journal of Service Research</i> , 2010, 13, 311-330.	7.8	992
4	The impact of customer satisfaction and relationship quality on customer retention: A critical reassessment and model development. <i>Psychology and Marketing</i> , 1997, 14, 737-764.	4.6	854
5	Are All Smiles Created Equal? How Emotional Contagion and Emotional Labor Affect Service Relationships. <i>Journal of Marketing</i> , 2006, 70, 58-73.	7.0	681
6	Electronic Word-of-Mouth: Motives for and Consequences of Reading Customer Articulations on the Internet. <i>International Journal of Electronic Commerce</i> , 2003, 8, 51-74.	1.4	617
7	Are All Smiles Created Equal? How Emotional Contagion and Emotional Labor Affect Service Relationships. <i>Journal of Marketing</i> , 2006, 70, 58-73.	7.0	465
8	Customer Reactions to Emotional Labor: the Roles of Employee Acting Strategies and Customer Detection Accuracy. <i>Academy of Management Journal</i> , 2009, 52, 958-974.	4.3	429
9	Modeling and Managing Student Loyalty. <i>Journal of Service Research</i> , 2001, 3, 331-344.	7.8	417
10	Social Commerce: A Contingency Framework for Assessing Marketing Potential. <i>Journal of Interactive Marketing</i> , 2013, 27, 311-323.	4.3	349
11	Does Twitter matter? The impact of microblogging word of mouth on consumers' adoption of new movies. <i>Journal of the Academy of Marketing Science</i> , 2015, 43, 375-394.	7.2	287
12	Willing and able to fake emotions: A closer examination of the link between emotional dissonance and employee well-being.. <i>Journal of Applied Psychology</i> , 2011, 96, 377-390.	4.2	245
13	Value Creation in the Video Game Industry: Industry Economics, Consumer Benefits, and Research Opportunities. <i>Journal of Interactive Marketing</i> , 2013, 27, 141-157.	4.3	216
14	Does Customer Demotion Jeopardize Loyalty?. <i>Journal of Marketing</i> , 2009, 73, 69-85.	7.0	182
15	Marketing the Pinball Way: Understanding How Social Media Change the Generation of Value for Consumers and Companies. <i>Journal of Interactive Marketing</i> , 2013, 27, 237-241.	4.3	173
16	Consumer File Sharing of Motion Pictures. <i>Journal of Marketing</i> , 2007, 71, 1-18.	7.0	166
17	Relationship Quality and Customer Retention through Strategic Communication of Customer Skills. <i>Journal of Marketing Management</i> , 2000, 16, 55-79.	1.2	140
18	VHB-JOURQUAL2: Method, Results, and Implications of the German Academic Association for Business Research's Journal Ranking. <i>Business Research</i> , 2009, 2, 180-204.	4.0	134

#	ARTICLE	IF	CITATIONS
19	Does Customer Demotion Jeopardize Loyalty?. <i>Journal of Marketing</i> , 2009, 73, 69-85.	7.0	122
20	Conceptualizing and Measuring the Monetary Value of Brand Extensions: The Case of Motion Pictures. <i>Journal of Marketing</i> , 2009, 73, 167-183.	7.0	120
21	Does relationship quality matter in e-services? A comparison of online and offline retailing. <i>Journal of Retailing and Consumer Services</i> , 2010, 17, 130-142.	5.3	112
22	The Differing Roles of Success Drivers Across Sequential Channels: An Application to the Motion Picture Industry. <i>Journal of the Academy of Marketing Science</i> , 2006, 34, 559-575.	7.2	100
23	Not all digital word of mouth is created equal: Understanding the respective impact of consumer reviews and microblogs on new product success. <i>International Journal of Research in Marketing</i> , 2017, 34, 336-354.	2.4	99
24	Toward a theory of repeat purchase drivers for consumer services. <i>Journal of the Academy of Marketing Science</i> , 2009, 37, 215-237.	7.2	87
25	Brand crises in the digital age: The short- and long-term effects of social media firestorms on consumers and brands. <i>International Journal of Research in Marketing</i> , 2018, 35, 557-574.	2.4	86
26	The Impact of Service Scripts on Customer Citizenship Behavior and the Moderating Role of Employee Customer Orientation. <i>Psychology and Marketing</i> , 2014, 31, 1096-1109.	4.6	85
27	The Role of the Partner Brand's Social Media Power in Brand Alliances. <i>Journal of Marketing</i> , 2018, 82, 25-44.	7.0	79
28	Leveraging Frontline Employees'™ Small Data and Firm-Level Big Data in Frontline Management. <i>Journal of Service Research</i> , 2017, 20, 12-28.	7.8	67
29	Can Automated Group Recommender Systems Help Consumers Make Better Choices?. <i>Journal of Marketing</i> , 2012, 76, 89-109.	7.0	61
30	Empirical generalizations on the impact of stars on the economic success of movies. <i>International Journal of Research in Marketing</i> , 2017, 34, 442-461.	2.4	52
31	Why Customers Build Relationships with Companies " and Why Not. , 2000, , 369-391.		48
32	Pre-release consumer buzz. <i>Journal of the Academy of Marketing Science</i> , 2018, 46, 338-360.	7.2	39
33	A Dyadic Model of Customer Orientation: Mediation and Moderation Effects. <i>British Journal of Management</i> , 2015, 26, 292-309.	3.3	29
34	Searching for word of mouth in the digital age: Determinants of consumers'™ uses of face-to-face information, internet opinion sites, and social media. <i>Journal of Business Research</i> , 2022, 141, 393-409.	5.8	26
35	Social media resources and capabilities as strategic determinants of social media performance. <i>International Journal of Research in Marketing</i> , 2021, 38, 549-571.	2.4	24
36	Can economic bonus programs jeopardize service relationships?. <i>Service Business</i> , 2007, 1, 159-175.	2.2	19

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37	Tightening or loosening the "iron cage"? The impact of formal and informal display controls on service customers. Journal of Business Research, 2015, 68, 1062-1073.	5.8	17
38	The impact of customer satisfaction and relationship quality on customer retention: A critical reassessment and model development. Psychology and Marketing, 1997, 14, 737-764.	4.6	16
39	Exploring the 'Twitter Effect:' An Investigation of the Impact of Microblogging Word of Mouth on Consumers'™ Early Adoption of New Products. SSRN Electronic Journal, 0, , .	0.4	12
40	The Economics of Filmed Entertainment in the Digital Era. Journal of Cultural Economics, 2021, 45, 157-170.	1.3	10
41	MANAGING SERVICE RELATIONSHIPS IN A GLOBAL ECONOMY: EXPLORING THE IMPACT OF NATIONAL CULTURE ON THE RELEVANCE OF CUSTOMER RELATIONAL BENEFITS FOR GAINING LOYAL CUSTOMERS. Advances in International Marketing, 0, , 11-31.	0.3	9
42	The impact of customer satisfaction and relationship quality on customer retention: A critical reassessment and model development. , 1997, 14, 737.		5
43	Social Media Resources as Strategic Determinants of Social Media Marketing Effectiveness. SSRN Electronic Journal, 2018, , .	0.4	4
44	Entertainment Communication Decisions, Episode 1: Paid and Owned Channels. , 2019, , 523-586.		1
45	Creating Value, Making Money: Essential Business Models for Entertainment Products. , 2019, , 151-231.		1
46	Determinanten der Kundenbindung. , 2010, , 81-109.		0
47	Entertainment Communication Decisions, Episode 2: "Earned" Channels. , 2019, , 587-677.		0
48	Why Entertainment Products are Unique: Key Characteristics. , 2019, , 59-124.		0
49	Why Entertainment Markets Are Unique: Key Characteristics. , 2019, , 125-150.		0