

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 | Searching for word of mouth in the digital age: Determinants of consumers's™ 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 |
| 2 | 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 |
| 3 | The Economics of Filmed Entertainment in the Digital Era. <i>Journal of Cultural Economics</i> , 2021, 45, 157-170. | 1.3 | 10 |
| 4 | Entertainment Communication Decisions, Episode 1: Paid and Owned Channels. , 2019, , 523-586. | | 1 |
| 5 | Creating Value, Making Money: Essential Business Models for Entertainment Products. , 2019, , 151-231. | | 1 |
| 6 | Entertainment Communication Decisions, Episode 2: "œEarned"œChannels. , 2019, , 587-677. | | 0 |
| 7 | Why Entertainment Products are Unique: Key Characteristics. , 2019, , 59-124. | | 0 |
| 8 | Why Entertainment Markets Are Unique: Key Characteristics. , 2019, , 125-150. | | 0 |
| 9 | 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 |
| 10 | Pre-release consumer buzz. <i>Journal of the Academy of Marketing Science</i> , 2018, 46, 338-360. | 7.2 | 39 |
| 11 | 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 |
| 12 | Social Media Resources as Strategic Determinants of Social Media Marketing Effectiveness. <i>SSRN Electronic Journal</i> , 2018, , . | 0.4 | 4 |
| 13 | Leveraging Frontline Employees's™ Small Data and Firm-Level Big Data in Frontline Management. <i>Journal of Service Research</i> , 2017, 20, 12-28. | 7.8 | 67 |
| 14 | 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 |
| 15 | 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 |
| 16 | A Dyadic Model of Customer Orientation: Mediation and Moderation Effects. <i>British Journal of Management</i> , 2015, 26, 292-309. | 3.3 | 29 |
| 17 | Tightening or loosening the "œiron cage"œ? The impact of formal and informal display controls on service customers. <i>Journal of Business Research</i> , 2015, 68, 1062-1073. | 5.8 | 17 |
| 18 | Does Twitter matter? The impact of microblogging word of mouth on consumers's™ adoption of new movies. <i>Journal of the Academy of Marketing Science</i> , 2015, 43, 375-394. | 7.2 | 287 |

| # | ARTICLE | IF | CITATIONS |
|----|--|-----|-----------|
| 19 | 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 |
| 20 | 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 |
| 21 | Social Commerce: A Contingency Framework for Assessing Marketing Potential. <i>Journal of Interactive Marketing</i> , 2013, 27, 311-323. | 4.3 | 349 |
| 22 | 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 |
| 23 | Can Automated Group Recommender Systems Help Consumers Make Better Choices?. <i>Journal of Marketing</i> , 2012, 76, 89-109. | 7.0 | 61 |
| 24 | 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 |
| 25 | The Impact of New Media on Customer Relationships. <i>Journal of Service Research</i> , 2010, 13, 311-330. | 7.8 | 992 |
| 26 | 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 |
| 27 | Determinanten der Kundenbindung. , 2010, , 81-109. | | 0 |
| 28 | Does Customer Demotion Jeopardize Loyalty?. <i>Journal of Marketing</i> , 2009, 73, 69-85. | 7.0 | 182 |
| 29 | 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 |
| 30 | Does Customer Demotion Jeopardize Loyalty?. <i>Journal of Marketing</i> , 2009, 73, 69-85. | 7.0 | 122 |
| 31 | 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 |
| 32 | 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 |
| 33 | 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 |
| 34 | Consumer File Sharing of Motion Pictures. <i>Journal of Marketing</i> , 2007, 71, 1-18. | 7.0 | 166 |
| 35 | Can economic bonus programs jeopardize service relationships?. <i>Service Business</i> , 2007, 1, 159-175. | 2.2 | 19 |
| 36 | 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 |

| # | ARTICLE | IF | CITATIONS |
|----|---|-----|-----------|
| 37 | 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 |
| 38 | 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 |
| 39 | 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 |
| 40 | 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 |
| 41 | Understanding Relationship Marketing Outcomes. <i>Journal of Service Research</i> , 2002, 4, 230-247. | 7.8 | 1,730 |
| 42 | Modeling and Managing Student Loyalty. <i>Journal of Service Research</i> , 2001, 3, 331-344. | 7.8 | 417 |
| 43 | Relationship Quality and Customer Retention through Strategic Communication of Customer Skills. <i>Journal of Marketing Management</i> , 2000, 16, 55-79. | 1.2 | 140 |
| 44 | Why Customers Build Relationships with Companies "and Why Not. , 2000, , 369-391. | | 48 |
| 45 | 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 |
| 46 | The impact of customer satisfaction and relationship quality on customer retention: A critical reassessment and model development. , 1997, 14, 737. | | 5 |
| 47 | 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 | 16 |
| 48 | MANAGING SERVICE RELATIONSHIPS IN A GLOBAL ECONOMY: EXPLORING THE IMPACT OF NATIONAL CULTURE ON THE RELEVANCE OF CUSTOMER RELATIONAL BENEFITS FOR GAINING LOYAL CUSTOMERS. <i>Advances in International Marketing</i> , 0, , 11-31. | 0.3 | 9 |
| 49 | Exploring the 'Twitter Effect:' An Investigation of the Impact of Microblogging Word of Mouth on Consumers'™ Early Adoption of New Products. <i>SSRN Electronic Journal</i> , 0, , . | 0.4 | 12 |