

# Stefan Worm

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/10982025/publications.pdf>

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6  
papers

248  
citations

1684188

5  
h-index

2053705

5  
g-index

6  
all docs

6  
docs citations

6  
times ranked

223  
citing authors

#	ARTICLE	IF	CITATIONS
1	Are They All Equal? Uncovering Adopter Groups of Battery Electric Vehicles. Sustainability, 2020, 12, 2815.	3.2	5
2	Disentangling the effect of services on B2B firm value: Trade-offs of sales, profits, and earnings volatility. International Journal of Research in Marketing, 2018, 35, 205-223.	4.2	25
3	When and why do customer solutions pay off in business markets?. Journal of the Academy of Marketing Science, 2017, 45, 490-512.	11.2	81
4	The Evolution of Marketing Channels: Trends and Research Directions. Journal of Retailing, 2015, 91, 546-568.	6.2	112
5	Impact of component supplier branding on profitability. International Journal of Research in Marketing, 2014, 31, 409-424.	4.2	25
6	When and Why Do Customer Solutions Pay Off in Business Markets?. SSRN Electronic Journal, 0, , .	0.4	0