

Werner Kunz

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/11481764/publications.pdf>

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4
papers

805
citations

1937685

4
h-index

2272923

4
g-index

4
all docs

4
docs citations

4
times ranked

711
citing authors

#	ARTICLE	IF	CITATIONS
1	Helping Firms Reduce Complexity in Multichannel Online Data: A New Taxonomy-Based Approach for Customer Journeys. <i>Journal of Retailing</i> , 2016, 92, 185-203.	6.2	84
2	From virtual travelers to real friends: Relationship-building insights from an online travel community. <i>Journal of Business Research</i> , 2015, 68, 1822-1828.	10.2	40
3	How to transform consumers into fans of your brand. <i>Journal of Service Management</i> , 2012, 23, 344-361.	7.2	474
4	How does perceived firm innovativeness affect the consumer?. <i>Journal of Business Research</i> , 2011, 64, 816-822.	10.2	207