

# Henrik Sattler

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/11567077/publications.pdf>

Version: 2024-02-01

25  
papers

1,910  
citations

566801

15  
h-index

676716

22  
g-index

26  
all docs

26  
docs citations

26  
times ranked

1157  
citing authors

#	ARTICLE	IF	CITATIONS
1	Drivers of Brand Extension Success. Journal of Marketing, 2006, 70, 18-34.	7.0	383
2	Drivers of Brand Extension Success. Journal of Marketing, 2006, 70, 18-34.	7.0	309
3	How Important Are Brands? A Cross-Category, Cross-Country Study. Journal of Marketing Research, 2010, 47, 823-839.	3.0	184
4	The Role of Parent Brand Quality for Service Brand Extension Success. Journal of Service Research, 2010, 13, 379-396.	7.8	138
5	The impact of brand extension success drivers on brand extension price premiums. International Journal of Research in Marketing, 2010, 27, 319-328.	2.4	132
6	Empirical generalizability of consumer evaluations of brand extensions. International Journal of Research in Marketing, 2007, 24, 149-162.	2.4	126
7	The Last Picture Show? Timing and Order of Movie Distribution Channels. Journal of Marketing, 2007, 71, 63-83.	7.0	96
8	Consumer File Sharing of Motion Pictures. Journal of Marketing, 2007, 71, 1-18.	7.0	95
9	The vampire effect: When do celebrity endorsers harm brand recall?. International Journal of Research in Marketing, 2015, 32, 155-163.	2.4	90
10	The impact of price thresholds on profit contribution – Should retailers set 9-ending prices?. Journal of Retailing, 1999, 75, 33-57.	4.0	65
11	The Last Picture Show? Timing and Order of Movie Distribution Channels. Journal of Marketing, 2007, 71, 63-83.	7.0	57
12	Image feedback effects of brand extensions: Evidence from a longitudinal field study. Marketing Letters, 2008, 19, 109-124.	1.9	48
13	Ein empirischer Vergleich von Instrumenten zur Erhebung von Zahlungsbereitschaften. Schmalenbachs Zeitschrift Fur Betriebswirtschaftliche Forschung, 2003, 55, 364-381.	0.5	39
14	Hybrid individualized two-level choice-based conjoint (HIT-CBC): A new method for measuring preference structures with many attribute levels. International Journal of Research in Marketing, 2009, 26, 108-118.	2.4	32
15	A Comparison of Conjoint Measurement with Self-Explicated Approaches. , 2000, , 121-133.		24
16	Implementing effective customer participation for hedonic and utilitarian services. Journal of Services Marketing, 2019, 33, 316-330.	1.7	20
17	Brand Positioning Based on Brand Image – Country Image Fit. Marketing Science, 2019, 38, 516-538.	2.7	19
18	Does Chain Labeling Make Private Labels More Successful?. Schmalenbach Business Review, 2015, 67, 92-113.	0.9	11

#	ARTICLE	IF	CITATIONS
19	Markenbewertung. , 2000, , 219-240.		8
20	Effects of Celebrity Endorsers for Multiple Brands on Attitudes and Purchase Intentions. Schmalenbach Business Review, 2016, 17, 49-67.	0.9	6
21	How celebrity endorsers enhance parent brand extendibility to low similarity brand extensions. Journal of Business Economics, 2015, 85, 479-504.	1.3	5
22	Brand-anchored discrete choice experiment (BDCE) vs. direct attribute rating (DAR): An empirical comparison of predictive validity. Marketing Letters, 2017, 28, 231-240.	1.9	5
23	Attitude-Based Versus Choice-Behavior-Based Success of Brand Extensions. Schmalenbach Business Review, 2012, 64, 125-140.	0.9	4
24	Do We Really Know How to Manage Brand Extension Success?. SSRN Electronic Journal, 0, , .	0.4	1
25	Markentransfer: Der Stand der Forschung. , 2006, , 51-75.		0