

# Henrik Sattler

## List of Publications by Citations

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The third column is the impact factor (IF) of the journal, and the fourth column is the number of citations of the article.

26

papers

1,523

citations

15

h-index

26

g-index

26

ext. papers

1,715

ext. citations

4.9

avg. IF

4.76

L-index

#	Paper	IF	Citations
26	Drivers of Brand Extension Success. <i>Journal of Marketing</i> , <b>2006</b> , 70, 18-34	11	327
25	Drivers of Brand Extension Success. <i>Journal of Marketing</i> , <b>2006</b> , 70, 18-34	11	226
24	How Important Are Brands? A Cross-Category, Cross-Country Study. <i>Journal of Marketing Research</i> , <b>2010</b> , 47, 823-839	5.2	145
23	The Role of Parent Brand Quality for Service Brand Extension Success. <i>Journal of Service Research</i> , <b>2010</b> , 13, 379-396	6	112
22	The impact of brand extension success drivers on brand extension price premiums. <i>International Journal of Research in Marketing</i> , <b>2010</b> , 27, 319-328	5.5	110
21	Empirical generalizability of consumer evaluations of brand extensions. <i>International Journal of Research in Marketing</i> , <b>2007</b> , 24, 149-162	5.5	104
20	The Last Picture Show? Timing and Order of Movie Distribution Channels. <i>Journal of Marketing</i> , <b>2007</b> , 71, 63-83	11	79
19	Consumer File Sharing of Motion Pictures. <i>Journal of Marketing</i> , <b>2007</b> , 71, 1-18	11	72
18	The vampire effect: When do celebrity endorsers harm brand recall?. <i>International Journal of Research in Marketing</i> , <b>2015</b> , 32, 155-163	5.5	59
17	The impact of price thresholds on profit contribution Should retailers set 9-ending prices?. <i>Journal of Retailing</i> , <b>1999</b> , 75, 33-57	6.5	58
16	The Last Picture Show? Timing and Order of Movie Distribution Channels. <i>Journal of Marketing</i> , <b>2007</b> , 71, 63-83	11	50
15	Image feedback effects of brand extensions: Evidence from a longitudinal field study. <i>Marketing Letters</i> , <b>2008</b> , 19, 109-124	2.3	35
14	Ein empirischer Vergleich von Instrumenten zur Erhebung von Zahlungsbereitschaften. <i>Schmalenbachs Zeitschrift Fur Betriebswirtschaftliche Forschung</i> , <b>2003</b> , 55, 364-381	0.2	32
13	Hybrid individualized two-level choice-based conjoint (HIT-CBC): A new method for measuring preference structures with many attribute levels. <i>International Journal of Research in Marketing</i> , <b>2009</b> , 26, 108-118	5.5	30
12	A Comparison of Conjoint Measurement with Self-Explicated Approaches <b>2000</b> , 121-133		21
11	Implementing effective customer participation for hedonic and utilitarian services. <i>Journal of Services Marketing</i> , <b>2019</b> , 33, 316-330	4	10
10	Does Chain Labeling Make Private Labels More Successful?. <i>Schmalenbach Business Review</i> , <b>2015</b> , 67, 92-113	0.9	10

9	Methoden zur Messung von Präferenzen für Innovationen. <i>Schmalenbachs Zeitschrift Für Betriebswirtschaftliche Forschung</i> , <b>2006</b> , 58, 154-176	0.2	10
8	Brand Positioning Based on Brand Image Country Image Fit. <i>Marketing Science</i> , <b>2019</b> , 38, 516-538	3.6	8
7	Markenbewertung <b>2000</b> , 219-240		7
6	Effects of Celebrity Endorsers for Multiple Brands on Attitudes and Purchase Intentions. <i>Schmalenbach Business Review</i> , <b>2016</b> , 17, 49-67	0.9	5
5	Brand-anchored discrete choice experiment (BDCE) vs. direct attribute rating (DAR): An empirical comparison of predictive validity. <i>Marketing Letters</i> , <b>2017</b> , 28, 231-240	2.3	4
4	How celebrity endorsers enhance parent brand extendibility to low similarity brand extensions. <i>Journal of Business Economics</i> , <b>2015</b> , 85, 479-504	2.3	4
3	Attitude-Based Versus Choice-Behavior-Based Success of Brand Extensions. <i>Schmalenbach Business Review</i> , <b>2012</b> , 64, 125-140	0.9	4
2	Do We Really Know How to Manage Brand Extension Success?. <i>SSRN Electronic Journal</i> , <b>2012</b> ,	1	1
1	Markentransfer: Der Stand der Forschung <b>2006</b> , 51-75		