

Henrik Sattler

List of Publications by Year in Descending Order

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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	Implementing effective customer participation for hedonic and utilitarian services. <i>Journal of Services Marketing</i> , 2019 , 33, 316-330	4	10
25	Brand Positioning Based on Brand ImageCountry Image Fit. <i>Marketing Science</i> , 2019 , 38, 516-538	3.6	8
24	Brand-anchored discrete choice experiment (BDCE) vs. direct attribute rating (DAR): An empirical comparison of predictive validity. <i>Marketing Letters</i> , 2017 , 28, 231-240	2.3	4
23	Effects of Celebrity Endorsers for Multiple Brands on Attitudes and Purchase Intentions. <i>Schmalenbach Business Review</i> , 2016 , 17, 49-67	0.9	5
22	The vampire effect: When do celebrity endorsers harm brand recall?. <i>International Journal of Research in Marketing</i> , 2015 , 32, 155-163	5.5	59
21	Does Chain Labeling Make Private Labels More Successful?. <i>Schmalenbach Business Review</i> , 2015 , 67, 92-113	0.9	10
20	How celebrity endorsers enhance parent brand extendibility to low similarity brand extensions. <i>Journal of Business Economics</i> , 2015 , 85, 479-504	2.3	4
19	Attitude-Based Versus Choice-Behavior-Based Success of Brand Extensions. <i>Schmalenbach Business Review</i> , 2012 , 64, 125-140	0.9	4
18	Do We Really Know How to Manage Brand Extension Success?. <i>SSRN Electronic Journal</i> , 2012 ,	1	1
17	How Important Are Brands? A Cross-Category, Cross-Country Study. <i>Journal of Marketing Research</i> , 2010 , 47, 823-839	5.2	145
16	The impact of brand extension success drivers on brand extension price premiums. <i>International Journal of Research in Marketing</i> , 2010 , 27, 319-328	5.5	110
15	The Role of Parent Brand Quality for Service Brand Extension Success. <i>Journal of Service Research</i> , 2010 , 13, 379-396	6	112
14	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> , 2009 , 26, 108-118	5.5	30
13	Image feedback effects of brand extensions: Evidence from a longitudinal field study. <i>Marketing Letters</i> , 2008 , 19, 109-124	2.3	35
12	The Last Picture Show? Timing and Order of Movie Distribution Channels. <i>Journal of Marketing</i> , 2007 , 71, 63-83	11	79
11	Consumer File Sharing of Motion Pictures. <i>Journal of Marketing</i> , 2007 , 71, 1-18	11	72
10	The Last Picture Show? Timing and Order of Movie Distribution Channels. <i>Journal of Marketing</i> , 2007 , 71, 63-83	11	50

9	Empirical generalizability of consumer evaluations of brand extensions. <i>International Journal of Research in Marketing</i> , 2007 , 24, 149-162	5.5	104
8	Drivers of Brand Extension Success. <i>Journal of Marketing</i> , 2006 , 70, 18-34	11	226
7	Drivers of Brand Extension Success. <i>Journal of Marketing</i> , 2006 , 70, 18-34	11	327
6	Methoden zur Messung von Präferenzen für Innovationen. <i>Schmalenbachs Zeitschrift Für Betriebswirtschaftliche Forschung</i> , 2006 , 58, 154-176	0.2	10
5	Markentransfer: Der Stand der Forschung 2006 , 51-75		
4	Ein empirischer Vergleich von Instrumenten zur Erhebung von Zahlungsbereitschaften. <i>Schmalenbachs Zeitschrift Für Betriebswirtschaftliche Forschung</i> , 2003 , 55, 364-381	0.2	32
3	A Comparison of Conjoint Measurement with Self-Explicated Approaches 2000 , 121-133		21
2	Markenbewertung 2000 , 219-240		7
1	The impact of price thresholds on profit contribution Should retailers set 9-ending prices?. <i>Journal of Retailing</i> , 1999 , 75, 33-57	6.5	58