

Andreas Herrmann

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.

58

papers

4,325

citations

28

h-index

58

g-index

58

ext. papers

4,917

ext. citations

4.9

avg, IF

5.63

L-index

#	Paper	IF	Citations
58	The Social Influence of Brand Community: Evidence from European Car Clubs. <i>Journal of Marketing</i> , 2005 , 69, 19-34	11	1429
57	The Evolution of Loyalty Intentions. <i>Journal of Marketing</i> , 2006 , 70, 122-132	11	471
56	It's Got the Look: The Effect of Friendly and Aggressive Facial Expressions on Product Liking and Sales. <i>Journal of Marketing</i> , 2011 , 75, 132-146	11	462
55	Choice Goal Attainment and Decision and Consumption Satisfaction. <i>Journal of Marketing Research</i> , 2007 , 44, 234-250	5.2	177
54	The effects of price bundling on consumer evaluations of product offerings. <i>International Journal of Research in Marketing</i> , 1999 , 16, 129-142	5.5	123
53	The effect of brand design on brand gender perceptions and brand preference. <i>European Journal of Marketing</i> , 2015 , 49, 146-169	4.4	113
52	An empirical study of the antecedents for radical product innovations and capabilities for transformation. <i>Journal of Engineering and Technology Management - JET-M</i> , 2007 , 24, 92-120	3.7	106
51	Order in Product Customization Decisions: Evidence from Field Experiments. <i>Journal of Political Economy</i> , 2010 , 118, 274-299	8.6	103
50	Market-driven product and service design: Bridging the gap between customer needs, quality management, and customer satisfaction. <i>International Journal of Production Economics</i> , 2000 , 66, 77-96	9.3	101
49	Product Design for the Long Run: Consumer Responses to Typical and Atypical Designs at Different Stages of Exposure. <i>Journal of Marketing</i> , 2013 , 77, 92-107	11	99
48	Gut Liking for the Ordinary: Incorporating Design Fluency Improves Automobile Sales Forecasts. <i>Marketing Science</i> , 2011 , 30, 416-429	3.6	99
47	The moderating effect of manipulative intent and cognitive resources on the evaluation of narrative ads. <i>Psychology and Marketing</i> , 2010 , 27, 510-530	3.9	92
46	The Power of Simplicity: Processing Fluency and the Effects of Olfactory Cues on Retail Sales. <i>Journal of Retailing</i> , 2013 , 89, 30-43	6.5	91
45	When Social Media Can Be Bad for You: Community Feedback Stifles Consumer Creativity and Reduces Satisfaction with Self-Designed Products. <i>Information Systems Research</i> , 2013 , 24, 14-29	3.8	73
44	Varianz- und kovarianzbasierte Strukturgleichungsmodelle [Ein Leitfaden zu deren Spezifikation, Schätzung und Beurteilung. <i>Schmalenbachs Zeitschrift Fur Betriebswirtschaftliche Forschung</i> , 2006 , 58, 34-66	0.2	64
43	Gamified Information Presentation and Consumer Adoption of Product Innovations. <i>Journal of Marketing</i> , 2017 , 81, 8-24	11	57
42	Die Kundenzufriedenheit als Bestimmungsfaktor der Kundenbindung. <i>Schmalenbachs Zeitschrift Fur Betriebswirtschaftliche Forschung</i> , 1999 , 51, 579-598	0.2	57

41	The Effect of Brand Gender on Brand Equity. <i>Psychology and Marketing</i> , 2014 , 31, 371-385	3.9	51
40	Product Customization via Starting Solutions. <i>Journal of Marketing Research</i> , 2014 , 51, 707-725	5.2	43
39	Getting a feel for price affect: A conceptual framework and empirical investigation of consumers' emotional responses to price information. <i>Psychology and Marketing</i> , 2009 , 26, 39-66	3.9	42
38	Gamified interactions: whether, when, and how games facilitate self-brand connections. <i>Journal of the Academy of Marketing Science</i> , 2018 , 46, 652-673	12.4	40
37	The Eyes Have It: How a Car's Face Influences Consumer Categorization and Evaluation of Product Line Extensions. <i>Psychology and Marketing</i> , 2012 , 29, 36-51	3.9	38
36	The Impact of Brand Personality and Customer Satisfaction on Customer's Loyalty: Theoretical Approach and Findings of a Causal Analytical Study in the Sector of Internet Service Providers. <i>Electronic Markets</i> , 2003 , 13, 294-308	4.8	37
35	Beyond Pink It and Shrink It: Perceived Product Gender, Aesthetics, and Product Evaluation. <i>Psychology and Marketing</i> , 2015 , 32, 422-437	3.9	33
34	Measuring customer value and satisfaction in services transactions, scale development, validation and cross-cultural comparison. <i>International Journal of Consumer Studies</i> , 2007 , 31, 554-564	5.7	33
33	The Influence of Trait and State Narcissism on the Uniqueness of Mass-Customized Products. <i>Journal of Retailing</i> , 2016 , 92, 162-172	6.5	32
32	An empirical analysis of the determinants of price tolerance. <i>Psychology and Marketing</i> , 2004 , 21, 533-553	3.9	30
31	Means-end analysis: Does the affective state influence information processing style?. <i>Psychology and Marketing</i> , 2004 , 21, 715-737	3.9	29
30	The Tipping Point of Design: How Product Design and Brands Interact to Affect Consumers' Preferences. <i>Psychology and Marketing</i> , 2012 , 29, 422-433	3.9	26
29	Cross-national differences in uncertainty avoidance predict the effectiveness of mass customization across East Asia: a large-scale field investigation. <i>Marketing Letters</i> , 2015 , 26, 309-320	2.3	25
28	Personalizing the Customization Experience: A Matching Theory of Mass Customization Interfaces and Cultural Information Processing. <i>Journal of Marketing Research</i> , 2019 , 56, 1050-1065	5.2	17
27	Kundenzufriedenheit und Preisbereitschaft: Empirische Erkenntnisse aus der Hotelbranche. <i>Schmalenbachs Zeitschrift Fur Betriebswirtschaftliche Forschung</i> , 2002 , 54, 762-778	0.2	16
26	Social Product-Customization Systems: Peer Input, Conformity, and Consumers' Evaluation of Customized Products. <i>Journal of Management Information Systems</i> , 2018 , 35, 319-349	5.3	13
25	The effect of default options on choice: Evidence from online product configurators. <i>Journal of Retailing and Consumer Services</i> , 2011 , 18, 483-491	8.5	13
24	A within-attribute model of variety-seeking behavior. <i>Marketing Letters</i> , 1995 , 6, 235-243	2.3	12

23	Consumer response to car fronts: eliciting biological preparedness with product design. <i>Review of Managerial Science</i> , 2014 , 8, 523-540	3.9	10
22	The effect of product variety on purchase probability. <i>Review of Managerial Science</i> , 2007 , 1, 111-131	3.9	10
21	Option Framing and Product Feature Recommendations: Product Configuration and Choice. <i>Psychology and Marketing</i> , 2013 , 30, 1053-1061	3.9	9
20	Determinanten eines erfolgreichen Behavioral Branding 2012 , 213-236		8
19	Getting better or getting worse? Consumer responses to decreasing, constant, and ascending multi-dimensional price profiles. <i>Review of Managerial Science</i> , 2012 , 6, 81-101	3.9	6
18	The influence of stimulus ambiguity on category and attitude formation. <i>Review of Managerial Science</i> , 2010 , 4, 33-52	3.9	6
17	Storytelling im Behavioral Branding 2012 , 425-442		6
16	Squaring customer demands, brand strength, and production requirements: A case example of an integrated product and branding strategy. <i>Total Quality Management and Business Excellence</i> , 2010 , 21, 1017-1031	2.7	5
15	Der Zusammenhang zwischen Produktqualität, Kundenzufriedenheit und Untemehmenserfolg 2006 , 67-83		5
14	From Value-Orientated Quality Improvement to Customer Satisfaction [A Case Study for Passenger Cars 1997 , 93-115		5
13	Der Zusammenhang zwischen Produktqualität, Kundenzufriedenheit und Unternehmenserfolg 2009 , 69-85		3
12	Hedonism versus accuracy: the influence of motivation and affect on the evaluation of multiple gains and losses. <i>Review of Managerial Science</i> , 2013 , 7, 417-441	3.9	2
11	Aufpreise oder Gesamtpreise? Wirkung der Preisdarstellung auf das individuelle Entscheidungsverhalten. <i>Schmalenbachs Zeitschrift Fur Betriebswirtschaftliche Forschung</i> , 2010 , 62, 911-932	0.2	1
10	Customer Satisfaction and Customer Loyalty in the Automotive Industry - Results of an Empirical Study 1997 , 293-315		1
9	Management von Kundenbeziehungen durch Brand Communities 2010 , 469-484		1
8	Entscheidungsverhalten von Kunden in Mass Customization-Systemen. <i>Journal of Business Economics</i> , 2011 , 81, 7-30	2.3	
7	Radio oder Schiebedach? Wirkung von mentalen Budgets auf das individuelle Produktwahlverhalten. <i>Schmalenbachs Zeitschrift Fur Betriebswirtschaftliche Forschung</i> , 2009 , 61, 783-803	0.2	
6	Auf den Rangplatz kommt es an Wirkung der Rangfolge von Produkten auf das Entscheidungsverhalten. <i>Journal of Business Economics</i> , 2010 , 80, 441-466	2.3	

- 5 Strategische Produktgestaltung. *Zeitschrift für Planung Und Unternehmenssteuerung*, **2004**, 15, 247-274
- 4 Planung von Produkteigenschaften **2011**, 401-418
- 3 Begriff und Anliegen des Produktmanagements **2013**, 1-19
- 2 Ideen generieren und bewerten **2013**, 123-168
- 1 Am Markt eingeführte Produkte kontrollieren **2013**, 277-316