

Andreas Herrmann

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.

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 | 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 |
| 57 | 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 |
| 56 | 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 |
| 55 | Gamified Information Presentation and Consumer Adoption of Product Innovations. <i>Journal of Marketing</i> , 2017 , 81, 8-24 | 11 | 57 |
| 54 | 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 |
| 53 | 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 |
| 52 | 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 |
| 51 | 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 |
| 50 | The Effect of Brand Gender on Brand Equity. <i>Psychology and Marketing</i> , 2014 , 31, 371-385 | 3.9 | 51 |
| 49 | Consumer response to car fronts: eliciting biological preparedness with product design. <i>Review of Managerial Science</i> , 2014 , 8, 523-540 | 3.9 | 10 |
| 48 | Product Customization via Starting Solutions. <i>Journal of Marketing Research</i> , 2014 , 51, 707-725 | 5.2 | 43 |
| 47 | 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 |
| 46 | 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 |
| 45 | 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 |
| 44 | Option Framing and Product Feature Recommendations: Product Configuration and Choice. <i>Psychology and Marketing</i> , 2013 , 30, 1053-1061 | 3.9 | 9 |
| 43 | 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 |
| 42 | Begriff und Anliegen des Produktmanagements 2013 , 1-19 | | |

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| 41 | Ideen generieren und bewerten 2013 , 123-168 | | |
| 40 | Am Markt eingeführte Produkte kontrollieren 2013 , 277-316 | | |
| 39 | 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 |
| 38 | 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 |
| 37 | 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 |
| 36 | Determinanten eines erfolgreichen Behavioral Branding 2012 , 213-236 | | 8 |
| 35 | Storytelling im Behavioral Branding 2012 , 425-442 | | 6 |
| 34 | Entscheidungsverhalten von Kunden in Mass Customization-Systemen. <i>Journal of Business Economics</i> , 2011 , 81, 7-30 | 2.3 | |
| 33 | 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 |
| 32 | Gut Liking for the Ordinary: Incorporating Design Fluency Improves Automobile Sales Forecasts. <i>Marketing Science</i> , 2011 , 30, 416-429 | 3.6 | 99 |
| 31 | 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 |
| 30 | Planung von Produkteigenschaften 2011 , 401-418 | | |
| 29 | 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 |
| 28 | Order in Product Customization Decisions: Evidence from Field Experiments. <i>Journal of Political Economy</i> , 2010 , 118, 274-299 | 8.6 | 103 |
| 27 | Aufpreise oder Gesamtpreise? Wirkung der Preisdarstellung auf das individuelle Entscheidungsverhalten. <i>Schmalenbachs Zeitschrift Für Betriebswirtschaftliche Forschung</i> , 2010 , 62, 911-932 | 0.2 | 1 |
| 26 | 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 | |
| 25 | The influence of stimulus ambiguity on category and attitude formation. <i>Review of Managerial Science</i> , 2010 , 4, 33-52 | 3.9 | 6 |
| 24 | 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 |

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|----|--|-----|------|
| 23 | Management von Kundenbeziehungen durch Brand Communities 2010 , 469-484 | | 1 |
| 22 | 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 |
| 21 | Radio oder Schiebedach? Wirkung von mentalen Budgets auf das individuelle Produktwahlverhalten. <i>Schmalenbachs Zeitschrift Fur Betriebswirtschaftliche Forschung</i> , 2009 , 61, 783-803 ² | | |
| 20 | Der Zusammenhang zwischen Produktqualit , Kundenzufriedenheit und Unternehmenserfolg 2009 , 69-85 | | 3 |
| 19 | 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 |
| 18 | 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 |
| 17 | The effect of product variety on purchase probability. <i>Review of Managerial Science</i> , 2007 , 1, 111-131 | 3.9 | 10 |
| 16 | Choice Goal Attainment and Decision and Consumption Satisfaction. <i>Journal of Marketing Research</i> , 2007 , 44, 234-250 | 5.2 | 177 |
| 15 | The Evolution of Loyalty Intentions. <i>Journal of Marketing</i> , 2006 , 70, 122-132 | 11 | 471 |
| 14 | Varianz- und kovarianzbasierte Strukturgleichungsmodelle – Ein Leitfaden zu deren Spezifikation, Sch tzung und Beurteilung. <i>Schmalenbachs Zeitschrift Fur Betriebswirtschaftliche Forschung</i> , 2006 , 58, 34-66 | 0.2 | 64 |
| 13 | Der Zusammenhang zwischen Produktqualit , Kundenzufriedenheit und Unternehmenserfolg 2006 , 67-83 | | 5 |
| 12 | The Social Influence of Brand Community: Evidence from European Car Clubs. <i>Journal of Marketing</i> , 2005 , 69, 19-34 | 11 | 1429 |
| 11 | Strategische Produktgestaltung. <i>Zeitschrift F r Planung Und Unternehmenssteuerung</i> , 2004 , 15, 247-274 | | |
| 10 | An empirical analysis of the determinants of price tolerance. <i>Psychology and Marketing</i> , 2004 , 21, 533-553.9 | | 30 |
| 9 | Means nd analysis: Does the affective state influence information processing style?. <i>Psychology and Marketing</i> , 2004 , 21, 715-737 | 3.9 | 29 |
| 8 | 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 |
| 7 | Kundenzufriedenheit und Preisbereitschaft – Empirische Erkenntnisse aus der Hotelbranche. <i>Schmalenbachs Zeitschrift Fur Betriebswirtschaftliche Forschung</i> , 2002 , 54, 762-778 | 0.2 | 16 |
| 6 | 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 |

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|---|---|-----|-----|
| 5 | 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 |
| 4 | Die Kundenzufriedenheit als Bestimmungsfaktor der Kundenbindung. <i>Schmalenbachs Zeitschrift Fur Betriebswirtschaftliche Forschung</i> , 1999 , 51, 579-598 | 0.2 | 57 |
| 3 | Customer Satisfaction and Customer Loyalty in the Automotive Industry - Results of an Empirical Study 1997 , 293-315 | | 1 |
| 2 | From Value-Orientated Quality Improvement to Customer Satisfaction □ A Case Study for Passenger Cars 1997 , 93-115 | | 5 |
| 1 | A within-attribute model of variety-seeking behavior. <i>Marketing Letters</i> , 1995 , 6, 235-243 | 2.3 | 12 |