

# Doreen Pick

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/12080736/publications.pdf>

Version: 2024-02-01

16  
papers

2,670  
citations

1307594

7  
h-index

1199594

12  
g-index

19  
all docs

19  
docs citations

19  
times ranked

2127  
citing authors

#	ARTICLE	IF	CITATIONS
1	Customer Engagement Behavior: Theoretical Foundations and Research Directions. Journal of Service Research, 2010, 13, 253-266.	12.2	2,378
2	Buyersâ€™ perceived switching costs and switching: a meta-analytic assessment of their antecedents. Journal of the Academy of Marketing Science, 2014, 42, 186-204.	11.2	132
3	Customer win-back: the role of attributions and perceptions in customersâ€™ willingness to return. Journal of the Academy of Marketing Science, 2016, 44, 218-240.	11.2	47
4	Customer Responses to Switching Costs: A Meta-Analytic Investigation of the Moderating Influence of Culture. Journal of International Marketing, 2016, 24, 39-60.	4.4	33
5	To share or not to share? Explaining willingness to share in the context of social distance. Journal of Consumer Behaviour, 2018, 17, 366-378.	4.2	21
6	Alternative Economies as Marketing Systems? The Role of Value Creation and the Criticism of Economic Growth. Journal of Macromarketing, 2018, 38, 57-72.	2.6	19
7	â€œSwitching is easyâ€”Service firm communications to encourage customer switching. Journal of Retailing and Consumer Services, 2014, 21, 502-509.	9.4	13
8	How electricity providers communicate price increases â€” A qualitative analysis of notification letters. Energy Policy, 2015, 86, 303-314.	8.8	5
9	Value Creation in Sharing Networks: Towards a Typology of Sharing Networks. , 2015, , 439-468.		4
10	Teilen, Sharing 1 und Sharing 2: Die Sharing Economy im Licht theoretischer ZugÃ¤nge. Quarterly Journal of Economic Research, 2016, 85, 13-33.	0.1	4
11	Status quo des RÃ¼ckgewinnungsmanagements. , 2009, , 119-141.		3
12	Die Relevanz von Social Media fÃ¼r B2B-Referenzen von Dienstleistungsunternehmen. , 2013, , 321-343.		1
13	Die Rolle von Preiskenntnis und Preiserwartungen fÃ¼r das Kundenmanagement von Telekommunikationsanbietern. , 2014, , 345-371.		1
14	The Role of Economic, Social and Environmental Benefits for Customer Loyalty in Different Sharing Services. Marketing, Zeitschrift Fur Forschung Und Praxis, 2020, 42, 33-47.	0.2	1
15	Data-driven Marketing in the Carsharing Economy â€” Focus on Privacy Concerns. , 2020, , 213-234.		1
16	Die Rolle von Preiskenntnis und Preiserwartungen fÃ¼r das Kundenmanagement von Telekommunikationsanbietern. , 2011, , 427-455.		0