

Marcel Paulssen

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/12088842/publications.pdf>

Version: 2024-02-01

8
papers

341
citations

1307594

7
h-index

1720034

7
g-index

8
all docs

8
docs citations

8
times ranked

374
citing authors

#	ARTICLE	IF	CITATIONS
1	Customer in-role and extra-role behaviours in a retail setting. European Journal of Marketing, 2019, 53, 2501-2529.	2.9	23
2	Social bonding as a determinant of share of wallet and cross-buying behaviour in B2B relationships. European Journal of Marketing, 2017, 51, 1011-1028.	2.9	10
3	Choice Modeling and SEM. , 2012, , 63-80.		4
4	Attachment orientations in business-to-business relationships. Psychology and Marketing, 2009, 26, 507-533.	8.2	49
5	Incorporating Latent Variables into Discrete Choice Models – A Simultaneous Estimation Approach Using SEM Software. Business Research, 2008, 1, 220-237.	4.0	94
6	Satisfaction and repurchase behavior in a business-to-business setting: Investigating the moderating effect of manufacturer, company and demographic characteristics. Industrial Marketing Management, 2007, 36, 983-997.	6.7	57
7	Goal hierarchies as antecedents of market structure. Psychology and Marketing, 2006, 23, 689-709.	8.2	64
8	A self-regulatory model of consideration set formation. Psychology and Marketing, 2005, 22, 785-812.	8.2	40