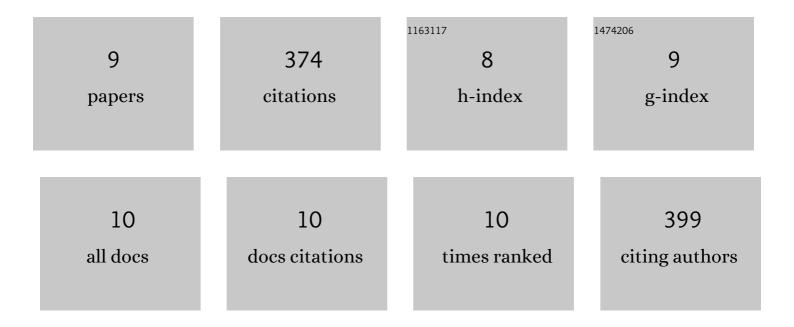
Hauke A Wetzel

List of Publications by Year in descending order

Source: https://exaly.com/author-pdf/1642886/publications.pdf Version: 2024-02-01



HALIKE A WETZEL

#	Article	IF	CITATIONS
1	Gratitude versus Entitlement: A Dual Process Model of the Profitability Implications of Customer Prioritization. Journal of Marketing, 2014, 78, 1-19.	11.3	147
2	Can doing good lead to doing poorly? Firm value implications of CSR in the face of CSI. Journal of the Academy of Marketing Science, 2017, 45, 677-697.	11.2	104
3	Leveraging marketer-generated appeals in online brand communities. Journal of Service Management, 2017, 28, 133-156.	7.2	28
4	Don't You Dare Push Me: How Persuasive Social Media Tactics Shape Customer Engagement. Journal of the Association for Consumer Research, 2018, 3, 364-378.	1.7	26
5	The Perils of Service Contract Divestment: When and Why Customers Seek Revenge and How It Can Be Attenuated. Journal of Service Research, 2019, 22, 301-322.	12.2	23
6	Building and leveraging sports brands: evidence from 50Âyears of German professional soccer. Journal of the Academy of Marketing Science, 2018, 46, 591-611.	11.2	20
7	Who's pulling the strings?. European Journal of Marketing, 2019, 53, 1808-1832.	2.9	16
8	The burden of rank: The impact of preferred supplier status on excessive buyer requests. Industrial Marketing Management, 2018, 71, 19-26.	6.7	8
9	Spotlight Personnel: How Hiring and Turnover Drive Service Performance Versus Demand. Journal of Marketing Research, 2022, 59, 797-820.	4.8	2