

Hauke A Wetzel

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/1642886/publications.pdf>

Version: 2024-02-01

9
papers

374
citations

1163117
8
h-index

1474206
9
g-index

10
all docs

10
docs citations

10
times ranked

399
citing authors

#	ARTICLE	IF	CITATIONS
1	Gratitude versus Entitlement: A Dual Process Model of the Profitability Implications of Customer Prioritization. <i>Journal of Marketing</i> , 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. <i>Journal of the Academy of Marketing Science</i> , 2017, 45, 677-697.	11.2	104
3	Leveraging marketer-generated appeals in online brand communities. <i>Journal of Service Management</i> , 2017, 28, 133-156.	7.2	28
4	Don't You Dare Push Me: How Persuasive Social Media Tactics Shape Customer Engagement. <i>Journal of the Association for Consumer Research</i> , 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. <i>Journal of Service Research</i> , 2019, 22, 301-322.	12.2	23
6	Building and leveraging sports brands: evidence from 50 years of German professional soccer. <i>Journal of the Academy of Marketing Science</i> , 2018, 46, 591-611.	11.2	20
7	Who's pulling the strings?. <i>European Journal of Marketing</i> , 2019, 53, 1808-1832.	2.9	16
8	The burden of rank: The impact of preferred supplier status on excessive buyer requests. <i>Industrial Marketing Management</i> , 2018, 71, 19-26.	6.7	8
9	Spotlight Personnel: How Hiring and Turnover Drive Service Performance Versus Demand. <i>Journal of Marketing Research</i> , 2022, 59, 797-820.	4.8	2