

Bernd Skiera

List of Publications by Year in descending order

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109
papers

6,815
citations

117625

34
h-index

66911

78
g-index

135
all docs

135
docs citations

135
times ranked

4194
citing authors

#	ARTICLE	IF	CITATIONS
1	The Impact of New Media on Customer Relationships. <i>Journal of Service Research</i> , 2010, 13, 311-330.	12.2	992
2	Managing Customer Relationships in the Social Media Era: Introducing the Social CRM House. <i>Journal of Interactive Marketing</i> , 2013, 27, 270-280.	6.2	553
3	Measuring Consumers' Willingness to Pay at the Point of Purchase. <i>Journal of Marketing Research</i> , 2002, 39, 228-241.	4.8	527
4	Seeding Strategies for Viral Marketing: An Empirical Comparison. <i>Journal of Marketing</i> , 2011, 75, 55-71.	11.3	457
5	Paying Too Much and Being Happy about It: Existence, Causes, and Consequences of Tariff-Choice Biases. <i>Journal of Marketing Research</i> , 2006, 43, 212-223.	4.8	305
6	Referral Programs and Customer Value. <i>Journal of Marketing</i> , 2011, 75, 46-59.	11.3	264
7	Internet-Based Virtual Stock Markets for Business Forecasting. <i>Management Science</i> , 2003, 49, 1310-1326.	4.1	220
8	Does Uncertainty Matter? Consumer Behavior Under Three-Part Tariffs. <i>Marketing Science</i> , 2007, 26, 698-710.	4.1	195
9	Dashboards as a Service. <i>Journal of Service Research</i> , 2009, 12, 175-189.	12.2	182
10	Referral Programs and Customer Value. <i>Journal of Marketing</i> , 2011, 75, 46-59.	11.3	164
11	Sports forecasting: a comparison of the forecast accuracy of prediction markets, betting odds and tipsters. <i>Journal of Forecasting</i> , 2009, 28, 55-72.	2.8	148
12	Not All Fun and Games: Viral Marketing for Utilitarian Products. <i>Journal of Marketing</i> , 2014, 78, 1-19.	11.3	148
13	Customer Equity: An Integral Part of Financial Reporting. <i>Journal of Marketing</i> , 2008, 72, 1-14.	11.3	120
14	Sourcing, Filtering, and Evaluating New Product Ideas: An Empirical Exploration of the Performance of Idea Markets. <i>Journal of Product Innovation Management</i> , 2012, 29, 100-112.	9.5	119
15	Measuring individual frictional costs and willingness-to-pay via name-your-own-price mechanisms. <i>Journal of Interactive Marketing</i> , 2004, 18, 22-36.	6.2	97
16	Linking Customer and Financial Metrics to Shareholder Value: The Leverage Effect in Customer-Based Valuation. <i>Journal of Marketing</i> , 2012, 76, 17-32.	11.3	95
17	Identification of Lead Users for Consumer Products via Virtual Stock Markets [*] . <i>Journal of Product Innovation Management</i> , 2009, 26, 322-335.	9.5	86
18	Impact of online channel use on customer revenues and costs to serve: Considering product portfolios and self-selection. <i>International Journal of Research in Marketing</i> , 2012, 29, 192-201.	4.2	84

#	ARTICLE	IF	CITATIONS
19	COSTA: Contribution Optimizing Sales Territory Alignment. <i>Marketing Science</i> , 1998, 17, 196-213.	4.1	80
20	Evaluating channel performance in multi-channel environments. <i>Journal of Retailing and Consumer Services</i> , 2007, 14, 17-23.	9.4	79
21	Data-driven services marketing in a connected world. <i>Journal of Service Management</i> , 2013, 24, 330-352.	7.2	78
22	Data analytics in a privacy-concerned world. <i>Journal of Business Research</i> , 2021, 122, 915-925.	10.2	74
23	Drivers of the Long Tail Phenomenon: An Empirical Analysis. <i>Journal of Management Information Systems</i> , 2011, 27, 43-70.	4.3	72
24	How Customer Referral Programs Turn Social Capital into Economic Capital. <i>Journal of Marketing Research</i> , 2018, 55, 132-146.	4.8	72
25	Visualizing Asymmetric Competition Among More Than 1,000 Products Using Big Search Data. <i>Marketing Science</i> , 2016, 35, 511-534.	4.1	67
26	What makes deal-of-the-day promotions really effective? The interplay of discount and time constraint with product type. <i>International Journal of Research in Marketing</i> , 2015, 32, 387-397.	4.2	59
27	Willingness-to-pay estimation with choice-based conjoint analysis: Addressing extreme response behavior with individually adapted designs. <i>European Journal of Operational Research</i> , 2012, 219, 368-378.	5.7	56
28	An analysis of the importance of the long tail in search engine marketing. <i>Electronic Commerce Research and Applications</i> , 2010, 9, 488-494.	5.0	50
29	The impact of online display advertising and paid search advertising relative to offline advertising on firm performance and firm value. <i>International Journal of Research in Marketing</i> , 2020, 37, 789-804.	4.2	50
30	Practice Prize Paper "PROSAD: A Bidding Decision Support System for Profit Optimizing Search Engine Advertising. <i>Marketing Science</i> , 2013, 32, 213-220.	4.1	43
31	Return on Quality Improvements in Search Engine Marketing. <i>Journal of Interactive Marketing</i> , 2012, 26, 141-154.	6.2	41
32	Measurement of consumer preferences for bucket pricing plans with different service attributes. <i>International Journal of Research in Marketing</i> , 2012, 29, 167-180.	4.2	39
33	Do Disclosures of Customer Metrics Lower Investors' and Analysts' Uncertainty but Hurt Firm Performance?. <i>Journal of Marketing Research</i> , 2017, 54, 239-259.	4.8	38
34	Why do consumers prefer static instead of dynamic pricing plans? An empirical study for a better understanding of the low preferences for time-variant pricing plans. <i>European Journal of Operational Research</i> , 2018, 269, 1165-1179.	5.7	38
35	Optimization and analysis of the profitability of tariff structures with two-part tariffs. <i>European Journal of Operational Research</i> , 2010, 206, 691-701.	5.7	35
36	Evidence of protective role of Ultraviolet-B (UVB) radiation in reducing COVID-19 deaths. <i>Scientific Reports</i> , 2020, 10, 17705.	3.3	35

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37	Antecedents and consequences of Internet channel performance. <i>Journal of Retailing and Consumer Services</i> , 2009, 16, 163-173.	9.4	34
38	Beyond Posted Prices: the Past, Present, and Future of Participative Pricing Mechanisms. <i>Customer Needs and Solutions</i> , 2018, 5, 121-136.	0.8	34
39	An analysis of the profitability of fee-based compensation plans for search engine marketing. <i>International Journal of Research in Marketing</i> , 2012, 29, 68-80.	4.2	33
40	Estimating Network Effects in Two-Sided Markets. <i>Journal of Management Information Systems</i> , 2020, 37, 12-38.	4.3	33
41	The Benefits of Bundling Strategies. <i>Schmalenbach Business Review</i> , 2000, 52, 137-159.	0.9	32
42	Retailers' Use of Shipping Cost Strategies: Free Shipping or Partitioned Prices?. <i>International Journal of Electronic Commerce</i> , 2012, 16, 65-88.	3.0	31
43	Prediction Markets as institutional forecasting support systems. <i>Decision Support Systems</i> , 2010, 49, 404-416.	5.9	29
44	Prediction Market Performance and Market Liquidity: A Comparison of Automated Market Makers. <i>IEEE Transactions on Engineering Management</i> , 2013, 60, 169-185.	3.5	29
45	Social Media and Academic Performance: Does The Intensity of Facebook Activity Relate to Good Grades?. <i>Schmalenbach Business Review</i> , 2015, 67, 54-72.	0.9	29
46	Optimal Product-Sampling Strategies in Social Networks: How Many and Whom to Target?. <i>International Journal of Electronic Commerce</i> , 2013, 18, 45-72.	3.0	28
47	Consumer Protection on Kickstarter. <i>Marketing Science</i> , 2020, 39, 211-233.	4.1	28
48	Using discrete choice experiments to estimate willingness-to-pay intervals. <i>Marketing Letters</i> , 2012, 23, 761-776.	2.9	27
49	Bid-Elicitation Interfaces and Bidding Behavior in Retail Interactive Pricing. <i>Journal of Retailing</i> , 2012, 88, 131-144.	6.2	27
50	Two New Features in Discrete Choice Experiments to Improve Willingness-to-Pay Estimation That Result in SDR and SADR: Separated (Adaptive) Dual Response. <i>Management Science</i> , 2017, 63, 829-842.	4.1	27
51	Measuring Consumers' Preferences for Metered Pricing of Services. <i>Journal of Service Research</i> , 2011, 14, 443-459.	12.2	24
52	Prioritizing Sales Force Decision Areas for Productivity Improvements using a Core Sales Response Function. <i>Journal of Personal Selling and Sales Management</i> , 2008, 28, 145-154.	2.8	23
53	Vickrey vs. eBay: Why Second-Price Sealed-Bid Auctions Lead to More Realistic Price-Demand Functions. <i>International Journal of Electronic Commerce</i> , 2010, 14, 7-38.	3.0	22
54	Empirical Generalizations in Search Engine Advertising. <i>Journal of Retailing</i> , 2014, 90, 206-216.	6.2	22

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55	Customer Equity Sustainability Ratio: A New Metric for Assessing a Firm's Future Orientation. Journal of Marketing, 2011, 75, 118-131.	11.3	21
56	DISE: Dynamic Intelligent Survey Engine. , 2012, , 225-243.		21
57	Secondâ€­Generation Prediction Markets for Information Aggregation: A Comparison of Payoff Mechanisms. Journal of Forecasting, 2012, 31, 469-489.	2.8	19
58	Measurement of preferences with self-explicated approaches: A classification and merge of trade-off- and non-trade-off-based evaluation types. European Journal of Operational Research, 2014, 238, 185-198.	5.7	16
59	Advance payment systems: Paying too much today and being satisfied tomorrow. International Journal of Research in Marketing, 2015, 32, 238-250.	4.2	16
60	Berechnung von Nutzenfunktionen und Marktsimulationen mit Hilfe der Conjoint-Analyse (Teil I). WiSt - Wirtschaftswissenschaftliches Studium, 2002, 31, 200-206.	0.0	16
61	On the Edge of Buying: A Targeting Approach for Indecisive Buyers Based on Willingness-to-Pay Ranges. Journal of Retailing, 2014, 90, 393-407.	6.2	14
62	Flexible Preisgestaltung im Electronic Business. , 2000, , 539-557.		13
63	Comparing methods to separate treatment from self-selection effects in an online banking setting. Journal of Business Research, 2013, 66, 1272-1278.	10.2	12
64	A comparison of different pay-per-bid auction formats. International Journal of Research in Marketing, 2014, 31, 368-379.	4.2	12
65	Data, Data and Even More Data: Harvesting Insights From the Data Jungle. GfK Marketing Intelligence Review, 2016, 8, 10-17.	0.4	11
66	Stock Market Returns to Financial Innovations Before and During the Financial Crisis in the United States and Europe. Journal of Product Innovation Management, 2014, 31, 973-986.	9.5	10
67	Verkaufsgebietseinteilung zur Maximierung des Deckungsbeitrags. BeitrÄge Zur Betriebswirtschaftlichen Forschung, 1996, , .	0.3	10
68	ErlÄrismodelle im Internet. , 2000, , 813-831.		10
69	What should be the dependent variable in marketing-related event studies?. International Journal of Research in Marketing, 2017, 34, 641-659.	4.2	9
70	Prospect theory in a dynamic game: Theory and evidence from online pay-per-bid auctions. Journal of Economic Behavior and Organization, 2019, 164, 215-234.	2.0	9
71	Capturing Retailersâ€™ Brand and Customer Focus. Journal of Retailing, 2021, 97, 582-596.	6.2	9
72	Web 2.0 im Retail Banking. , 2010, , .		8

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73	Time preferences and the pricing of complementary durables and consumables. International Journal of Research in Marketing, 2017, 34, 813-828.	4.2	8
74	A Comparison of Return Rate Calculation Methods: Evidence from 16 Retailers. Journal of Retailing, 2021, , .	6.2	8
75	Flexible Preisgestaltung im Electronic Business. , 2002, , 689-707.		8
76	How Does the Adoption of Ad Blockers Affect News Consumption?. Journal of Marketing Research, 2022, 59, 1002-1018.	4.8	8
77	The ability to compensate for suboptimal capacity decisions by optimal pricing decisions. European Journal of Operational Research, 1999, 118, 450-463.	5.7	7
78	Gestaltung von Auktionen. , 2004, , 1039-1056.		7
79	Berechnung von Nutzenfunktionen und Marktsimulationen mit Hilfe der Conjoint-Analyse (Teil 2). WiSt - Wirtschaftswissenschaftliches Studium, 2002, 31, 258-263.	0.0	7
80	Tariff-Specific Preferences and Their Influence on Price Sensitivity. Business Research, 2010, 3, 70-80.	4.0	5
81	Helping Merchants to Assess the Profitability of Deal-of-the-Day Promotions. Interfaces, 2018, 48, 247-259.	1.5	5
82	Auktionen. , 2003, , 623-641.		5
83	ErlÄrsmodelle im Internet. , 2007, , 869-886.		5
84	Time preference and the welfare effects of tie-in sales. Economics Letters, 2010, 108, 314-317.	1.9	4
85	Effect of Time Preferences on Optimal Prices and Profitability of Advance Selling. Customer Needs and Solutions, 2014, 1, 131-142.	0.8	4
86	The Impact of Buy-Now Features in Pay-per-Bid Auctions. Journal of Management Information Systems, 2014, 31, 77-104.	4.3	3
87	Pricing Metrics and the Importance of Minimum and Billing Increments. Journal of Service Research, 2020, 23, 321-336.	12.2	3
88	Second-Generation Prediction Markets for Information Aggregation: A Comparison of Payoff Mechanisms. SSRN Electronic Journal, 0, , .	0.4	3
89	Werbeerfolgskontrolle im Internet. Controlling, 2000, 12, 417-424.	0.0	3
90	Using Information-Seeking Argument Mining to Improve Service. Journal of Service Research, 2022, 25, 537-548.	12.2	3

#	ARTICLE	IF	CITATIONS
91	Erlösmodelle im Internet. , 2002, , 855-872.		2
92	Umsatzvorgaben für Außendienstmitarbeiter. , 2000, , 957-978.		2
93	Elektronische Kreditmarktplätze: Funktionsweise, Gestaltung und Erkenntnisstand bei dieser Form des "Peer-to-Peer Lending". KREDIT Und KAPITAL, 2012, 45, 289-311.	0.2	2
94	Using Big Search Data to Map Your Market: Marketing in a Digital Age. IESE Insight, 2017, , 31-37.	0.1	2
95	PREMIUM: Preis- und Erlösmodelle im Internet " Umsetzung und Marktchancen (PREMIUM: Price and) Tj ETQq1,10.784314 rgBT /O	0.9	1
96	An Analysis of the Link between Customers' Intention to Recommend a Firm and the Lifetime Value of its Customers. Recherche Et Applications En Marketing, 2012, 27, 121-142.	0.5	1
97	Time Preferences and the Pricing of Complementary Durables and Consumables. SSRN Electronic Journal, 0, , .	0.4	1
98	Umsatzvorgaben für Außendienstmitarbeiter. , 1999, , 957-978.		1
99	Interview with Hemant Bhargava on "Pricing on the Internet". Business & Information Systems Engineering, 2006, 48, 65-66.	0.4	0
100	Data Analysis Trumps Specialist Advice: How Direct Banks Function. NIM Marketing Intelligence Review, 2016, 8, 50-55.	0.6	0
101	Incentive-Compatible Measurement of Willingness-to-Pay Using Real-Life Transactions: An Application for Vickrey Auctions in Commercial Settings. SSRN Electronic Journal, 0, , .	0.4	0
102	Differences in the Ability of Structural and Reduced-Form Models to Improve Pricing Decisions. Marketing, Zeitschrift Fur Forschung Und Praxis, 2010, 32, 91-100.	0.2	0
103	Stock Market Returns to Financial Innovations Before and During the Financial Crisis in US and Europe. SSRN Electronic Journal, 0, , .	0.4	0
104	Die Macht des Selbstzwangs " Wie sich Konsumenten mit Tarifen selbst disziplinieren. , 2013, , 145-166.		0
105	Eine Simulationsstudie zur Gütebeurteilung der gegenwärtigen Vorgehensweise. Beiträge Zur Betriebswirtschaftlichen Forschung, 1996, , 195-266.	0.3	0
106	Deckungsbeitragsmaximale Verkaufsgebietseinteilung. Beiträge Zur Betriebswirtschaftlichen Forschung, 1996, , 79-193.	0.3	0
107	COSTA: Verkaufsgebietseinteilung zur Maximierung des Deckungsbeitrags. , 1998, , 13-20.		0
108	COSTA: Verkaufsgebietseinteilung zur Maximierung des Deckungsbeitrags. , 1999, , 13-20.		0

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109	Customer equity reporting*. , 2015, , .		0