

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	How Does the Adoption of Ad Blockers Affect News Consumption?. Journal of Marketing Research, 2022, 59, 1002-1018.	4.8	8
2	Using Information-Seeking Argument Mining to Improve Service. Journal of Service Research, 2022, 25, 537-548.	12.2	3
3	Data analytics in a privacy-concerned world. Journal of Business Research, 2021, 122, 915-925.	10.2	74
4	Capturing Retailersâ€™ Brand and Customer Focus. Journal of Retailing, 2021, 97, 582-596.	6.2	9
5	A Comparison of Return Rate Calculation Methods: Evidence from 16 Retailers. Journal of Retailing, 2021, , .	6.2	8
6	Pricing Metrics and the Importance of Minimum and Billing Increments. Journal of Service Research, 2020, 23, 321-336.	12.2	3
7	Evidence of protective role of Ultraviolet-B (UVB) radiation in reducing COVID-19 deaths. Scientific Reports, 2020, 10, 17705.	3.3	35
8	Estimating Network Effects in Two-Sided Markets. Journal of Management Information Systems, 2020, 37, 12-38.	4.3	33
9	The impact of online display advertising and paid search advertising relative to offline advertising on firm performance and firm value. International Journal of Research in Marketing, 2020, 37, 789-804.	4.2	50
10	Consumer Protection on Kickstarter. Marketing Science, 2020, 39, 211-233.	4.1	28
11	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
12	Beyond Posted Prices: the Past, Present, and Future of Participative Pricing Mechanisms. Customer Needs and Solutions, 2018, 5, 121-136.	0.8	34
13	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. European Journal of Operational Research, 2018, 269, 1165-1179.	5.7	38
14	How Customer Referral Programs Turn Social Capital into Economic Capital. Journal of Marketing Research, 2018, 55, 132-146.	4.8	72
15	Helping Merchants to Assess the Profitability of Deal-of-the-Day Promotions. Interfaces, 2018, 48, 247-259.	1.5	5
16	Two New Features in Discrete Choice Experiments to Improve Willingness-to-Pay Estimation That Result in SDR and SADR: Separated (Adaptive) Dual Response. Management Science, 2017, 63, 829-842.	4.1	27
17	Do Disclosures of Customer Metrics Lower Investorsâ€™ and Analystsâ€™ Uncertainty but Hurt Firm Performance?. Journal of Marketing Research, 2017, 54, 239-259.	4.8	38
18	What should be the dependent variable in marketing-related event studies?. International Journal of Research in Marketing, 2017, 34, 641-659.	4.2	9

#	ARTICLE	IF	CITATIONS
19	Time preferences and the pricing of complementary durables and consumables. <i>International Journal of Research in Marketing</i> , 2017, 34, 813-828.	4.2	8
20	Using Big Search Data to Map Your Market: Marketing in a Digital Age. <i>IESE Insight</i> , 2017, , 31-37.	0.1	2
21	Data Analysis Trumps Specialist Advice: How Direct Banks Function. <i>NIM Marketing Intelligence Review</i> , 2016, 8, 50-55.	0.6	0
22	Data, Data and Even More Data: Harvesting Insights From the Data Jungle. <i>GfK Marketing Intelligence Review</i> , 2016, 8, 10-17.	0.4	11
23	Visualizing Asymmetric Competition Among More Than 1,000 Products Using Big Search Data. <i>Marketing Science</i> , 2016, 35, 511-534.	4.1	67
24	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
25	Advance payment systems: Paying too much today and being satisfied tomorrow. <i>International Journal of Research in Marketing</i> , 2015, 32, 238-250.	4.2	16
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	Customer equity reporting*. , 2015, , .		0
28	Not All Fun and Games: Viral Marketing for Utilitarian Products. <i>Journal of Marketing</i> , 2014, 78, 1-19.	11.3	148
29	A comparison of different pay-per-bid auction formats. <i>International Journal of Research in Marketing</i> , 2014, 31, 368-379.	4.2	12
30	Stock Market Returns to Financial Innovations Before and During the Financial Crisis in the United States and Europe. <i>Journal of Product Innovation Management</i> , 2014, 31, 973-986.	9.5	10
31	The Impact of Buy-Now Features in Pay-per-Bid Auctions. <i>Journal of Management Information Systems</i> , 2014, 31, 77-104.	4.3	3
32	Measurement of preferences with self-explicated approaches: A classification and merge of trade-off- and non-trade-off-based evaluation types. <i>European Journal of Operational Research</i> , 2014, 238, 185-198.	5.7	16
33	Empirical Generalizations in Search Engine Advertising. <i>Journal of Retailing</i> , 2014, 90, 206-216.	6.2	22
34	Effect of Time Preferences on Optimal Prices and Profitability of Advance Selling. <i>Customer Needs and Solutions</i> , 2014, 1, 131-142.	0.8	4
35	On the Edge of Buying: A Targeting Approach for Indecisive Buyers Based on Willingness-to-Pay Ranges. <i>Journal of Retailing</i> , 2014, 90, 393-407.	6.2	14
36	Data-driven services marketing in a connected world. <i>Journal of Service Management</i> , 2013, 24, 330-352.	7.2	78

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37	Managing Customer Relationships in the Social Media Era: Introducing the Social CRM House. Journal of Interactive Marketing, 2013, 27, 270-280.	6.2	553
38	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
39	Prediction Market Performance and Market Liquidity: A Comparison of Automated Market Makers. IEEE Transactions on Engineering Management, 2013, 60, 169-185.	3.5	29
40	Practice Prize Paper "PROSAD: A Bidding Decision Support System for Profit Optimizing Search Engine Advertising. Marketing Science, 2013, 32, 213-220.	4.1	43
41	Optimal Product-Sampling Strategies in Social Networks: How Many and Whom to Target?. International Journal of Electronic Commerce, 2013, 18, 45-72.	3.0	28
42	Die Macht des Selbstzwangs "Wie sich Konsumenten mit Tarifen selbst disziplinieren. , 2013, , 145-166.		0
43	Retailers' Use of Shipping Cost Strategies: Free Shipping or Partitioned Prices?. International Journal of Electronic Commerce, 2012, 16, 65-88.	3.0	31
44	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
45	Linking Customer and Financial Metrics to Shareholder Value: The Leverage Effect in Customer-Based Valuation. Journal of Marketing, 2012, 76, 17-32.	11.3	95
46	An analysis of the profitability of fee-based compensation plans for search engine marketing. International Journal of Research in Marketing, 2012, 29, 68-80.	4.2	33
47	Measurement of consumer preferences for bucket pricing plans with different service attributes. International Journal of Research in Marketing, 2012, 29, 167-180.	4.2	39
48	Impact of online channel use on customer revenues and costs to serve: Considering product portfolios and self-selection. International Journal of Research in Marketing, 2012, 29, 192-201.	4.2	84
49	Using discrete choice experiments to estimate willingness-to-pay intervals. Marketing Letters, 2012, 23, 761-776.	2.9	27
50	Sourcing, Filtering, and Evaluating New Product Ideas: An Empirical Exploration of the Performance of Idea Markets. Journal of Product Innovation Management, 2012, 29, 100-112.	9.5	119
51	Return on Quality Improvements in Search Engine Marketing. Journal of Interactive Marketing, 2012, 26, 141-154.	6.2	41
52	Willingness-to-pay estimation with choice-based conjoint analysis: Addressing extreme response behavior with individually adapted designs. European Journal of Operational Research, 2012, 219, 368-378.	5.7	56
53	Bid-Elicitation Interfaces and Bidding Behavior in Retail Interactive Pricing. Journal of Retailing, 2012, 88, 131-144.	6.2	27
54	Second-Generation Prediction Markets for Information Aggregation: A Comparison of Payoff Mechanisms. Journal of Forecasting, 2012, 31, 469-489.	2.8	19

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55	DISE: Dynamic Intelligent Survey Engine. , 2012, , 225-243.		21
56	Elektronische Kreditmarktplätze: Funktionsweise, Gestaltung und Erkenntnisstand bei dieser Form des "Peer-to-Peer Lending". KREDIT Und KAPITAL, 2012, 45, 289-311.	0.2	2
57	Seeding Strategies for Viral Marketing: An Empirical Comparison. Journal of Marketing, 2011, 75, 55-71.	11.3	457
58	Referral Programs and Customer Value. Journal of Marketing, 2011, 75, 46-59.	11.3	264
59	Referral Programs and Customer Value. Journal of Marketing, 2011, 75, 46-59.	11.3	164
60	Measuring Consumers' Preferences for Metered Pricing of Services. Journal of Service Research, 2011, 14, 443-459.	12.2	24
61	Drivers of the Long Tail Phenomenon: An Empirical Analysis. Journal of Management Information Systems, 2011, 27, 43-70.	4.3	72
62	Customer Equity Sustainability Ratio: A New Metric for Assessing a Firm's Future Orientation. Journal of Marketing, 2011, 75, 118-131.	11.3	21
63	An analysis of the importance of the long tail in search engine marketing. Electronic Commerce Research and Applications, 2010, 9, 488-494.	5.0	50
64	Prediction Markets as institutional forecasting support systems. Decision Support Systems, 2010, 49, 404-416.	5.9	29
65	Optimization and analysis of the profitability of tariff structures with two-part tariffs. European Journal of Operational Research, 2010, 206, 691-701.	5.7	35
66	Web 2.0 im Retail Banking. , 2010, , .		8
67	Vickrey vs. eBay: Why Second-Price Sealed-Bid Auctions Lead to More Realistic Price-Demand Functions. International Journal of Electronic Commerce, 2010, 14, 7-38.	3.0	22
68	The Impact of New Media on Customer Relationships. Journal of Service Research, 2010, 13, 311-330.	12.2	992
69	Tariff-Specific Preferences and Their Influence on Price Sensitivity. Business Research, 2010, 3, 70-80.	4.0	5
70	Time preference and the welfare effects of tie-in sales. Economics Letters, 2010, 108, 314-317.	1.9	4
71	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
72	Sports forecasting: a comparison of the forecast accuracy of prediction markets, betting odds and tipsters. Journal of Forecasting, 2009, 28, 55-72.	2.8	148

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73	Identification of Lead Users for Consumer Products via Virtual Stock Markets [*] . Journal of Product Innovation Management, 2009, 26, 322-335.	9.5	86
74	Antecedents and consequences of Internet channel performance. Journal of Retailing and Consumer Services, 2009, 16, 163-173.	9.4	34
75	Dashboards as a Service. Journal of Service Research, 2009, 12, 175-189.	12.2	182
76	Customer Equity: An Integral Part of Financial Reporting. Journal of Marketing, 2008, 72, 1-14.	11.3	120
77	Prioritizing Sales Force Decision Areas for Productivity Improvements using a Core Sales Response Function. Journal of Personal Selling and Sales Management, 2008, 28, 145-154.	2.8	23
78	Does Uncertainty Matter? Consumer Behavior Under Three-Part Tariffs. Marketing Science, 2007, 26, 698-710.	4.1	195
79	Evaluating channel performance in multi-channel environments. Journal of Retailing and Consumer Services, 2007, 14, 17-23.	9.4	79
80	ErlÄ¶smodelle im Internet. , 2007, , 869-886.		5
81	PREMIUM: Preis- und ErlÄ¶smodelle im Internet â€œ Umsetzung und Marktchancen (PREMIUM: Price and) Tj ETQq1_1_0.784314 rgBT (0.9	1
82	Paying Too Much and Being Happy about It: Existence, Causes, and Consequences of Tariff-Choice Biases. Journal of Marketing Research, 2006, 43, 212-223.	4.8	305
83	Interview with Hemant Bhargava on â€œPricing on the Internetâ€• Business & Information Systems Engineering, 2006, 48, 65-66.	0.4	0
84	Measuring individual frictional costs and willingness-to-pay via name-your-own-price mechanisms. Journal of Interactive Marketing, 2004, 18, 22-36.	6.2	97
85	Gestaltung von Auktionen. , 2004, , 1039-1056.		7
86	Internet-Based Virtual Stock Markets for Business Forecasting. Management Science, 2003, 49, 1310-1326.	4.1	220
87	Auktionen. , 2003, , 623-641.		5
88	Measuring Consumers' Willingness to Pay at the Point of Purchase. Journal of Marketing Research, 2002, 39, 228-241.	4.8	527
89	Flexible Preisgestaltung im Electronic Business. , 2002, , 689-707.		8
90	ErlÄ¶smodelle im Internet. , 2002, , 855-872.		2

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91	Berechnung von Nutzenfunktionen und Marktsimulationen mit Hilfe der Conjoint-Analyse (Teil I). WiSt - Wirtschaftswissenschaftliches Studium, 2002, 31, 200-206.	0.0	16
92	Berechnung von Nutzenfunktionen und Marktsimulationen mit Hilfe der Conjoint-Analyse (Teil 2). WiSt - Wirtschaftswissenschaftliches Studium, 2002, 31, 258-263.	0.0	7
93	The Benefits of Bundling Strategies. Schmalenbach Business Review, 2000, 52, 137-159.	0.9	32
94	Flexible Preisgestaltung im Electronic Business. , 2000, , 539-557.		13
95	ErlÄ¶smodelle im Internet. , 2000, , 813-831.		10
96	Umsatzvorgaben fÄ¼r AuÄ¶endienstmitarbeiter. , 2000, , 957-978.		2
97	Werbeerfolgskontrolle im Internet. Controlling, 2000, 12, 417-424.	0.0	3
98	The ability to compensate for suboptimal capacity decisions by optimal pricing decisions. European Journal of Operational Research, 1999, 118, 450-463.	5.7	7
99	COSTA: Verkaufsgebietseinteilung zur Maximierung des Deckungsbeitrags. , 1999, , 13-20.		0
100	Umsatzvorgaben fÄ¼r AuÄ¶endienstmitarbeiter. , 1999, , 957-978.		1
101	COSTA: Contribution Optimizing Sales Territory Alignment. Marketing Science, 1998, 17, 196-213.	4.1	80
102	COSTA: Verkaufsgebietseinteilung zur Maximierung des Deckungsbeitrags. , 1998, , 13-20.		0
103	Verkaufsgebietseinteilung zur Maximierung des Deckungsbeitrags. BeitrÄ¶ge Zur Betriebswirtschaftlichen Forschung, 1996, , .	0.3	10
104	Eine Simulationsstudie zur GÄ¼tebeurteilung der gegenwÄ¼rtigen Vorgehensweise. BeitrÄ¶ge Zur Betriebswirtschaftlichen Forschung, 1996, , 195-266.	0.3	0
105	Deckungsbeitragsmaximale Verkaufsgebietseinteilung. BeitrÄ¶ge Zur Betriebswirtschaftlichen Forschung, 1996, , 79-193.	0.3	0
106	Second-Generation Prediction Markets for Information Aggregation: A Comparison of Payoff Mechanisms. SSRN Electronic Journal, 0, , .	0.4	3
107	Time Preferences and the Pricing of Complementary Durables and Consumables. SSRN Electronic Journal, 0, , .	0.4	1
108	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

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109	Stock Market Returns to Financial Innovations Before and During the Financial Crisis in US and Europe. SSRN Electronic Journal, 0, , .	0.4	0