

Andreas Benedikt Eisingerich

List of Publications by Citations

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The third column is the impact factor (IF) of the journal, and the fourth column is the number of citations of the article.

30
papers

2,332
citations

17
h-index

32
g-index

32
ext. papers

2,812
ext. citations

5.2
avg, IF

5.26
L-index

#	Paper	IF	Citations
30	Brand Attachment and Brand Attitude Strength: Conceptual and Empirical Differentiation of Two Critical Brand Equity Drivers. <i>Journal of Marketing</i> , 2010 , 74, 1-17	11	1069
29	Attachment-Conversion (AA) model of customer-brand relationships. <i>Journal of Consumer Psychology</i> , 2013 , 23, 229-248	3.1	199
28	Attitudes and acceptance of oral and parenteral HIV preexposure prophylaxis among potential user groups: a multinational study. <i>PLoS ONE</i> , 2012 , 7, e28238	3.7	166
27	Why recommend a brand face-to-face but not on Facebook? How word-of-mouth on online social sites differs from traditional word-of-mouth. <i>Journal of Consumer Psychology</i> , 2015 , 25, 120-128	3.1	144
26	Perceived Service Quality and Customer Trust: Does Enhancing Customers' Service Knowledge Matter?. <i>Journal of Service Research</i> , 2008 , 10, 256-268	6	140
25	Acta Non Verba? The Role of Customer Participation and Word of Mouth in the Relationship Between Service Firms' Customer Satisfaction and Sales Performance. <i>Journal of Service Research</i> , 2014 , 17, 40-53	6	115
24	Maintaining customer relationships in high credence services. <i>Journal of Services Marketing</i> , 2007 , 21, 253-262	4	92
23	Service Firm Performance Transparency: How, When, and Why Does It Pay Off?. <i>Journal of Service Research</i> , 2015 , 18, 451-467	6	49
22	Access-Based Services as Substitutes for Material Possessions: The Role of Psychological Ownership. <i>Journal of Service Research</i> , 2020 , 23, 368-385	6	37
21	Strategic benefits of low fit brand extensions: When and why?. <i>Journal of Consumer Psychology</i> , 2015 , 25, 577-595	3.1	35
20	Game On? Smoking Cessation Through the Gamification of mHealth: A Longitudinal Qualitative Study. <i>JMIR Serious Games</i> , 2016 , 4, e18	3.4	35
19	Connecting With Your Dentist on Facebook: Patients' and Dentists' Attitudes Towards Social Media Usage in Dentistry. <i>Journal of Medical Internet Research</i> , 2018 , 20, e10109	7.6	32
18	Effective judgmental forecasting in the context of fashion products?. <i>Journal of Operations Management</i> , 2015 , 36, 33-45	5.2	29
17	Improvised Marketing Interventions in Social Media. <i>Journal of Marketing</i> , 2020 , 84, 69-91	11	29
16	Unraveling the Customer Education Paradox: When, and How, Should Firms Educate Their Customers?. <i>Journal of Service Research</i> , 2017 , 20, 306-321	6	28
15	Blinds up or down?. <i>European Journal of Marketing</i> , 2018 , 52, 476-498	4.4	22
14	Effective Behavioral Changes through a Digital mHealth App: Exploring the Impact of Hedonic Well-Being, Psychological Empowerment and Inspiration. <i>JMIR MHealth and UHealth</i> , 2018 , 6, e10024	5.5	19

13	From brand aversion or indifference to brand attachment: Authors' response to commentaries to Park, Eisingerich, and Park's brand attachment-aversion model. <i>Journal of Consumer Psychology</i> , 2013 , 23, 269-274	3.1	16
12	Evaluation of Two Mobile Health Apps in the Context of Smoking Cessation: Qualitative Study of Cognitive Behavioral Therapy (CBT) Versus Non-CBT-Based Digital Solutions. <i>JMIR MHealth and UHealth</i> , 2018 , 6, e98	5.5	16
11	Avatar Design of Virtual Salespeople: Mitigation of Recommendation Conflicts. <i>Journal of Service Research</i> , 2021 , 24, 141-159	6	15
10	Brand-self connections and brand prominence as drivers of employee brand attachment. <i>AMS Review</i> , 2018 , 8, 128-146	3	12
9	Digital transformation and possession attachment: examining the endowment effect for consumers' relationships with hedonic and utilitarian digital service technologies. <i>Electronic Commerce Research</i> , 2019 , 19, 311-337	2.1	9
8	Strong Anxiety Boosts New Product Adoption When Hope Is Also Strong. <i>Journal of Marketing</i> , 2020 , 84, 60-78	11	7
7	How an Environment of Stress and Social Risk Shapes Student Engagement With Social Media as Potential Digital Learning Platforms: Qualitative Study. <i>JMIR Medical Education</i> , 2018 , 4, e10069	5	5
6	A Bad Job of Doing Good: Does Corporate Transparency on a Country and Company Level Moderate Corporate Social Responsibility Effectiveness?. <i>Journal of International Marketing</i> , 2021 , 29, 45-61	3.9	4
5	Does educating customers create positive word of mouth?. <i>Journal of Retailing and Consumer Services</i> , 2021 , 62, 102638	8.5	4
4	Connecting With Your Dentist on Facebook: Patients' and Dentists' Attitudes Towards Social Media Usage in Dentistry (Preprint)		2
3	Effective Behavioral Changes through a Digital mHealth App: Exploring the Impact of Hedonic Well-Being, Psychological Empowerment and Inspiration (Preprint)		1
2	Smart Services and the Rise of Access-based Subscription Models. <i>Forum Dienstleistungsmanagement</i> , 2022 , 179-205	0.5	1
1	Why do customers want to learn? Antecedents and outcomes of customer learning. <i>European Journal of Marketing</i> , 2022 , 56, 677-703	4.4	0