Andreas Benedikt Eisingerich

List of Publications by Year in Descending Order

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	Why do customers want to learn? Antecedents and outcomes of customer learning. *European Journal of Marketing*, **2022**, 56, 677-703	4.4	0
29	Smart Services and the Rise of Access-based Subscription Models. *Forum Dienstleistungsmanagement*, **2022**, 179-205	0.5	1
28	Avatar Design of Virtual Salespeople: Mitigation of Recommendation Conflicts. *Journal of Service Research*, **2021**, 24, 141-159	6	15
27	A Bad Job of Doing Good: Does Corporate Transparency on a Country and Company Level Moderate Corporate Social Responsibility Effectiveness?. *Journal of International Marketing*, **2021**, 29, 45-61	3.9	4
26	Does educating customers create positive word of mouth?. *Journal of Retailing and Consumer Services*, **2021**, 62, 102638	8.5	4
25	Access-Based Services as Substitutes for Material Possessions: The Role of Psychological Ownership. *Journal of Service Research*, **2020**, 23, 368-385	6	37
24	Improvised Marketing Interventions in Social Media. *Journal of Marketing*, **2020**, 84, 69-91	11	29
23	Strong Anxiety Boosts New Product Adoption When Hope Is Also Strong. *Journal of Marketing*, **2020**, 84, 60-78	11	7
22	Digital transformation and possession attachment: examining the endowment effect for consumers relationships with hedonic and utilitarian digital service technologies. *Electronic Commerce Research*, **2019**, 19, 311-337	2.1	9
21	Blinds up or down?. *European Journal of Marketing*, **2018**, 52, 476-498	4.4	22
20	Brand-self connections and brand prominence as drivers of employee brand attachment. *AMS Review*, **2018**, 8, 128-146	3	12
19	Effective Behavioral Changes through a Digital mHealth App: Exploring the Impact of Hedonic Well-Being, Psychological Empowerment and Inspiration. *JMIR MHealth and UHealth*, **2018**, 6, e10024	5.5	19
18	How an Environment of Stress and Social Risk Shapes Student Engagement With Social Media as Potential Digital Learning Platforms: Qualitative Study. *JMIR Medical Education*, **2018**, 4, e10069	5	5
17	Connecting With Your Dentist on Facebook: Patients' and Dentists' Attitudes Towards Social Media Usage in Dentistry. *Journal of Medical Internet Research*, **2018**, 20, e10109	7.6	32
16	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. *JMIR MHealth and UHealth*, **2018**, 6, e98	5.5	16
15	Unraveling the Customer Education Paradox: When, and How, Should Firms Educate Their Customers?. *Journal of Service Research*, **2017**, 20, 306-321	6	28
14	Game On? Smoking Cessation Through the Gamification of mHealth: A Longitudinal Qualitative Study. *JMIR Serious Games*, **2016**, 4, e18	3.4	35

LIST OF PUBLICATIONS

13	Service Firm Performance Transparency: How, When, and Why Does It Pay Off?. *Journal of Service Research*, **2015**, 18, 451-467	6	49
12	Effective judgmental forecasting in the context of fashion products?. *Journal of Operations Management*, **2015**, 36, 33-45	5.2	29
11	Strategic benefits of low fit brand extensions: When and why?. *Journal of Consumer Psychology*, **2015**, 25, 577-595	3.1	35
10	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. *Journal of Consumer Psychology*, **2015**, 25, 120-128	3.1	144
9	Acta Non Verba? The Role of Customer Participation and Word of Mouth in the Relationship Between Service Firms Customer Satisfaction and Sales Performance. *Journal of Service Research*, **2014**, 17, 40-53	6	115
8	Attachment aversion (AA) model of customer brand relationships. *Journal of Consumer Psychology*, **2013**, 23, 229-248	3.1	199
7	From brand aversion or indifference to brand attachment: Authors' response to commentaries to Park, Eisingerich, and Park's brand attachment aversion model. *Journal of Consumer Psychology*, **2013**, 23, 269-274	3.1	16
6	Attitudes and acceptance of oral and parenteral HIV preexposure prophylaxis among potential user groups: a multinational study. *PLoS ONE*, **2012**, 7, e28238	3.7	166
5	Brand Attachment and Brand Attitude Strength: Conceptual and Empirical Differentiation of Two Critical Brand Equity Drivers. *Journal of Marketing*, **2010**, 74, 1-17	11	1069
4	Perceived Service Quality and Customer Trust: Does Enhancing Customers' Service Knowledge Matter?. *Journal of Service Research*, **2008**, 10, 256-268	6	140
3	Maintaining customer relationships in high credence services. *Journal of Services Marketing*, **2007**, 21, 253-262	4	92
2	Connecting With Your Dentist on Facebook: Patients? and Dentists? Attitudes Towards Social Media Usage in Dentistry (Preprint)		2
1	Effective Behavioral Changes through a Digital mHealth App: Exploring the Impact of Hedonic Well-Being, Psychological Empowerment and Inspiration (Preprint)		1