

Matilda Dorotic

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/3220301/publications.pdf>

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9
papers

1,461
citations

1478505

6
h-index

1474206

9
g-index

9
all docs

9
docs citations

9
times ranked

1190
citing authors

#	ARTICLE	IF	CITATIONS
1	Consumer Cocreation in New Product Development. <i>Journal of Service Research</i> , 2010, 13, 283-296.	12.2	1,020
2	Loyalty Programmes: Current Knowledge and Research Directions [*] . <i>International Journal of Management Reviews</i> , 2012, 14, 217-237.	8.3	154
3	Advancing research on loyalty programs: a future research agenda. <i>Marketing Letters</i> , 2015, 26, 127-139.	2.9	103
4	Reward redemption effects in a loyalty program when customers choose how much and when to redeem. <i>International Journal of Research in Marketing</i> , 2014, 31, 339-355.	4.2	82
5	Loyalty Programs: Generalizations on Their Adoption, Effectiveness and Design. <i>Foundations and Trends in Marketing</i> , 2010, 5, 197-258.	1.1	53
6	Do vendors benefit from promotions in a multi-vendor loyalty program?. <i>Marketing Letters</i> , 2011, 22, 341-356.	2.9	40
7	Synergistic and cannibalization effects in a partnership loyalty program. <i>Journal of the Academy of Marketing Science</i> , 2021, 49, 1021-1042.	11.2	6
8	Local civil-mindedness on the Internet as the basis for fundraising segmentation: sociological, marketing determinants and the empirical analysis. <i>Economic Research-Ekonomska Istrazivanja</i> , 2015, 28, 45-62.	4.7	2
9	EXECUTIVE SUMMARY: INVOLVING CONSUMERS IN NEW PRODUCT DEVELOPMENT. <i>Business Strategy Review</i> , 2011, 22, 74-74.	0.0	1