

Dirk Totzek

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/3335240/publications.pdf>

Version: 2024-02-01

13
papers

581
citations

933447

10
h-index

1125743

13
g-index

14
all docs

14
docs citations

14
times ranked

518
citing authors

#	ARTICLE	IF	CITATIONS
1	Customer Prioritization: Does it Pay off, and how Should it be Implemented?. Journal of Marketing, 2008, 72, 110-130.	11.3	250
2	How price complexity takes its toll: The neglected role of a simplicity bias and fairness in price evaluations. Journal of Business Research, 2014, 67, 1114-1122.	10.2	65
3	How Customer Satisfaction Affects Employee Satisfaction and Retention in a Professional Services Context. Journal of Service Research, 2013, 16, 503-517.	12.2	48
4	Preannouncing pioneering versus follower products: what should the message be?. Journal of the Academy of Marketing Science, 2009, 37, 310-327.	11.2	42
5	The Impact of Endogenous Motivations on Adoption of IT-Enabled Services. Journal of Service Research, 2013, 16, 356-371.	12.2	41
6	How price increases affect future purchases: The role of mental budgeting, income, and framing. Psychology and Marketing, 2010, 27, 36-53.	8.2	38
7	How institutional pressures and systems characteristics shape customer acceptance of smart product-service systems. Industrial Marketing Management, 2020, 91, 468-482.	6.7	28
8	Big splash, no waves? Cognitive mechanisms driving incumbent firms' responses to low-price market entry strategies. Strategic Management Journal, 2018, 39, 1388-1410.	7.3	23
9	Organizing and Implementing Export Pricing: Performance Effects and Moderating Factors. Journal of International Marketing, 2019, 27, 74-94.	4.4	15
10	How price fairness and fit affect customer tariff evaluations. Journal of Service Management, 2018, 29, 735-764.	7.2	10
11	Many a little makes a mickle: Why do consumers negatively react to sequential price disclosure?. Psychology and Marketing, 2021, 38, 113-128.	8.2	9
12	How displaying price discounts can mitigate negative customer reactions to dynamic pricing. Journal of Business Research, 2022, 148, 277-291.	10.2	8
13	Dealing with privacy concerns in product-service system selling: Value-based selling as fair treatment practice. Industrial Marketing Management, 2022, 105, 60-71.	6.7	4