

Werner J Reinartz

List of Publications by Year in Descending Order

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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.

84
papers

9,043
citations

29
h-index

92
g-index

92
ext. papers

10,389
ext. citations

4.2
avg, IF

6.58
L-index

#	Paper	IF	Citations
84	Modeling Customer Lifetime Value, Retention, and Churn 2022 , 1001-1033		
83	A retrospective review of the first 35 years of the International Journal of Research in Marketing. <i>International Journal of Research in Marketing</i> , 2021 , 38, 232-269	5.5	10
82	Capturing Retailers' Brand and Customer Focus. <i>Journal of Retailing</i> , 2021 ,	6.5	2
81	What Drives Inner City Attractiveness for Society? The Role of Brick-and-mortar Stores. <i>Review of Marketing Research</i> , 2021 , 279-317	0.3	0
80	Communicating Brands in Television Advertising. <i>Journal of Marketing Research</i> , 2020 , 57, 236-256	5.2	10
79	Kundenansprache in Zeiten digitaler Transformation 2020 , 341-356		1
78	The impact of digital transformation on the retailing value chain. <i>International Journal of Research in Marketing</i> , 2019 , 36, 350-366	5.5	124
77	Improving customer profit predictions with customer mindset metrics through multiple overimputation. <i>Journal of the Academy of Marketing Science</i> , 2019 , 47, 771-794	12.4	2
76	Leading IJRM on the path to prominence. <i>International Journal of Research in Marketing</i> , 2019 , 36, 1-2	5.5	2
75	Reinventing the Retailer: Retaining Relevance and Customer Access. <i>NIM Marketing Intelligence Review</i> , 2019 , 11, 10-17	1	2
74	The Perils of Retail Price Differentiation: Why Nobody Wins When Customers Lose. <i>NIM Marketing Intelligence Review</i> , 2019 , 11, 30-35	1	1
73	Does It Pay to Be Real? Understanding Authenticity in TV Advertising. <i>Journal of Marketing</i> , 2019 , 83, 24-50	11	53
72	From Customer to Partner Engagement: A Conceptualization and Typology of Engagement in B2B 2018 , 243-268		8
71	Software Tools and Dashboards. <i>Springer Texts in Business and Economics</i> , 2018 , 171-178	0.3	1
70	CRM in Social Media. <i>Springer Texts in Business and Economics</i> , 2018 , 311-326	0.3	
69	Impact of CRM on Marketing Channels. <i>Springer Texts in Business and Economics</i> , 2018 , 237-264	0.3	1
68	Campaign Management. <i>Springer Texts in Business and Economics</i> , 2018 , 207-235	0.3	

67	Applications of CRM in B2B and B2C Scenarios Part II. <i>Springer Texts in Business and Economics</i> , 2018 , 363-384	0.3	0
66	Applications of CRM in B2B and B2C Scenarios Part I. <i>Springer Texts in Business and Economics</i> , 2018 , 329-362	0.3	2
65	The Impact of Digital Transformation on the Retailing Value Chain. <i>SSRN Electronic Journal</i> , 2018 ,	1	6
64	CRM Issues in the Business-To-Business Context. <i>Springer Texts in Business and Economics</i> , 2018 , 265-283	0.3	2
63	Strategic CRM Today. <i>Springer Texts in Business and Economics</i> , 2018 , 3-16	0.3	1
62	Strategic CRM. <i>Springer Texts in Business and Economics</i> , 2018 , 33-48	0.3	
61	Implementing the CRM Strategy. <i>Springer Texts in Business and Economics</i> , 2018 , 49-76	0.3	
60	Customer Analytics Part I. <i>Springer Texts in Business and Economics</i> , 2018 , 79-99	0.3	
59	Customer Analytics Part II. <i>Springer Texts in Business and Economics</i> , 2018 , 101-134	0.3	
58	Using Databases. <i>Springer Texts in Business and Economics</i> , 2018 , 157-167	0.3	
57	Customer Privacy Concerns and Privacy Protective Responses. <i>Springer Texts in Business and Economics</i> , 2018 , 285-309	0.3	3
56	Loyalty Programs: Design and Effectiveness. <i>Springer Texts in Business and Economics</i> , 2018 , 179-205	0.3	1
55	Concepts of Customer Value. <i>Springer Texts in Business and Economics</i> , 2018 , 17-29	0.3	
54	Selling, general, and administrative expense (SGA)-based metrics in marketing: conceptual and measurement challenges. <i>Journal of the Academy of Marketing Science</i> , 2018 , 46, 987-1011	12.4	29
53	Future of CRM. <i>Springer Texts in Business and Economics</i> , 2018 , 385-404	0.3	1
52	What Happens Online Stays Online? Segment-Specific Online and Offline Effects of Banner Advertisements. <i>Journal of Marketing Research</i> , 2017 , 54, 901-913	5.2	18
51	When and why do customer solutions pay off in business markets?. <i>Journal of the Academy of Marketing Science</i> , 2017 , 45, 490-512	12.4	48
50	From Point of Sale to Point of Need: How Digital Technology Is Transforming Retailing. <i>GfK Marketing Intelligence Review</i> , 2017 , 9, 42-47		9

49	Digital Transformation and Value Creation: Sea Change Ahead. <i>NIM Marketing Intelligence Review</i> , 2017 , 9, 10-17	1	24
48	Modeling Customer Lifetime Value, Retention, and Churn 2017 , 1-33		6
47	Creating Enduring Customer Value. <i>Journal of Marketing</i> , 2016 , 80, 36-68	11	274
46	Der Einsatz von Customer Relationship Management zur Steuerung von Kundenzufriedenheit 2016 , 349-376		0
45	Value Creation in International Physical Retailing. <i>Journal of Creating Value</i> , 2015 , 1, 72-78	0.9	
44	Distributing through multiple channels in industrial wholesaling: how many and how much?. <i>Journal of the Academy of Marketing Science</i> , 2015 , 43, 746-767	12.4	25
43	Relationship Marketing and the Concept of Customer Value. <i>Springer Texts in Business and Economics</i> , 2012 , 21-31	0.3	1
42	Strategic CRM. <i>Springer Texts in Business and Economics</i> , 2012 , 35-53	0.3	
41	Customer Analytics Part I. <i>Springer Texts in Business and Economics</i> , 2012 , 89-109	0.3	
40	Loyalty Programs: Design and Effectiveness. <i>Springer Texts in Business and Economics</i> , 2012 , 183-206	0.3	0
39	Impact of CRM on Marketing Channels. <i>Springer Texts in Business and Economics</i> , 2012 , 235-260	0.3	1
38	Customer Relationship Management Issues in the Business-To-Business Context. <i>Springer Texts in Business and Economics</i> , 2012 , 261-277	0.3	3
37	Applications of CRM in B2B and B2C Scenarios (Part I). <i>Springer Texts in Business and Economics</i> , 2012 , 303-333	0.3	
36	Applications of CRM in B2B and B2C Scenarios (Part II). <i>Springer Texts in Business and Economics</i> , 2012 , 335-355	0.3	
35	Customer Relationship Management. <i>Springer Texts in Business and Economics</i> , 2012 ,	0.3	64
34	Der Einsatz von Customer Relationship Management zur Steuerung von Kundenzufriedenheit 2012 , 369-394		
33	Feeling Good or Feeling Right? Discussion of Quantitative and Qualitative Rankings of Scholars by Rost and Frey. <i>Schmalenbach Business Review</i> , 2011 , 63, 109-114	0.9	2
32	Retailing Innovations in a Globalizing Retail Market Environment. <i>Journal of Retailing</i> , 2011 , 87, S53-S66	6.5	126

31	Hybrid Offerings: How Manufacturing Firms Combine Goods and Services Successfully. <i>Journal of Marketing</i> , 2011 , 75, 5-23	11	605
30	Customer Engagement as a New Perspective in Customer Management. <i>Journal of Service Research</i> , 2010 , 13, 247-252	6	581
29	Managing Marketing Channel Multiplicity. <i>Journal of Service Research</i> , 2010 , 13, 331-340	6	87
28	Understanding Customer Loyalty Programs 2010 , 409-427		5
27	An Empirical Comparison of the Efficacy of Covariance-Based and Variance-Based SEM. <i>SSRN Electronic Journal</i> , 2009 ,	1	12
26	An empirical comparison of the efficacy of covariance-based and variance-based SEM. <i>International Journal of Research in Marketing</i> , 2009 , 26, 332-344	5.5	1451
25	Decision Models for Customer Relationship Management (CRM). <i>Profiles in Operations Research</i> , 2008 , 291-326	1	14
24	Performance Implications of Adopting a Customer-Focused Sales Campaign. <i>Journal of Marketing</i> , 2008 , 72, 50-68	11	56
23	Performance Implications of Adopting a Customer-Focused Sales Campaign. <i>Journal of Marketing</i> , 2008 , 72, 50-68	11	87
22	Investigating cross-buying and customer loyalty. <i>Journal of Interactive Marketing</i> , 2008 , 22, 5-20	9.8	66
21	How to sell services more profitably. <i>Harvard Business Review</i> , 2008 , 86, 90-6, 129		2
20	Determinants of the variety of routes to market. <i>International Journal of Research in Marketing</i> , 2007 , 24, 17-29	5.5	62
19	Empirical generalizations from brand extension research: How sure are we?. <i>International Journal of Research in Marketing</i> , 2006 , 23, 253-261	5.5	54
18	Understanding Customer Loyalty Programs 2006 , 361-379		7
17	Knowing what to sell, when, and to whom. <i>Harvard Business Review</i> , 2006 , 84, 131-7, 150		23
16	Balancing Acquisition and Retention Resources to Maximize Customer Profitability. <i>Journal of Marketing</i> , 2005 , 69, 63-79	11	456
15	Do Intentions Really Predict Behavior? Self-Generated Validity Effects in Survey Research. <i>Journal of Marketing</i> , 2005 , 69, 1-14	11	666
14	The Customer Relationship Management Process: Its Measurement and Impact on Performance. <i>Journal of Marketing Research</i> , 2004 , 41, 293-305	5.2	970

13	The Short- and Long-Term Effects of Measuring Intent to Repurchase. <i>Journal of Consumer Research</i> , 2004 , 31, 566-572	6.3	70
12	Getting the most out of all your customers. <i>Harvard Business Review</i> , 2004 , 82, 116-23, 188		38
11	Beyond Online Search: The Road to Profitability. <i>California Management Review</i> , 2003 , 45, 107-130	13.2	45
10	The Impact of Customer Relationship Characteristics on Profitable Lifetime Duration. <i>Journal of Marketing</i> , 2003 , 67, 77-99	11	695
9	Generating Non-normal Data for Simulation of Structural Equation Models Using Mattson's Method. <i>Multivariate Behavioral Research</i> , 2002 , 37, 227-244	2.3	43
8	Seven Barriers to Customer Equity Management. <i>Journal of Service Research</i> , 2002 , 5, 77-85	6	92
7	The mismanagement of customer loyalty. <i>Harvard Business Review</i> , 2002 , 80, 86-94, 125		890
6	On the Profitability of Long-Life Customers in a Noncontractual Setting: An Empirical Investigation and Implications for Marketing. <i>Journal of Marketing</i> , 2000 , 64, 17-35	11	915
5	Store-, Market-, and Consumer-Characteristics: The Drivers of Store Performance. <i>Marketing Letters</i> , 1999 , 10, 5-23	2.3	50
4	The impact of internal and external reference prices on brand choice: The moderating role of contextual variables. <i>Journal of Retailing</i> , 1998 , 74, 401-426	6.5	70
3	Hybrid offerings: research avenues for implementing service growth strategies370-392		1
2	The Managerial Relevance of Marketing Science: Properties and Genesis. <i>SSRN Electronic Journal</i> ,	1	3
1	The Platformization of Brands. <i>Journal of Marketing</i> ,002224292110540	11	6