

Werner J Reinartz

List of Publications by Year in descending order

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Version: 2024-02-01

84
papers

11,956
citations

136740

32
h-index

106150

65
g-index

92
all docs

92
docs citations

92
times ranked

7095
citing authors

#	ARTICLE	IF	CITATIONS
1	Households Under Economic Change: How Micro- and Macroeconomic Conditions Shape Grocery Shopping Behavior. <i>Journal of Marketing</i> , 2022, 86, 95-117.	7.0	11
2	The Platformization of Brands. <i>Journal of Marketing</i> , 2022, 86, 109-131.	7.0	29
3	Modeling Customer Lifetime Value, Retention, and Churn. , 2022, , 1001-1033.		1
4	A retrospective review of the first 35 years of the <i>International Journal of Research in Marketing</i> . <i>International Journal of Research in Marketing</i> , 2021, 38, 232-269.	2.4	39
5	Capturing Retailers'™ Brand and Customer Focus. <i>Journal of Retailing</i> , 2021, 97, 582-596.	4.0	9
6	What Drives Inner City Attractiveness for Society? The Role of Brick-and-mortar Stores. <i>Review of Marketing Research</i> , 2021, , 279-317.	0.2	1
7	Communicating Brands in Television Advertising. <i>Journal of Marketing Research</i> , 2020, 57, 236-256.	3.0	28
8	Kundenansprache in Zeiten digitaler Transformation. , 2020, , 341-356.		1
9	The impact of digital transformation on the retailing value chain. <i>International Journal of Research in Marketing</i> , 2019, 36, 350-366.	2.4	249
10	Improving customer profit predictions with customer mindset metrics through multiple overimputation. <i>Journal of the Academy of Marketing Science</i> , 2019, 47, 771-794.	7.2	7
11	Leading <i>IJRM</i> on the path to prominence. <i>International Journal of Research in Marketing</i> , 2019, 36, 1-2.	2.4	4
12	Does It Pay to Be Real? Understanding Authenticity in TV Advertising. <i>Journal of Marketing</i> , 2019, 83, 24-50.	7.0	111
13	Reinventing the Retailer: Retaining Relevance and Customer Access. <i>NIM Marketing Intelligence Review</i> , 2019, 11, 10-17.	0.4	4
14	The Perils of Retail Price Differentiation: Why Nobody Wins When Customers Lose. <i>NIM Marketing Intelligence Review</i> , 2019, 11, 30-35.	0.4	1
15	From Customer to Partner Engagement: A Conceptualization and Typology of Engagement in B2B. , 2018, , 243-268.		12
16	CRM Issues in the Business-To-Business Context. <i>Springer Texts in Business and Economics</i> , 2018, , 265-283.	0.2	2
17	Strategic CRM Today. <i>Springer Texts in Business and Economics</i> , 2018, , 3-16.	0.2	3
18	Strategic CRM. <i>Springer Texts in Business and Economics</i> , 2018, , 33-48.	0.2	1

#	ARTICLE	IF	CITATIONS
19	Implementing the CRM Strategy. Springer Texts in Business and Economics, 2018, , 49-76.	0.2	0
20	Customer Analytics Part I. Springer Texts in Business and Economics, 2018, , 79-99.	0.2	0
21	Customer Analytics Part II. Springer Texts in Business and Economics, 2018, , 101-134.	0.2	0
22	Using Databases. Springer Texts in Business and Economics, 2018, , 157-167.	0.2	0
23	Customer Privacy Concerns and Privacy Protective Responses. Springer Texts in Business and Economics, 2018, , 285-309.	0.2	4
24	Loyalty Programs: Design and Effectiveness. Springer Texts in Business and Economics, 2018, , 179-205.	0.2	8
25	Concepts of Customer Value. Springer Texts in Business and Economics, 2018, , 17-29.	0.2	2
26	Selling, general, and administrative expense (SGA)-based metrics in marketing: conceptual and measurement challenges. Journal of the Academy of Marketing Science, 2018, 46, 987-1011.	7.2	46
27	Future of CRM. Springer Texts in Business and Economics, 2018, , 385-404.	0.2	1
28	Software Tools and Dashboards. Springer Texts in Business and Economics, 2018, , 171-178.	0.2	1
29	CRM in Social Media. Springer Texts in Business and Economics, 2018, , 311-326.	0.2	0
30	Impact of CRM on Marketing Channels. Springer Texts in Business and Economics, 2018, , 237-264.	0.2	2
31	Applications of CRM in B2B and B2C Scenarios Part I. Springer Texts in Business and Economics, 2018, , 329-362.	0.2	3
32	Applications of CRM in B2B and B2C Scenarios Part II. Springer Texts in Business and Economics, 2018, , 363-384.	0.2	1
33	What Happens Online Stays Online? Segment-Specific Online and Offline Effects of Banner Advertisements. Journal of Marketing Research, 2017, 54, 901-913.	3.0	30
34	When and why do customer solutions pay off in business markets?. Journal of the Academy of Marketing Science, 2017, 45, 490-512.	7.2	81
35	From Point of Sale to Point of Need: How Digital Technology Is Transforming Retailing. GfK Marketing Intelligence Review, 2017, 9, 42-47.	0.4	11
36	Digital Transformation and Value Creation: Sea Change Ahead. NIM Marketing Intelligence Review, 2017, 9, 10-17.	0.4	61

#	ARTICLE	IF	CITATIONS
37	Modeling Customer Lifetime Value, Retention, and Churn. , 2017, , 1-33.		8
38	Creating Enduring Customer Value. Journal of Marketing, 2016, 80, 36-68.	7.0	408
39	Der Einsatz von Customer Relationship Management zur Steuerung von Kundenzufriedenheit. , 2016, , 349-376.		2
40	Value Creation in International Physical Retailing. Journal of Creating Value, 2015, 1, 72-78.	0.3	0
41	Distributing through multiple channels in industrial wholesaling: how many and how much?. Journal of the Academy of Marketing Science, 2015, 43, 746-767.	7.2	38
42	Managing customer loyalty to maximize customer equity. , 2015, , .		0
43	Hybrid offerings: research avenues for implementing service growth strategies. , 2014, , .		2
44	Relationship Marketing and the Concept of Customer Value. Springer Texts in Business and Economics, 2012, , 21-31.	0.2	3
45	Customer Analytics Part I. Springer Texts in Business and Economics, 2012, , 89-109.	0.2	0
46	Loyalty Programs: Design and Effectiveness. Springer Texts in Business and Economics, 2012, , 183-206.	0.2	2
47	Impact of CRM on Marketing Channels. Springer Texts in Business and Economics, 2012, , 235-260.	0.2	1
48	Applications of CRM in B2B and B2C Scenarios (Part I). Springer Texts in Business and Economics, 2012, , 303-333.	0.2	0
49	Applications of CRM in B2B and B2C Scenarios (Part II). Springer Texts in Business and Economics, 2012, , 335-355.	0.2	0
50	Customer Relationship Management. Springer Texts in Business and Economics, 2012, , .	0.2	93
51	Der Einsatz von Customer Relationship Management zur Steuerung von Kundenzufriedenheit. , 2012, , 369-394.		1
52	Feeling Good or Feeling Right? â€” Discussion of â€œQuantitative and Qualitative Rankings of Scholarsâ€”by Rost and Frey. Schmalenbach Business Review, 2011, 63, 109-114.	0.9	2
53	Retailing Innovations in a Globalizing Retail Market Environment. Journal of Retailing, 2011, 87, S53-S66.	4.0	155
54	Hybrid Offerings: How Manufacturing Firms Combine Goods and Services Successfully. Journal of Marketing, 2011, 75, 5-23.	7.0	760

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55	Customer Engagement as a New Perspective in Customer Management. Journal of Service Research, 2010, 13, 247-252.	7.8	726
56	Managing Marketing Channel Multiplicity. Journal of Service Research, 2010, 13, 331-340.	7.8	112
57	Understanding Customer Loyalty Programs. , 2010, , 409-427.		7
58	An empirical comparison of the efficacy of covariance-based and variance-based SEM. International Journal of Research in Marketing, 2009, 26, 332-344.	2.4	2,001
59	Investigating cross-buying and customer loyalty. Journal of Interactive Marketing, 2008, 22, 5-20.	4.3	82
60	Decision Models for Customer Relationship Management (CRM). Profiles in Operations Research, 2008, , 291-326.	0.3	19
61	Performance Implications of Adopting a Customer-Focused Sales Campaign. Journal of Marketing, 2008, 72, 50-68.	7.0	69
62	Performance Implications of Adopting a Customer-Focused Sales Campaign. Journal of Marketing, 2008, 72, 50-68.	7.0	110
63	How to sell services more profitably. Harvard Business Review, 2008, 86, 90-6, 129.	3.1	2
64	Determinants of the variety of routes to market. International Journal of Research in Marketing, 2007, 24, 17-29.	2.4	79
65	Empirical generalizations from brand extension research: How sure are we?. International Journal of Research in Marketing, 2006, 23, 253-261.	2.4	67
66	Understanding Customer Loyalty Programs. , 2006, , 361-379.		8
67	Knowing what to sell, when, and to whom. Harvard Business Review, 2006, 84, 131-7, 150.	3.1	25
68	Balancing Acquisition and Retention Resources to Maximize Customer Profitability. Journal of Marketing, 2005, 69, 63-79.	7.0	590
69	Do Intentions Really Predict Behavior? Self-Generated Validity Effects in Survey Research. Journal of Marketing, 2005, 69, 1-14.	7.0	795
70	The Customer Relationship Management Process: Its Measurement and Impact on Performance. Journal of Marketing Research, 2004, 41, 293-305.	3.0	1,195
71	The Short- and Long-Term Effects of Measuring Intent to Repurchase. Journal of Consumer Research, 2004, 31, 566-572.	3.5	84
72	Getting the most out of all your customers. Harvard Business Review, 2004, 82, 116-23, 188.	3.1	46

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73	The Impact of Customer Relationship Characteristics on Profitable Lifetime Duration. Journal of Marketing, 2003, 67, 77-99.	7.0	852
74	Beyond Online Search: The Road to Profitability. California Management Review, 2003, 45, 107-130.	3.4	76
75	Generating Non-normal Data for Simulation of Structural Equation Models Using Mattson's Method. Multivariate Behavioral Research, 2002, 37, 227-244.	1.8	55
76	Seven Barriers to Customer Equity Management. Journal of Service Research, 2002, 5, 77-85.	7.8	124
77	The mismanagement of customer loyalty. Harvard Business Review, 2002, 80, 86-94, 125.	3.1	1,227
78	On the Profitability of Long-Life Customers in a Noncontractual Setting: An Empirical Investigation and Implications for Marketing. Journal of Marketing, 2000, 64, 17-35.	7.0	1,100
79	Store-, Market-, and Consumer-Characteristics: The Drivers of Store Performance. Marketing Letters, 1999, 10, 5-23.	1.9	60
80	The impact of internal and external reference prices on brand choice: The moderating role of contextual variables. Journal of Retailing, 1998, 74, 401-426.	4.0	86
81	An Empirical Comparison of the Efficacy of Covariance-Based and Variance-Based SEM. SSRN Electronic Journal, 0, , .	0.4	22
82	When and Why Do Customer Solutions Pay Off in Business Markets?. SSRN Electronic Journal, 0, , .	0.4	0
83	The Impact of Digital Transformation on the Retailing Value Chain. SSRN Electronic Journal, 0, , .	0.4	8
84	The Managerial Relevance of Marketing Science: Properties and Genesis. SSRN Electronic Journal, 0, , .	0.4	3