

Peter C Verhoef

List of Publications by Year in descending order

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Version: 2024-02-01

37
papers

8,112
citations

172207

29
h-index

329751

37
g-index

38
all docs

38
docs citations

38
times ranked

4389
citing authors

#	ARTICLE	IF	CITATIONS
1	Understanding Customer Experience Throughout the Customer Journey. Journal of Marketing, 2016, 80, 69-96.	7.0	2,631
2	From Multi-Channel Retailing to Omni-Channel Retailing. Journal of Retailing, 2015, 91, 174-181.	4.0	1,601
3	Multichannel customer management: Understanding the research-shopper phenomenon. International Journal of Research in Marketing, 2007, 24, 129-148.	2.4	752
4	Multichannel Shopper Segments and Their Covariates. Journal of Retailing, 2008, 84, 398-413.	4.0	450
5	The Showrooming Phenomenon: It's More than Just About Price. Journal of Interactive Marketing, 2017, 38, 29-43.	4.3	212
6	Drivers of and Barriers to Organic Purchase Behavior. Journal of Retailing, 2015, 91, 436-450.	4.0	183
7	Good, better, engaged? The effect of company-initiated customer engagement behavior on shareholder value. Journal of the Academy of Marketing Science, 2018, 46, 366-383.	7.2	181
8	Predicting customer potential value an application in the insurance industry. Decision Support Systems, 2001, 32, 189-199.	3.5	167
9	Understanding consumers'™ multichannel choices across the different stages of the buying process. Marketing Letters, 2012, 23, 987-1003.	1.9	161
10	Consumer Connectivity in a Complex, Technology-enabled, and Mobile-oriented World with Smart Products. Journal of Interactive Marketing, 2017, 40, 1-8.	4.3	161
11	Loyalty Programmes: Current Knowledge and Research Directions. International Journal of Management Reviews, 2012, 14, 217-237.	5.2	154
12	Loyalty Formation for Different Customer Journey Segments. Journal of Retailing, 2019, 95, 9-29.	4.0	135
13	Modeling CLV: A test of competing models in the insurance industry. Quantitative Marketing and Economics, 2007, 5, 163-190.	0.7	113
14	Device Switching in Online Purchasing: Examining the Strategic Contingencies. Journal of Marketing, 2018, 82, 1-19.	7.0	104
15	Marketing perspectives on digital business models: A framework and overview of the special issue. International Journal of Research in Marketing, 2019, 36, 341-349.	2.4	91
16	The predictive ability of different customer feedback metrics for retention. International Journal of Research in Marketing, 2015, 32, 195-206.	2.4	90
17	The interrelationships between brand and channel choice. Marketing Letters, 2014, 25, 319-330.	1.9	89
18	Creating Value with Big Data Analytics. , 0, , .		88

#	ARTICLE	IF	CITATIONS
19	Losses Loom <i>Longer</i> than Gains: Modeling the Impact of Service Crises on Perceived Service Quality over Time. <i>Journal of Marketing Research</i> , 2015, 52, 642-656.	3.0	76
20	Expanding Business-to-Business Customer Relationships: Modeling the Customer's Upgrade Decision. <i>Journal of Marketing</i> , 2008, 72, 46-64.	7.0	65
21	The effects of customer equity drivers on loyalty across services industries and firms. <i>Journal of the Academy of Marketing Science</i> , 2017, 45, 336-356.	7.2	56
22	Satisfaction with Virtual Communities of Interest: Effect on Members' Visit Frequency. <i>British Journal of Management</i> , 2007, 18, 241-256.	3.3	54
23	The importance of non-linear relationships between attitude and behaviour in policy research. <i>Journal of Consumer Policy</i> , 2007, 30, 75-90.	0.6	54
24	The impact of corporate social responsibility on customer attitudes and retention—the moderating role of brand success indicators. <i>Marketing Letters</i> , 2017, 28, 607-619.	1.9	54
25	The effects of mailing design characteristics on direct mail campaign performance. <i>International Journal of Research in Marketing</i> , 2013, 30, 143-159.	2.4	52
26	Do vendors benefit from promotions in a multi-vendor loyalty program?. <i>Marketing Letters</i> , 2011, 22, 341-356.	1.9	40
27	Omni-channel retailing: some reflections. <i>Journal of Strategic Marketing</i> , 2021, 29, 608-616.	3.7	37
28	The Effect of Pricing and Advertising on Customer Retention in a Liberalizing Market. <i>Journal of Interactive Marketing</i> , 2011, 25, 201-214.	4.3	35
29	A Comparison of Customer Commitment in Five Sectors Using the Psychological Investment Model. <i>Journal of Relationship Marketing</i> , 2010, 9, 2-29.	2.8	33
30	Drivers of peak sales for pharmaceutical brands. <i>Quantitative Marketing and Economics</i> , 2010, 8, 429-460.	0.7	31
31	Indicators of opinion leadership in customer networks: self-reports and degree centrality. <i>Marketing Letters</i> , 2016, 27, 449-460.	1.9	27
32	Websites as Information Hubs: How Informational Channel Integration and Shopping Benefit Density Interact in Steering Customers to the Physical Store. <i>Journal of the Association for Consumer Research</i> , 2018, 3, 330-342.	1.0	26
33	Antecedents of Webrooming in Omnichannel Retailing. <i>Frontiers in Psychology</i> , 2020, 11, 606798.	1.1	12
34	Status of Database Marketing in the Dutch Fast Moving Consumer Goods Industry. <i>Journal of Market-Focused Management</i> , 1999, 3, 313-331.	0.3	7
35	Moving Forward: The Role of Marketing in Fostering Public Transport Usage. <i>Journal of Marketing & Public Policy</i> , 2019, 38, 354-371.	2.4	7
36	Customer value modelling in the energy market and a practical application for marketing decision making. <i>International Journal of Electronic Customer Relationship Management</i> , 2015, 9, 1.	0.1	5

#	ARTICLE	IF	CITATIONS
37	Developing A Service Improvement System for the National Dutch Railways. Interfaces, 2017, 47, 489-504.	1.6	5