

# Peter C Verhoef

## List of Publications by Citations

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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.

37  
papers

5,475  
citations

28  
h-index

38  
g-index

38  
ext. papers

6,748  
ext. citations

5.3  
avg, IF

6.67  
L-index

#	Paper	IF	Citations
37	Understanding Customer Experience Throughout the Customer Journey. <i>Journal of Marketing</i> , <b>2016</b> , 80, 69-96	11	1611
36	From Multi-Channel Retailing to Omni-Channel Retailing: Introduction to the Special Issue on Multi-Channel Retailing. <i>Journal of Retailing</i> , <b>2015</b> , 91, 174-181	6.5	1075
35	Multichannel customer management: Understanding the research-shopper phenomenon. <i>International Journal of Research in Marketing</i> , <b>2007</b> , 24, 129-148	5.5	604
34	Multichannel Shopper Segments and Their Covariates?. <i>Journal of Retailing</i> , <b>2008</b> , 84, 398-413	6.5	367
33	The Showrooming Phenomenon: It's More than Just About Price. <i>Journal of Interactive Marketing</i> , <b>2017</b> , 38, 29-43	9.8	140
32	Predicting customer potential value an application in the insurance industry. <i>Decision Support Systems</i> , <b>2001</b> , 32, 189-199	5.6	138
31	Understanding consumers' multichannel choices across the different stages of the buying process. <i>Marketing Letters</i> , <b>2012</b> , 23, 987-1003	2.3	125
30	Good, better, engaged? The effect of company-initiated customer engagement behavior on shareholder value. <i>Journal of the Academy of Marketing Science</i> , <b>2018</b> , 46, 366-383	12.4	122
29	Drivers of and Barriers to Organic Purchase Behavior. <i>Journal of Retailing</i> , <b>2015</b> , 91, 436-450	6.5	115
28	Loyalty Programmes: Current Knowledge and Research Directions*. <i>International Journal of Management Reviews</i> , <b>2012</b> , 14, 217-237	6.4	111
27	Consumer Connectivity in a Complex, Technology-enabled, and Mobile-oriented World with Smart Products. <i>Journal of Interactive Marketing</i> , <b>2017</b> , 40, 1-8	9.8	106
26	Modeling CLV: A test of competing models in the insurance industry. <i>Quantitative Marketing and Economics</i> , <b>2007</b> , 5, 163-190	0.9	85
25	Loyalty Formation for Different Customer Journey Segments. <i>Journal of Retailing</i> , <b>2019</b> , 95, 9-29	6.5	73
24	The interrelationships between brand and channel choice. <i>Marketing Letters</i> , <b>2014</b> , 25, 319-330	2.3	62
23	Creating Value with Big Data Analytics <b>2016</b> ,		61
22	Device Switching in Online Purchasing: Examining the Strategic Contingencies. <i>Journal of Marketing</i> , <b>2018</b> , 82, 1-19	11	61
21	The predictive ability of different customer feedback metrics for retention. <i>International Journal of Research in Marketing</i> , <b>2015</b> , 32, 195-206	5.5	60

20	Expanding Business-to-Business Customer Relationships: Modeling the Customer's Upgrade Decision. <i>Journal of Marketing</i> , <b>2008</b> , 72, 46-64	11	56
19	Losses Loom Longer than Gains: Modeling the Impact of Service Crises on Perceived Service Quality over Time. <i>Journal of Marketing Research</i> , <b>2015</b> , 52, 642-656	5.2	52
18	The importance of non-linear relationships between attitude and behaviour in policy research. <i>Journal of Consumer Policy</i> , <b>2007</b> , 30, 75-90	2.4	44
17	The effects of customer equity drivers on loyalty across services industries and firms. <i>Journal of the Academy of Marketing Science</i> , <b>2017</b> , 45, 336-356	12.4	42
16	Satisfaction with Virtual Communities of Interest: Effect on Members' Visit Frequency*. <i>British Journal of Management</i> , <b>2007</b> , 18, 241-256	5.6	42
15	Marketing perspectives on digital business models: A framework and overview of the special issue. <i>International Journal of Research in Marketing</i> , <b>2019</b> , 36, 341-349	5.5	36
14	The effects of mailing design characteristics on direct mail campaign performance. <i>International Journal of Research in Marketing</i> , <b>2013</b> , 30, 143-159	5.5	35
13	Do vendors benefit from promotions in a multi-vendor loyalty program?. <i>Marketing Letters</i> , <b>2011</b> , 22, 341-356	2.3	30
12	The impact of corporate social responsibility on customer attitudes and retention: the moderating role of brand success indicators. <i>Marketing Letters</i> , <b>2017</b> , 28, 607-619	2.3	29
11	Drivers of peak sales for pharmaceutical brands. <i>Quantitative Marketing and Economics</i> , <b>2010</b> , 8, 429-460.	0.9	29
10	A Comparison of Customer Commitment in Five Sectors Using the Psychological Investment Model. <i>Journal of Relationship Marketing</i> , <b>2010</b> , 9, 2-29	2.2	26
9	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> , <b>2018</b> , 3, 330-342	1.7	19
8	Indicators of opinion leadership in customer networks: self-reports and degree centrality. <i>Marketing Letters</i> , <b>2016</b> , 27, 449-460	2.3	17
7	The Effect of Pricing and Advertising on Customer Retention in a Liberalizing Market. <i>Journal of Interactive Marketing</i> , <b>2011</b> , 25, 201-214	9.8	17
6	Omni-channel retailing: some reflections. <i>Journal of Strategic Marketing</i> , <b>2021</b> , 29, 608-616	2.7	11
5	Antecedents of Webrooming in Omnichannel Retailing. <i>Frontiers in Psychology</i> , <b>2020</b> , 11, 606798	3.4	7
4	Customer value modelling in the energy market and a practical application for marketing decision making. <i>International Journal of Electronic Customer Relationship Management</i> , <b>2015</b> , 9, 1	1.1	5
3	Developing A Service Improvement System for the National Dutch Railways. <i>Interfaces</i> , <b>2017</b> , 47, 489-504.	0.7	3

- 2 Status of Database Marketing in the Dutch Fast Moving Consumer Goods Industry. *Journal of Market-Focused Management*, **1999**, 3, 313-331 3
- 1 Moving Forward: The Role of Marketing in Fostering Public Transport Usage. *Journal of Marketing & Public Policy*, **2019**, 38, 354-371 4-5 2