

Martin Meißner

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/4107119/publications.pdf>

Version: 2024-02-01

23
papers

827
citations

687220

13
h-index

610775

24
g-index

27
all docs

27
docs citations

27
times ranked

661
citing authors

#	ARTICLE	IF	CITATIONS
1	Combining virtual reality and mobile eye tracking to provide a naturalistic experimental environment for shopper research. <i>Journal of Business Research</i> , 2019, 100, 445-458.	5.8	146
2	Eye Tracking Reveals Processes that Enable Conjoint Choices to Become Increasingly Efficient with Practice. <i>Journal of Marketing Research</i> , 2016, 53, 1-17.	3.0	110
3	Shopping in Virtual Reality Stores: The Influence of Immersion on System Adoption. <i>Journal of Management Information Systems</i> , 2019, 36, 755-788.	2.1	97
4	Measuring Consumer Preferences for Complex Products: A Compositional Approach Based on Paired Comparisons. <i>Journal of Marketing Research</i> , 2010, 47, 685-698.	3.0	72
5	How virtual reality affects consumer choice. <i>Journal of Business Research</i> , 2020, 117, 219-231.	5.8	72
6	The Promise of Eye-Tracking Methodology in Organizational Research: A Taxonomy, Review, and Future Avenues. <i>Organizational Research Methods</i> , 2019, 22, 590-617.	5.6	68
7	Eye-Tracking-Based Classification of Information Search Behavior Using Machine Learning: Evidence from Experiments in Physical Shops and Virtual Reality Shopping Environments. <i>Information Systems Research</i> , 2020, 31, 675-691.	2.2	58
8	Eye-Tracking Information Processing in Choice-Based Conjoint Analysis. <i>International Journal of Market Research</i> , 2010, 52, 593-612.	2.8	45
9	Beyond the gimmick: How affective responses drive brand attitudes and intentions in augmented reality marketing. <i>Psychology and Marketing</i> , 2022, 39, 1285-1301.	4.6	32
10	A mechanism for aggregating association network data: An application to brand concept maps. <i>Journal of Business Research</i> , 2017, 79, 90-106.	5.8	23
11	Surprising adaptivity to set size changes in multi-attribute repeated choice tasks. <i>Journal of Business Research</i> , 2020, 111, 163-175.	5.8	15
12	A User's Guide to the Galaxy of Conjoint Analysis and Compositional Preference Measurement. <i>Marketing, Zeitschrift Fur Forschung Und Praxis</i> , 2018, 40, 3-25.	0.2	15
13	On the influence of context-based complexity on information search patterns: An individual perspective.. <i>Journal of Neuroscience, Psychology, and Economics</i> , 2014, 7, 103-124.	0.4	14
14	WITH A LITTLE HELP FROM MY CUSTOMERS: THE INFLUENCE OF CUSTOMER EMPOWERMENT ON CONSUMERS' PERCEPTIONS OF WELL-ESTABLISHED BRANDS. <i>International Journal of Innovation Management</i> , 2017, 21, 1750048.	0.7	10
15	Not worth the extra cost? Diluting the differentiation ability of highly rated products by altering the meaning of rating scale levels. <i>Journal of Consumer Behaviour</i> , 2013, 12, 223-231.	2.6	9
16	Time to pay attention to attention: using attention-based process traces to better understand consumer decision-making. <i>Marketing Letters</i> , 2020, 31, 381-392.	1.9	7
17	The Benefits of Computer-Based Brand Concept Mapping. <i>Schmalenbach Business Review</i> , 2015, 67, 430-453.	0.9	6
18	AHP versus ACA – An Empirical Comparison. <i>Studies in Classification, Data Analysis, and Knowledge Organization</i> , 2008, , 447-454.	0.1	6

#	ARTICLE	IF	CITATIONS
19	An Adaptive Algorithm for Pairwise Comparisonâ€based Preference Measurement. Journal of Multi-Criteria Decision Analysis, 2010, 17, 167-177.	1.0	4
20	Goal-Driven and Stimulus-Driven Attention in Sustainable Investing: An Eye-Tracking Experiment. Proceedings - Academy of Management, 2020, 2020, 18037.	0.0	3
21	Components of attentional effort for repeated tasks. Journal of Behavioral Decision Making, 2021, 34, 99-115.	1.0	3
22	Ein empirischer Vergleich der Prozessaufzeichnungsmethoden. Marketing, Zeitschrift Fur Forschung Und Praxis, 2010, 32, 135-145.	0.2	3
23	With a Little Help from My Customers: The Influence of Customer Empowerment on Consumersâ€™ Perceptions of Well-Established Brands. Series on Technology Management, 2019, , 367-394.	0.1	0