

Andreas M Kaplan

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/4796971/publications.pdf>

Version: 2024-02-01

52
papers

17,481
citations

159358

30
h-index

214527

47
g-index

60
all docs

60
docs citations

60
times ranked

11558
citing authors

#	ARTICLE	IF	CITATIONS
1	Users of the world, unite! The challenges and opportunities of Social Media. <i>Business Horizons</i> , 2010, 53, 59-68.	3.4	10,301
2	Siri, Siri, in my hand: Whoâ€™s the fairest in the land? On the interpretations, illustrations, and implications of artificial intelligence. <i>Business Horizons</i> , 2019, 62, 15-25.	3.4	1,120
3	A Beginner's Guide to Partial Least Squares Analysis. <i>Understanding Statistics</i> , 2004, 3, 283-297.	1.2	1,107
4	A Brief History of Artificial Intelligence: On the Past, Present, and Future of Artificial Intelligence. <i>California Management Review</i> , 2019, 61, 5-14.	3.4	840
5	Higher education and the digital revolution: About MOOCs, SPOCs, social media, and the Cookie Monster. <i>Business Horizons</i> , 2016, 59, 441-450.	3.4	477
6	Social Media Metrics â€” A Framework and Guidelines for Managing Social Media. <i>Journal of Interactive Marketing</i> , 2013, 27, 281-298.	4.3	421
7	Competition and strategy in higher education: Managing complexity and uncertainty. <i>Business Horizons</i> , 2016, 59, 311-320.	3.4	299
8	If you love something, let it go mobile: Mobile marketing and mobile social media 4x4. <i>Business Horizons</i> , 2012, 55, 129-139.	3.4	285
9	Two hearts in three-quarter time: How to waltz the social media/viral marketing dance. <i>Business Horizons</i> , 2011, 54, 253-263.	3.4	281
10	The early bird catches the news: Nine things you should know about micro-blogging. <i>Business Horizons</i> , 2011, 54, 105-113.	3.4	275
11	The fairyland of Second Life: Virtual social worlds and how to use them. <i>Business Horizons</i> , 2009, 52, 563-572.	3.4	271
12	Rulers of the world, unite! The challenges and opportunities of artificial intelligence. <i>Business Horizons</i> , 2020, 63, 37-50.	3.4	220
13	Toward a Parsimonious Definition of Traditional and Electronic Mass Customization. <i>Journal of Product Innovation Management</i> , 2006, 23, 168-182.	5.2	158
14	Brave New World? On AI and the Management of Customer Relationships. <i>Journal of Interactive Marketing</i> , 2020, 51, 44-56.	4.3	128
15	Social media: back to the roots and back to the future. <i>Journal of Systems and Information Technology</i> , 2012, 14, 101-104.	0.8	127
16	A Model to Determine Customer Lifetime Value in a Retail Banking Context. <i>European Management Journal</i> , 2007, 25, 221-234.	3.1	90
17	European management and European business schools: Insights from the history of business schools. <i>European Management Journal</i> , 2014, 32, 529-534.	3.1	84
18	Valuing the Real Option of Abandoning Unprofitable Customers when Calculating Customer Lifetime Value. <i>Journal of Marketing</i> , 2006, 70, 5-20.	7.0	71

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19	Factors Influencing the Adoption of Mass Customization: The Impact of Base Category Consumption Frequency and Need Satisfaction. <i>Journal of Product Innovation Management</i> , 2007, 24, 101-116.	5.2	71
20	Valuing the Real Option of Abandoning Unprofitable Customers When Calculating Customer Lifetime Value. <i>Journal of Marketing</i> , 2006, 70, 5-20.	7.0	68
21	The Britney Spears universe: Social media and viral marketing at its best. <i>Business Horizons</i> , 2012, 55, 27-31.	3.4	63
22	Consumer Use and Business Potential of Virtual Worlds: The Case of "Second Life". <i>JMM International Journal on Media Management</i> , 2009, 11, 93-101.	0.4	55
23	Examining artificial intelligence (AI) technologies in marketing via a global lens: Current trends and future research opportunities. <i>International Journal of Research in Marketing</i> , 2022, 39, 522-540.	2.4	55
24	A school is "a building that has four walls" with tomorrow inside. Toward the reinvention of the business school. <i>Business Horizons</i> , 2018, 61, 599-608.	3.4	51
25	Artificial intelligence (AI) and management analytics. <i>Journal of Management Analytics</i> , 2019, 6, 341-343.	1.6	50
26	Unprofitable customers and their management. <i>Business Horizons</i> , 2009, 52, 89-97.	3.4	46
27	Collaborative projects (social media application): About Wikipedia, the free encyclopedia. <i>Business Horizons</i> , 2014, 57, 617-626.	3.4	46
28	The increasing importance of public marketing: Explanations, applications and limits of marketing within public administration. <i>European Management Journal</i> , 2009, 27, 197-212.	3.1	42
29	Social Media, the Digital Revolution, and the Business of Media. <i>JMM International Journal on Media Management</i> , 2015, 17, 197-199.	0.4	39
30	An Empirical Analysis of Attitudinal and Behavioral Reactions Toward the Abandonment of Unprofitable Customer Relationships. <i>Journal of Relationship Marketing</i> , 2010, 9, 200-228.	2.8	33
31	Artificial intelligence and robotics: Shaking up the business world and society at large. <i>Journal of Business Research</i> , 2021, 124, 405-407.	5.8	33
32	Mass Customization in the Newspaper Industry: Consumers' Attitudes Toward Individualized Media Innovations. <i>JMM International Journal on Media Management</i> , 2006, 8, 9-18.	0.4	31
33	The impact of unprofitable customer abandonment on current customers' exit, voice, and loyalty intentions: an empirical analysis. <i>Journal of Services Marketing</i> , 2012, 26, 458-470.	1.7	31
34	Les magasins de marques phares dans les mondes virtuels: l'impact de l'exposition au magasin virtuel sur l'attitude envers la marque et l'intention d'achat dans la vie réelle. <i>Recherche Et Applications En Marketing</i> , 2009, 24, 57-80.	0.2	28
35	Flagship Brand Stores within Virtual Worlds: The Impact of Virtual Store Exposure on Real-Life Attitude toward the Brand and Purchase Intent. <i>Recherche Et Applications En Marketing</i> , 2009, 24, 57-79.	0.3	24
36	The Influence of Observed Heterogeneity on Path Coefficient Significance: Technology Acceptance Within the Marketing Discipline. <i>Journal of Marketing Theory and Practice</i> , 2011, 19, 153-168.	2.6	22

#	ARTICLE	IF	CITATIONS
37	Guest Editorial: Business Ethics in the Era of Artificial Intelligence. Journal of Business Ethics, 2022, 178, 867-869.	3.7	18
38	Evaluating the consequences of abandoning unprofitable customers: A comparison of direct and indirect abandonment strategies. Journal of Business Economics, 2011, 81, 77-94.	1.3	11
39	Service transformation: How can it be achieved?. Journal of Business Research, 2021, 136, 219-228.	5.8	10
40	Transition to a hybrid teaching model as a step forward toward responsible management education?. Journal of Global Responsibility, 2022, 13, 7-20.	1.1	8
41	Social Media, Definition, and History. , 2018, , 2662-2665.		7
42	MÃ©dias sociaux et entreprise, une route pleine de dÃ©fis Commentaires invitÃ©s. Recherche Et Applications En Marketing, 2011, 26, 117-124.	0.2	5
43	Retailing and the Ethical Challenges and Dilemmas Behind Artificial Intelligence. , 2020, , 181-191.		5
44	Twitter ou le pouvoir de 140 caractÃ©res. L Expansion Management Review, 2011, NÂ° 140, 104-113.	0.0	4
45	Social Media, Definition and History. , 2014, , 1825-1827.		3
46	Artificial Intelligence (AI): When Humans and Machines Might Have to Coexist. , 2021, , 21-32.		2
47	Understanding Purchasing Behavior within Virtual Worlds. Advances in Marketing, Customer Relationship Management, and E-services Book Series, 2013, , 79-101.	0.7	1
48	From Real to Virtual and Back Again. Advances in Human and Social Aspects of Technology Book Series, 0, , 285-300.	0.3	1
49	<i>Journal of Management Analytics</i> (JMA): Special issue: artificial intelligence and management analytics. Journal of Management Analytics, 2018, 5, 371-372.	1.6	0
50	Artificial Intelligence, Marketing, and the Fourth Industrial Revolution. Advances in Marketing, Customer Relationship Management, and E-services Book Series, 2021, , 1-13.	0.7	0
51	Social Media, Definition, and History. , 2016, , 1-4.		0
52	Social Media Powered by Artificial Intelligence, Violence and Nonviolence. , 2022, , 253-258.		0