

Andrew D Banasiewicz

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/5568710/publications.pdf>

Version: 2024-02-01

10
papers

54
citations

2682572

2
h-index

2272923

4
g-index

10
all docs

10
docs citations

10
times ranked

20
citing authors

#	ARTICLE	IF	CITATIONS
1	Loyalty program planning and analytics. Journal of Consumer Marketing, 2005, 22, 332-339.	2.3	29
2	Acquiring high value, retainable customers. Journal of Database Marketing and Customer Strategy Management, 2004, 12, 21-31.	0.6	14
3	Marketing Database Analytics. , 0, , .		7
4	The ecosystem of executive threats: A conceptual overview. Risk Management, 2015, 17, 109-143.	2.3	2
5	Marketing pitfalls of statistical significance testing. Marketing Intelligence and Planning, 2005, 23, 515-528.	3.5	1
6	Organizational Learning in the Age of Data. Lecture Notes of the Institute for Computer Sciences, Social-Informatics and Telecommunications Engineering, 2020, , 64-78.	0.3	1
7	The Cumulative Claim Cost (C 3) Index: A Tool for Managing the Book of Long-Tail Casualty Claims. , 2014, , .		0
8	Quantifying executive threats: shareholder litigation. International Journal of Business Competition and Growth, 2015, 4, 98.	0.1	0
9	Decision Automation. EAI/Springer Innovations in Communication and Computing, 2021, , 189-221.	1.1	0
10	Ebbs and Flows of Securities Fraud Litigation: Empirical Examination of Post-PSLRA Frequency & Severity Trends. TIJAB (the International Journal of Applied Business), 2022, 6, 90-106.	0.3	0