

# Carsten Lund Pedersen

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/6859287/publications.pdf>

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5  
papers

631  
citations

1684188

5  
h-index

1872680

6  
g-index

6  
all docs

6  
docs citations

6  
times ranked

402  
citing authors

| # | ARTICLE   | IF  | CITATIONS |
|---|---|-----|-----------|
| 1 | Updating the theory of industrial marketing: Industrial marketing as a Bayesian process of belief-updating. <i>Industrial Marketing Management</i> , 2022, 102, 403-420.                | 6.7 | 5         |
| 2 | The market-shaping potential of a crisis. <i>Industrial Marketing Management</i> , 2022, 103, 146-153.  | 6.7 | 6         |
| 3 | Empathy-based marketing. <i>Psychology and Marketing</i> , 2021, 38, 470-480.   | 8.2 | 31        |
| 4 | Digitization capability and the digitalization of business models in business-to-business firms: Past, present, and future. <i>Industrial Marketing Management</i> , 2020, 86, 180-190. | 6.7 | 341       |
| 5 | Analyzing the impact of the coronavirus crisis on business models. <i>Industrial Marketing Management</i> , 2020, 88, 214-224.  | 6.7 | 161       |