

# Jrg Henseler

## List of Publications by Year in Descending Order

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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.

100  
papers

22,489  
citations

38  
h-index

105  
g-index

105  
ext. papers

30,500  
ext. citations

4.4  
avg, IF

7.87  
L-index

#	Paper	IF	Citations
100	Advancing purchasing as a design science: Publication guidelines to shift towards more relevant purchasing research. <i>Journal of Purchasing and Supply Management</i> , <b>2022</b> , 28, 100750	5.7	1
99	The dynamics of electric vehicle acceptance in corporate fleets: Evidence from Germany. <i>Technology in Society</i> , <b>2022</b> , 68, 101938	6.3	1
98	Embedding a Sustainability Focus in Packaging Development Processes. <i>Sustainable Production, Life Cycle Engineering and Management</i> , <b>2021</b> , 49-60	0.4	1
97	E-perceptions and Business 'Mating': The Communication Effects of the Relative Width of Males' Faces in Business Portraits. <i>Frontiers in Psychology</i> , <b>2021</b> , 12, 605926	3.4	
96	The interplay of marketing and design. <i>Review of Managerial Science</i> , <b>2021</b> , 15, 1129-1137	3.9	0
95	Emerging interstices in communities of innovation. <i>Creativity and Innovation Management</i> , <b>2021</b> , 30, 233-247	2.7	0
94	Towards a circumplex typology of customer service experience management practices: a dyadic perspective. <i>Journal of Service Theory and Practice</i> , <b>2021</b> , 31, 366-395	3.1	3
93	HTMT2: An improved criterion for assessing discriminant validity in structural equation modeling. <i>Industrial Management and Data Systems</i> , <b>2021</b> , ahead-of-print,	3.6	17
92	Information management can't be all fun and games, can it? How gamified experiences foster information exchange in multi-actor service ecosystems. <i>International Journal of Information Management</i> , <b>2021</b> , 61, 102391	16.4	2
91	A clarification of confirmatory composite analysis (CCA). <i>International Journal of Information Management</i> , <b>2021</b> , 61, 102399	16.4	10
90	Towards the Co-evolution of Food Experience Search Spaces Based on the Design Weltanschauung Model in Food Marketing. <i>Cogent Business and Management</i> , <b>2021</b> , 8, 1901643	1.6	1
89	Counterpoint. <i>Data Base for Advances in Information Systems</i> , <b>2021</b> , 52, 114-130	1.4	1
88	Design and marketing: Intersections and challenges. <i>Creativity and Innovation Management</i> , <b>2020</b> , 29, 3-10	2.7	2
87	Performative corporate brand identity in industrial markets: The case of German prosthetics manufacturer Ottobock. <i>Journal of Business Research</i> , <b>2020</b> , 114, 240-253	8.7	7
86	The Use of Design Thinking within the Brand Management Discipline: A Literature Review <b>2020</b> , 213-228		3
85	Information technology and marketing: an important partnership for decades. <i>Industrial Management and Data Systems</i> , <b>2020</b> , 121, 123-157	3.6	4
84	Using confirmatory composite analysis to assess emergent variables in business research. <i>Journal of Business Research</i> , <b>2020</b> , 120, 147-156	8.7	31

83	Old Practice, but Young Research Field: A Systematic Bibliographic Review of Personal Branding. <i>Frontiers in Psychology</i> , <b>2020</b> , 11, 1809	3.4	7
82	Estimating and assessing second-order constructs using PLS-PM: the case of composites of composites. <i>Industrial Management and Data Systems</i> , <b>2020</b> , 120, 2211-2241	3.6	9
81	How to perform and report an impactful analysis using partial least squares: Guidelines for confirmatory and explanatory IS research. <i>Information and Management</i> , <b>2020</b> , 57, 103168	6.6	235
80	Robust partial least squares path modeling. <i>Behaviormetrika</i> , <b>2020</b> , 47, 307-334	1.3	8
79	Experiential Value in Multi-Actor Service Ecosystems: Scale Development and Its Relation to Inter-Customer Helping Behavior. <i>Frontiers in Psychology</i> , <b>2020</b> , 11, 593390	3.4	4
78	To perform or not to perform? How strategic orientations influence the performance of Social Entrepreneurship Organizations. <i>Cogent Business and Management</i> , <b>2019</b> , 6, 1647820	1.6	6
77	Disasters, hope and globalization: exploring self-identification with global consumer culture in Japan. <i>International Marketing Review</i> , <b>2019</b> , 36, 726-747	4.4	11
76	Why do all good things come to an end? An inquiry into the discontinuation of sport sponsor-ponsee relationships. <i>International Journal of Sports Marketing and Sponsorship</i> , <b>2019</b> , 20, 224-247	2.7	11
75	A test for multigroup comparison using partial least squares path modeling. <i>Internet Research</i> , <b>2019</b> , 29, 464-477	4.8	18
74	The behavioural response of the professional buyer on social cues from the vendor and how to measure it. <i>Journal of Business and Industrial Marketing</i> , <b>2018</b> , 33, 72-83	3	9
73	Understanding product differentiation failures: The role of product knowledge and brand credence in olive oil markets. <i>Food Quality and Preference</i> , <b>2018</b> , 68, 146-155	5.8	25
72	In for a penny, in for a pound? Exploring mutual endorsement effects between celebrity CEOs and corporate brands. <i>Journal of Product and Brand Management</i> , <b>2018</b> , 27, 203-220	4.3	19
71	Interplay of relational and contractual governance in public-private partnerships: The mediating role of relational norms, trust and partners' contribution. <i>International Journal of Project Management</i> , <b>2018</b> , 36, 429-443	7.6	88
70	Partial least squares path modeling: Quo vadis?. <i>Quality and Quantity</i> , <b>2018</b> , 52, 1-8	2.4	141
69	Survey data on consumer behaviour in olive oil markets: The role of product knowledge and brand credence. <i>Data in Brief</i> , <b>2018</b> , 18, 1750-1757	1.2	3
68	Brand worlds: Introducing experiential marketing to B2B branding. <i>Industrial Marketing Management</i> , <b>2018</b> , 72, 71-98	6.9	24
67	Thinking outside the box: a neuroscientific perspective on trust in B2B relationships. <i>IMP Journal</i> , <b>2018</b> , 12, 75-110		10
66	Partial least squares path modeling using ordinal categorical indicators. <i>Quality and Quantity</i> , <b>2018</b> , 52, 9-35	2.4	47

65	Potential and Realized Absorptive Capacity as Complementary Drivers of Green Product and Process Innovation Performance. <i>Sustainability</i> , <b>2018</b> , 10, 381	3.6	46
64	Brand play versus Brand attack—the subversion of brand meaning in non-collaborative co-creation by professional artists and consumer activists. <i>Journal of Product and Brand Management</i> , <b>2018</b> , 27, 334-347	4.3	26
63	Impact of Information Technology Infrastructure Flexibility on Mergers and Acquisitions. <i>MIS Quarterly: Management Information Systems</i> , <b>2018</b> , 42, 25-43	5.3	77
62	Developing green innovation performance by fostering of organizational knowledge and cooperative relations. <i>Review of Managerial Science</i> , <b>2018</b> , 12, 499-517	3.9	18
61	Confirmatory Composite Analysis. <i>Frontiers in Psychology</i> , <b>2018</b> , 9, 2541	3.4	55
60	Chapter 2 New Guidelines for the Use of PLS Path Modeling in Hospitality, Travel, and Tourism Research <b>2018</b> , 17-33		9
59	PLS path modeling—a confirmatory approach to study tourism technology and tourist behavior. <i>Journal of Hospitality and Tourism Technology</i> , <b>2018</b> , 9, 249-266	4.2	32
58	Bridging Design and Behavioral Research With Variance-Based Structural Equation Modeling. <i>Journal of Advertising</i> , <b>2017</b> , 46, 178-192	4.4	344
57	Estimating hierarchical constructs using consistent partial least squares. <i>Industrial Management and Data Systems</i> , <b>2017</b> , 117, 459-477	3.6	82
56	Mapping the Field: A Bibliometric Analysis of Green Innovation. <i>Sustainability</i> , <b>2017</b> , 9, 1011	3.6	100
55	Partial Least Squares Path Modeling. <i>International Series in Quantitative Marketing</i> , <b>2017</b> , 361-381		56
54	Partial Least Squares Path Modeling: Updated Guidelines <b>2017</b> , 19-39		32
53	The internal audit dilemma—the impact of executive directors versus audit committees on internal auditing work. <i>Managerial Auditing Journal</i> , <b>2017</b> , 32, 854-878	1.9	9
52	Realizing Product-Packaging Combinations in Circular Systems: Shaping the Research Agenda. <i>Packaging Technology and Science</i> , <b>2017</b> , 30, 443-460	2.3	26
51	The reinforcing effect of a firm's customer orientation and supply-base orientation on performance. <i>Industrial Marketing Management</i> , <b>2016</b> , 52, 18-26	6.9	51
50	Testing moderating effects in PLS path models with composite variables. <i>Industrial Management and Data Systems</i> , <b>2016</b> , 116, 1887-1900	3.6	84
49	Using PLS path modeling in new technology research: updated guidelines. <i>Industrial Management and Data Systems</i> , <b>2016</b> , 116, 2-20	3.6	1800
48	Is co-creation really a booster for brand equity? The role of co-creation in observer-based brand equity (OBBE). <i>Journal of Product and Brand Management</i> , <b>2016</b> , 25, 247-261	4.3	27

47	Prediction-oriented modeling in business research by means of PLS path modeling: Introduction to a JBR special section. <i>Journal of Business Research</i> , <b>2016</b> , 69, 4545-4551	8.7	132
46	Testing measurement invariance of composites using partial least squares. <i>International Marketing Review</i> , <b>2016</b> , 33, 405-431	4.4	736
45	Introducing new products that affect consumer privacy: A mediation model. <i>Journal of Business Research</i> , <b>2016</b> , 69, 4659-4666	8.7	38
44	Responses When the Earth Trembles: The Impact of Community Awareness Campaigns on Protective Behavior. <i>Journal of Public Policy and Marketing</i> , <b>2015</b> , 34, 4-18	3.8	11
43	Using customer contact centres as relationship marketing instruments. <i>Service Business</i> , <b>2015</b> , 9, 185-208	9.9	12
42	A new criterion for assessing discriminant validity in variance-based structural equation modeling. <i>Journal of the Academy of Marketing Science</i> , <b>2015</b> , 43, 115-135	12.4	6676
41	Consistent and asymptotically normal PLS estimators for linear structural equations. <i>Computational Statistics and Data Analysis</i> , <b>2015</b> , 81, 10-23	1.6	385
40	Formative (Measurement) <b>2015</b> , 1-4		4
39	Partial Least Squares <b>2015</b> , 1-2		
38	Consistent Partial Least Squares Path Modeling. <i>MIS Quarterly: Management Information Systems</i> , <b>2015</b> , 39, 297-316	5.3	748
37	On the Emancipation of PLS-SEM: A Commentary on Rigdon (2012). <i>Long Range Planning</i> , <b>2014</b> , 47, 154-160	16.0	218
36	Common Beliefs and Reality About PLS: Comments on Rönkkö and Evermann (2013). <i>Organizational Research Methods</i> , <b>2014</b> , 17, 182-209	5.7	1201
35	Goodness-of-fit indices for partial least squares path modeling. <i>Computational Statistics</i> , <b>2013</b> , 28, 565-580	5.80	588
34	Customer-Care-Center-Qualität: Messung und Nutzung. <i>Marketing Review St Gallen</i> , <b>2013</b> , 30, 16-24		
33	Data-driven services marketing in a connected world. <i>Journal of Service Management</i> , <b>2013</b> , 24, 330-352	7.4	55
32	Physicians' appraisal of mobile health monitoring. <i>Service Industries Journal</i> , <b>2013</b> , 33, 1326-1344	5.7	2
31	Let's Wait and See! The Real Option to Switch as a New Element of Customer Value. <i>Schmalenbach Business Review</i> , <b>2013</b> , 65, 112-136	0.9	3
30	Who Owns the Customer? Disentangling Customer Loyalty in Indirect Distribution Channels. <i>Journal of Supply Chain Management</i> , <b>2012</b> , 48, 75-92	4.1	16

29	Creating customer loyalty through service customization. <i>European Journal of Marketing</i> , <b>2012</b> , 46, 331-356	173
28	Exploring Unanticipated Consequences of Strategy Amongst Stakeholder Segments: The Case of a European Revenue Service. <i>Long Range Planning</i> , <b>2012</b> , 45, 395-423	5.7 31
27	A Model of Response Strategies in Strategic Alliances: A PLS Analysis of a Circumplex Structure. <i>Long Range Planning</i> , <b>2012</b> , 45, 424-450	5.7 14
26	Reducing employee turnover through customer contact center job quality. <i>International Journal of Human Resource Management</i> , <b>2012</b> , 23, 3925-3941	3.6 11
25	Why generalized structured component analysis is not universally preferable to structural equation modeling. <i>Journal of the Academy of Marketing Science</i> , <b>2012</b> , 40, 402-413	12.4 73
24	Job quality in the customer contact centre: conceptual foundation and scale development. <i>Service Industries Journal</i> , <b>2012</b> , 32, 171-196	5.7 8
23	Analysing quadratic effects of formative constructs by means of variance-based structural equation modelling. <i>European Journal of Information Systems</i> , <b>2012</b> , 21, 99-112	6.4 66
22	PLS-MGA: A Non-Parametric Approach to Partial Least Squares-based Multi-Group Analysis. <i>Studies in Classification, Data Analysis, and Knowledge Organization</i> , <b>2012</b> , 495-501	0.2 54
21	Factors affecting mobile diabetes monitoring adoption among physicians: questionnaire study and path model. <i>Journal of Medical Internet Research</i> , <b>2012</b> , 14, e183	7.6 32
20	Linear indices in nonlinear structural equation models: best fitting proper indices and other composites. <i>Quality and Quantity</i> , <b>2011</b> , 45, 1505-1518	2.4 49
19	Multigroup Analysis in Partial Least Squares (PLS) Path Modeling: Alternative Methods and Empirical Results. <i>Advances in International Marketing</i> , <b>2011</b> , 22, 195-218	456
18	Perceived customer contact centre quality: conceptual foundation and scale development. <i>Service Industries Journal</i> , <b>2011</b> , 31, 1347-1363	5.7 21
17	Technology-based service proposal screening and decision-making effectiveness. <i>Management Decision</i> , <b>2011</b> , 49, 762-783	4.4 65
16	A Comparative Study on Parameter Recovery of Three Approaches to Structural Equation Modeling: A Rejoinder. <i>SSRN Electronic Journal</i> , <b>2010</b> ,	1 3
15	A cross-cultural comparison of brand extension success factors: A meta-study. <i>Journal of Brand Management</i> , <b>2010</b> , 18, 5-20	3.3 19
14	Handbook of Partial Least Squares <b>2010</b> ,	509
13	Testing Moderating Effects in PLS Path Models: An Illustration of Available Procedures <b>2010</b> , 713-735	349
12	A Comparison of Approaches for the Analysis of Interaction Effects Between Latent Variables Using Partial Least Squares Path Modeling. <i>Structural Equation Modeling</i> , <b>2010</b> , 17, 82-109	3.7 449

11	On the convergence of the partial least squares path modeling algorithm. <i>Computational Statistics</i> , <b>2010</b> , 25, 107-120	1	180
10	Inter-firm network capability: how it affects buyer-supplier performance. <i>British Food Journal</i> , <b>2009</b> , 111, 794-810	2.8	33
9	A comparison between experimental and authentic blood/serum ratios of 3,4-methylenedioxyamphetamine and 3,4-methylenedioxyamphetamine. <i>Journal of Analytical Toxicology</i> , <b>2009</b> , 33, 283-6	2.9	7
8	The use of partial least squares path modeling in international marketing. <i>Advances in International Marketing</i> , <b>2009</b> , 277-319		3711
7	An empirical comparison of the efficacy of covariance-based and variance-based SEM. <i>International Journal of Research in Marketing</i> , <b>2009</b> , 26, 332-344	5.5	1451
6	Can sponsorships be harmful for events? Investigating the transfer of associations from sponsors to events. <i>International Journal of Sports Marketing and Sponsorship</i> , <b>2009</b> , 10, 47-54	2.3	22
5	Determination of morphine and 6-acetylmorphine in blood with use of dried blood spots. <i>Therapeutic Drug Monitoring</i> , <b>2008</b> , 30, 733-9	3.2	92
4	Investigating the moderating role of fit on sports sponsorship and brand equity. <i>International Journal of Sports Marketing and Sponsorship</i> , <b>2007</b> , 8, 34-42	2.3	38
3	Was bedeutet Trägheit? Begriff und Wirkung der Trägheit im Rahmen des Wechselverhaltens von Konsumenten im Strommarkt. <i>Markt</i> , <b>2006</b> , 45, 168-172		
2	Using Partial Least Squares Path Modeling in Advertising Research: Basic Concepts and Recent Issues		68
1	Rural smartness: Its determinants and impacts on rural economic welfare. <i>Electronic Markets</i> , <b>2006</b> , 15, 1-10	4.8	2