

List of Publications by Year in descending order

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99
papers

40,240
citations

70961

41
h-index

42291

92
g-index

105
all docs

105
docs citations

105
times ranked

16336
citing authors

#	ARTICLE	IF	CITATIONS
1	A new criterion for assessing discriminant validity in variance-based structural equation modeling. <i>Journal of the Academy of Marketing Science</i> , 2015, 43, 115-135.	7.2	14,094
2	The use of partial least squares path modeling in international marketing. <i>Advances in International Marketing</i> , 2009, , 277-319.	0.3	5,691
3	Using PLS path modeling in new technology research: updated guidelines. <i>Industrial Management and Data Systems</i> , 2016, 116, 2-20.	2.2	3,247
4	An empirical comparison of the efficacy of covariance-based and variance-based SEM. <i>International Journal of Research in Marketing</i> , 2009, 26, 332-344.	2.4	2,001
5	Common Beliefs and Reality About PLS. <i>Organizational Research Methods</i> , 2014, 17, 182-209.	5.6	1,979
6	Consistent Partial Least Squares Path Modeling. <i>MIS Quarterly: Management Information Systems</i> , 2015, 39, 297-316.	3.1	1,384
7	Testing measurement invariance of composites using partial least squares. <i>International Marketing Review</i> , 2016, 33, 405-431.	2.2	1,335
8	Goodness-of-fit indices for partial least squares path modeling. <i>Computational Statistics</i> , 2013, 28, 565-580.	0.8	978
9	Handbook of Partial Least Squares. , 2010, , .		795
10	How to perform and report an impactful analysis using partial least squares: Guidelines for confirmatory and explanatory IS research. <i>Information and Management</i> , 2020, 57, 103168.	3.6	700
11	Multigroup Analysis in Partial Least Squares (PLS) Path Modeling: Alternative Methods and Empirical Results. <i>Advances in International Marketing</i> , 2011, 22, 195-218.	0.3	673
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> , 2010, 17, 82-109.	2.4	650
13	Consistent and asymptotically normal PLS estimators for linear structural equations. <i>Computational Statistics and Data Analysis</i> , 2015, 81, 10-23.	0.7	634
14	Bridging Design and Behavioral Research With Variance-Based Structural Equation Modeling. <i>Journal of Advertising</i> , 2017, 46, 178-192.	4.1	618
15	Testing Moderating Effects in PLS Path Models: An Illustration of Available Procedures. , 2010, , 713-735.		529
16	On the Emancipation of PLS-SEM: A Commentary on Rigdon (2012). <i>Long Range Planning</i> , 2014, 47, 154-160.	2.9	404
17	Partial least squares path modeling: Quo vadis?. <i>Quality and Quantity</i> , 2018, 52, 1-8.	2.0	287
18	On the convergence of the partial least squares path modeling algorithm. <i>Computational Statistics</i> , 2010, 25, 107-120.	0.8	259

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19	Creating customer loyalty through service customization. <i>European Journal of Marketing</i> , 2012, 46, 331-356.	1.7	251
20	Prediction-oriented modeling in business research by means of PLS path modeling: Introduction to a JBR special section. <i>Journal of Business Research</i> , 2016, 69, 4545-4551.	5.8	194
21	Mapping the Field: A Bibliometric Analysis of Green Innovation. <i>Sustainability</i> , 2017, 9, 1011.	1.6	161
22	Using Partial Least Squares Path Modeling in Advertising Research: Basic Concepts and Recent Issues. , 2012, , .		155
23	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> , 2018, 36, 429-443.	2.7	152
24	Testing moderating effects in PLS path models with composite variables. <i>Industrial Management and Data Systems</i> , 2016, 116, 1887-1900.	2.2	140
25	Partial Least Squares Path Modeling. <i>International Series in Quantitative Marketing</i> , 2017, , 361-381.	0.5	139
26	Impact of Information Technology Infrastructure Flexibility on Mergers and Acquisitions. <i>MIS Quarterly: Management Information Systems</i> , 2018, 42, 25-43.	3.1	131
27	Estimating hierarchical constructs using consistent partial least squares. <i>Industrial Management and Data Systems</i> , 2017, 117, 459-477.	2.2	129
28	HTMT2â€“an improved criterion for assessing discriminant validity in structural equation modeling. <i>Industrial Management and Data Systems</i> , 2021, 121, 2637-2650.	2.2	125
29	Confirmatory Composite Analysis. <i>Frontiers in Psychology</i> , 2018, 9, 2541.	1.1	112
30	Determination of Morphine and 6-Acetylmorphine in Blood With Use of Dried Blood Spots. <i>Therapeutic Drug Monitoring</i> , 2008, 30, 733-739.	1.0	106
31	Why generalized structured component analysis is not universally preferable to structural equation modeling. <i>Journal of the Academy of Marketing Science</i> , 2012, 40, 402-413.	7.2	103
32	Using confirmatory composite analysis to assess emergent variables in business research. <i>Journal of Business Research</i> , 2020, 120, 147-156.	5.8	90
33	Analysing quadratic effects of formative constructs by means of variance-based structural equation modelling. <i>European Journal of Information Systems</i> , 2012, 21, 99-112.	5.5	85
34	Potential and Realized Absorptive Capacity as Complementary Drivers of Green Product and Process Innovation Performance. <i>Sustainability</i> , 2018, 10, 381.	1.6	85
35	Partial least squares path modeling using ordinal categorical indicators. <i>Quality and Quantity</i> , 2018, 52, 9-35.	2.0	84
36	PLS-MGA: A Non-Parametric Approach to Partial Least Squares-based Multi-Group Analysis. <i>Studies in Classification, Data Analysis, and Knowledge Organization</i> , 2012, , 495-501.	0.1	83

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37	Technology-based service proposal screening and decision-making effectiveness. <i>Management Decision</i> , 2011, 49, 762-783.	2.2	82
38	Data-driven services marketing in a connected world. <i>Journal of Service Management</i> , 2013, 24, 330-352.	4.4	78
39	The reinforcing effect of a firm's customer orientation and supply-base orientation on performance. <i>Industrial Marketing Management</i> , 2016, 52, 18-26.	3.7	74
40	Linear indices in nonlinear structural equation models: best fitting proper indices and other composites. <i>Quality and Quantity</i> , 2011, 45, 1505-1518.	2.0	65
41	Partial Least Squares Path Modeling: Updated Guidelines. , 2017, , 19-39.		59
42	PLS path modeling – a confirmatory approach to study tourism technology and tourist behavior. <i>Journal of Hospitality and Tourism Technology</i> , 2018, 9, 249-266.	2.5	59
43	Introducing new products that affect consumer privacy: A mediation model. <i>Journal of Business Research</i> , 2016, 69, 4659-4666.	5.8	56
44	Investigating the moderating role of fit on sports sponsorship and brand equity. <i>International Journal of Sports Marketing and Sponsorship</i> , 2007, 8, 34-42.	0.8	55
45	Editorial: Perspectives on Partial Least Squares. , 2010, , 1-20.		52
46	Assessing the overall fit of composite models estimated by partial least squares path modeling. <i>European Journal of Marketing</i> , 2023, 57, 1678-1702.	1.7	51
47	A test for multigroup comparison using partial least squares path modeling. <i>Internet Research</i> , 2019, 29, 464-477.	2.7	47
48	Developing green innovation performance by fostering of organizational knowledge and cooperative relations. <i>Review of Managerial Science</i> , 2018, 12, 499-517.	4.3	45
49	Factors Affecting Mobile Diabetes Monitoring Adoption Among Physicians: Questionnaire Study and Path Model. <i>Journal of Medical Internet Research</i> , 2012, 14, e183.	2.1	44
50	Inter-firm network capability: how it affects buyer-supplier performance. <i>British Food Journal</i> , 2009, 111, 794-810.	1.6	42
51	Realizing Product-Packaging Combinations in Circular Systems: Shaping the Research Agenda. <i>Packaging Technology and Science</i> , 2017, 30, 443-460.	1.3	39
52	Exploring Unanticipated Consequences of Strategy Amongst Stakeholder Segments: The Case of a European Revenue Service. <i>Long Range Planning</i> , 2012, 45, 395-423.	2.9	37
53	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> , 2016, 25, 247-261.	2.6	37
54	Brand worlds: Introducing experiential marketing to B2B branding. <i>Industrial Marketing Management</i> , 2018, 72, 71-98.	3.7	37

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55	“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> , 2018, 27, 334-347.	2.6	37
56	A clarification of confirmatory composite analysis (CCA). <i>International Journal of Information Management</i> , 2021, 61, 102399.	10.5	36
57	Understanding product differentiation failures: The role of product knowledge and brand credence in olive oil markets. <i>Food Quality and Preference</i> , 2018, 68, 146-155.	2.3	33
58	Estimating and assessing second-order constructs using PLS-PM: the case of composites of composites. <i>Industrial Management and Data Systems</i> , 2020, 120, 2211-2241.	2.2	33
59	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> , 2018, 27, 203-220.	2.6	31
60	Perceived customer contact centre quality: conceptual foundation and scale development. <i>Service Industries Journal</i> , 2011, 31, 1347-1363.	5.0	27
61	New Guidelines for the Use of PLS Path Modeling in Hospitality, Travel, and Tourism Research. , 2018, , 17-33.		25
62	Old Practice, but Young Research Field: A Systematic Bibliographic Review of Personal Branding. <i>Frontiers in Psychology</i> , 2020, 11, 1809.	1.1	25
63	Can sponsorships be harmful for events? Investigating the transfer of associations from sponsors to events. <i>International Journal of Sports Marketing and Sponsorship</i> , 2009, 10, 47-54.	0.8	23
64	Disasters, hope and globalization: exploring self-identification with global consumer culture in Japan. <i>International Marketing Review</i> , 2019, 36, 726-747.	2.2	23
65	Robust partial least squares path modeling. <i>Behaviormetrika</i> , 2020, 47, 307-334.	0.9	22
66	A cross-cultural comparison of brand extension success factors: A meta-study. <i>Journal of Brand Management</i> , 2010, 18, 5-20.	2.0	21
67	Who Owns the Customer? Disentangling Customer Loyalty in Indirect Distribution Channels. <i>Journal of Supply Chain Management</i> , 2012, 48, 75-92.	7.2	21
68	Performative corporate brand identity in industrial markets: The case of German prosthetics manufacturer Ottobock. <i>Journal of Business Research</i> , 2020, 114, 240-253.	5.8	21
69	A Model of Response Strategies in Strategic Alliances: A PLS Analysis of a Circumplex Structure. <i>Long Range Planning</i> , 2012, 45, 424-450.	2.9	19
70	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> , 2018, 33, 72-83.	1.8	19
71	The internal audit dilemma “the impact of executive directors versus audit committees on internal auditing work. <i>Managerial Auditing Journal</i> , 2017, 32, 854-878.	1.4	18
72	Design and marketing: Intersections and challenges. <i>Creativity and Innovation Management</i> , 2020, 29, 3-10.	1.9	18

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73	Reducing employee turnover through customer contact center job quality. <i>International Journal of Human Resource Management</i> , 2012, 23, 3925-3941.	3.3	16
74	Responses When the Earth Trembles: The Impact of Community Awareness Campaigns on Protective Behavior. <i>Journal of Public Policy and Marketing</i> , 2015, 34, 4-18.	2.2	16
75	Why do all good things come to an end? An inquiry into the discontinuation of sport sponsorâ€”sponsee relationships. <i>International Journal of Sports Marketing and Sponsorship</i> , 2019, 20, 224-241.	0.8	16
76	Counterpoint. <i>Data Base for Advances in Information Systems</i> , 2021, 52, 114-130.	1.1	16
77	Using customer contact centres as relationship marketing instruments. <i>Service Business</i> , 2015, 9, 185-208.	2.2	15
78	To perform or not to perform? How strategic orientations influence the performance of Social Entrepreneurship Organizations. <i>Cogent Business and Management</i> , 2019, 6, 1647820.	1.3	15
79	Thinking outside the box: a neuroscientific perspective on trust in B2B relationships. <i>IMP Journal</i> , 2018, 12, 75-110.	0.8	13
80	Information technology and marketing: an important partnership for decades. <i>Industrial Management and Data Systems</i> , 2020, 121, 123-157.	2.2	12
81	Information management canâ€™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> , 2021, 61, 102391.	10.5	12
82	A Comparison Between Experimental and Authentic Blood/Serum Ratios of 3,4-Methylenedioxyamphetamine and 3,4-Methylenedioxyamphetamine. <i>Journal of Analytical Toxicology</i> , 2009, 33, 283-286.	1.7	10
83	Job quality in the customer contact centre: conceptual foundation and scale development. <i>Service Industries Journal</i> , 2012, 32, 171-196.	5.0	10
84	Advancing purchasing as a design science: Publication guidelines to shift towards more relevant purchasing research. <i>Journal of Purchasing and Supply Management</i> , 2022, 28, 100750.	3.1	9
85	The dynamics of electric vehicle acceptance in corporate fleets: Evidence from Germany. <i>Technology in Society</i> , 2022, 68, 101938.	4.8	9
86	Towards a circumplex typology of customer service experience management practices: a dyadic perspective. <i>Journal of Service Theory and Practice</i> , 2021, 31, 366-395.	1.9	7
87	The Use of Design Thinking within the Brand Management Discipline: A Literature Review. , 2020, , 213-228.		7
88	Rural smartness: Its determinants and impacts on rural economic welfare. <i>Electronic Markets</i> , 2022, 32, 1943-1970.	4.4	7
89	Survey data on consumer behaviour in olive oil markets: The role of product knowledge and brand credence. <i>Data in Brief</i> , 2018, 18, 1750-1757.	0.5	6
90	Experiential Value in Multi-Actor Service Ecosystems: Scale Development and Its Relation to Inter-Customer Helping Behavior. <i>Frontiers in Psychology</i> , 2020, 11, 593390.	1.1	6

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91	A Comparative Study on Parameter Recovery of Three Approaches to Structural Equation Modeling: A Rejoinder. SSRN Electronic Journal, 0, , .	0.4	4
92	The interplay of marketing and design. Review of Managerial Science, 2021, 15, 1129-1137.	4.3	4
93	Physicians' appraisal of mobile health monitoring. Service Industries Journal, 2013, 33, 1326-1344.	5.0	3
94	Let's Wait and See! The Real Option to Switch as a New Element of Customer Value. Schmalenbach Business Review, 2013, 65, 112-136.	0.9	3
95	Emerging interstices in communities of innovation. Creativity and Innovation Management, 2021, 30, 233-247.	1.9	3
96	Improving the Material and Financial Circularity of the Plastic Packaging Value Chain in The Netherlands: Challenges, Opportunities, and Implications. Sustainability, 2022, 14, 7404.	1.6	3
97	Towards the Co-evolution of Food Experience Search Spaces Based on the Design Weltanschauung Model in Food Marketing. Cogent Business and Management, 2021, 8, .	1.3	2
98	Embedding a Sustainability Focus in Packaging Development Processes. Sustainable Production, Life Cycle Engineering and Management, 2021, , 49-60.	0.2	1
99	E-perceptions and Business "Mating": The Communication Effects of the Relative Width of Males' Faces in Business Portraits. Frontiers in Psychology, 2021, 12, 605926.	1.1	0