

Cross-buying evaluations in the retail banking industry

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Citation Report

#	ARTICLE	IF	CITATIONS
1	Adding value to service offerings: the case of UK retail financial services. <i>European Journal of Marketing</i> , 1998, 32, 1091-1109.	2.9	57
2	Mail myopia: or examining financial services marketing from a brand commitment perspective. <i>Marketing Intelligence and Planning</i> , 1998, 16, 38-46.	3.5	18
3	Consumer evaluation and competitive advantage in retail financial services –A research agenda. <i>European Journal of Marketing</i> , 2001, 35, 639-660.	2.9	49
4	A cost/benefit approach to understanding service loyalty. <i>Journal of Services Marketing</i> , 2001, 15, 113-130.	3.0	311
5	The impact of information technology on customer and supplier relationships in the financial services. <i>Journal of Service Management</i> , 2002, 13, 29-46.	2.0	68
6	Drivers of customers' cross-buying intentions. <i>European Journal of Marketing</i> , 2004, 38, 1129-1157.	2.9	125
7	Customer retention in retail financial services: an employee perspective. <i>International Journal of Bank Marketing</i> , 2004, 22, 86-99.	6.4	38
10	Determinants of cross-buying intentions in banking services in collectivistic culture. <i>International Journal of Bank Marketing</i> , 2012, 30, 328-358.	6.4	38
11	Customer Orientation and Cross-Buying: The Mediating Effects of Relational Selling Behavior and Relationship Quality. <i>Journal of Management Research</i> , 2012, 4, .	0.0	7
12	Modeling a Formative Measure of Relationship Quality and Its Effects: Evidence From the Hong Kong Retail Banking Industry. <i>Services Marketing Quarterly</i> , 2013, 34, 139-158.	1.1	22
13	The Impacts of Different Expansion Modes on Performance of Small Solar Energy Firms: Perspectives of Absorptive Capacity. <i>Scientific World Journal, The</i> , 2013, 2013, 1-9.	2.1	0
14	Examining determinants of cross buying behaviour in retail banking. <i>International Journal of Quality and Reliability Management</i> , 2015, 32, 863-880.	2.0	16
15	The effects of empathy and listening of salespeople on relationship quality in the retail banking industry. <i>International Journal of Bank Marketing</i> , 2015, 33, 692-716.	6.4	53
16	Snubbing the old to embrace the new: the impact of cross-buying on the usage of existing services. <i>Journal of Services Marketing</i> , 2017, 31, 662-675.	3.0	0
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18	The influence of online cross-recommendation on consumers'™ instant cross-buying intention. <i>Internet Research</i> , 2018, 28, 604-622.	4.9	26
19	Investigating the Effect of Employee Empathy on Service Loyalty: The Mediating Role of Trust in and Satisfaction with a Service Employee. <i>Journal of Relationship Marketing</i> , 2020, 19, 229-252.	4.4	33
20	Business cycles influences upon customer cross-buying behavior in the case of financial services. <i>Journal of Financial Services Marketing</i> , 2021, 26, 181-201.	3.4	2

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21	Is my cross-promotion profitable? Evaluation of game-to-game cannibalization in free-to-play mobile games. <i>Journal of Marketing Analytics</i> , 2021, 9, 173-184.	3.7	1
22	How does relationship quality sustain the rich world's poorest businesses?. <i>Journal of Business Research</i> , 2021, 133, 297-308.	10.2	9
24	Effect of Employee Empathy on Service Loyalty Through the Development of Trust in and Satisfaction With Service Employee During Service Interactions. <i>International Journal of Customer Relationship Marketing and Management</i> , 2020, 11, 31-49.	0.4	0
25	Mediating role of trust in the impact of perceived empathy and customer orientation on intention to continue relationship in Indian banks. <i>Journal of Financial Services Marketing</i> , 2022, 27, 372-386.	3.4	1