Balancing Risk and Return in a Customer Portfolio

Journal of Marketing 75, 1-17

DOI: 10.1509/jmkg.75.3.1

Citation Report

#	Article	IF	CITATIONS
2	The Nature of Customer Portfolios: Towards New Understanding of Firms' Exchange Contexts. Journal of Business-to-Business Marketing, 2012, 19, 335-366.	0.8	16
3	Customer lifetime value-based sales force control in the financial services industry— an incentive-compatible remuneration model. Journal of Management Control, 2012, 23, 27-51.	0.8	O
4	Capturing the Evolution of Customer–Firm Relationships: How Customers Become More (or Less) Valuable Over Time. Journal of Retailing, 2013, 89, 231-245.	4.0	29
5	Relationship Characteristics and Cash Flow Variability. Journal of Service Research, 2013, 16, 121-137.	7.8	24
6	Managing portfolios of interconnected customers: evidence from Russian B2B market. Journal of Business and Industrial Marketing, 2013, 28, 229-239.	1.8	9
7	A customer portfolio model based on multi-phase marketing strategy and particle swarm optimization. , 2013, , .		O
8	A Portfolio Approach to Allocating Airline Seats. Transportation Journal, 2013, 52, 441-462.	0.3	5
9	Value in professional service relationships. Journal of Business and Industrial Marketing, 2013, 28, 607-619.	1.8	25
10	Successful customer value management: Key lessons and emerging trends. European Management Journal, 2013, 31, 1-15.	3.1	130
11	Developing a measure of risk adjusted revenue (RAR) in credit cards market: Implications for customer relationship management. European Journal of Operational Research, 2013, 224, 425-434.	3.5	15
12	Strengthening Customer Relationships. Journal of Service Research, 2013, 16, 138-154.	7.8	11
13	Decoding Customer–Firm Relationships: How Attachment Styles Help Explain Customers' Preferences for Closeness, Repurchase Intentions, and Changes in Relationship Breadth. Journal of Marketing Research, 2013, 50, 125-142.	3.0	150
14	Portfolio optimization and performance evaluation: An application to a customer portfolio. Journal of Marketing Analytics, 2013, 1, 156-173.	2.2	2
15	Using downside CAPM theory to improve customer lifetime value prediction in non-contractual setting. Management Science Letters, 2013, , 3003-3012.	0.8	1
16	Re-Examining Customer Profitability: A New Approach to Differentiating Customer Portfolio. SSRN Electronic Journal, 2014, , .	0.4	0
17	Unveiling the Relationship between the Transaction Timing, Spending and Dropout Behavior of Customers. SSRN Electronic Journal, 0, , .	0.4	O
18	The optimization of enterprise customer portfolio management of the bank. , 2014, , .		0
19	Hedging Customer Risk. Customer Needs and Solutions, 2014, 1, 105-116.	0.5	7

#	Article	IF	Citations
20	Bridging the Theory-Practice Gap in Business Marketing: Lessons from the Fieldâ€"The <i>JBBM</i> at 21. Journal of Business-to-Business Marketing, 2015, 22, 67-72.	0.8	13
21	What Goes around Comes around: The Impact of Marketing Alliances on Firm Risk and the Moderating Role of Network Density. Journal of Marketing, 2015, 79, 63-79.	7.0	46
22	Unveiling the relationship between the transaction timing, spending and dropout behavior of customers. International Journal of Research in Marketing, 2015, 32, 78-93.	2.4	13
23	V(CLV): Examining Variance in Models of Customer Lifetime Value. SSRN Electronic Journal, 2016, , .	0.4	4
24	More fans at any cost? Analysing the economic effects of the ratio of fans to non-fans in a customer portfolio considering electronic word of mouth. Journal of Decision Systems, 2016, 25, 193-213.	2.2	2
25	A hybrid model for customer portfolio analysis in retailing. Management Research Review, 2016, 39, 630-654.	1.5	1
26	The impact of environmental uncertainty on increasing customer satisfaction through corporate social responsibility. European Journal of Marketing, 2016, 50, 1209-1238.	1.7	40
27	A resource-advantage theory typology of strategic segmentation. European Journal of Marketing, 2016, 50, 2192-2215.	1.7	13
28	Accounting for risk in the traditional RFM approach. Management Research Review, 2016, 39, 215-234.	1.5	8
30	Robust optimization of the 0–1 knapsack problem: Balancing risk and return in assortment optimization. European Journal of Operational Research, 2016, 250, 842-854.	3.5	25
31	Outward-looking and future-oriented customer value potential management: The sales force value appropriation role. Industrial Marketing Management, 2016, 53, 181-193.	3.7	16
32	Driving shareholder value with customer asset management: Moving beyond customer lifetime value. Industrial Marketing Management, 2016, 52, 140-150.	3.7	11
33	Linking Customer Behaviors to Cash Flow Level and Volatility: Implications for Marketing Practices. Journal of Marketing Research, 2017, 54, 27-43.	3.0	24
34	Ruth N. Bolton: Autobiographical reflections. Journal of Historical Research in Marketing, 2017, 9, 244-263.	0.2	4
35	How to date your clients in the 21 st century: Challenges in managing customer relationships in today's world. Business Horizons, 2017, 60, 577-586.	3.4	27
36	Optimal Advertising Budget Allocation in Luxury Fashion Markets with Social Influences: A Meanâ€Variance Analysis. Production and Operations Management, 2018, 27, 1611-1629.	2.1	131
37	Dependence concentration and fairness perceptions in asymmetric supplier–buyer relationships. Journal of Marketing Management, 2018, 34, 395-419.	1.2	12
38	A Theory of Customer Valuation: Concepts, Metrics, Strategy, and Implementation. Journal of Marketing, 2018, 82, 1-19.	7.0	67

#	Article	IF	Citations
39	The Bullwhip Effect in Supply Networks. SSRN Electronic Journal, 2018, , .	0.4	3
41	B2B relationships on the fast track: An empirical investigation into the outcomes of solution provision. Industrial Marketing Management, 2019, 76, 203-213.	3.7	13
42	Uncle Sam Rising: Performance Implications of Business-to-Government Relationships. Journal of Marketing, 2019, 83, 51-72.	7.0	39
43	Service Timing: Designing and Executing Service in a Dynamic Environment. Service Science: Research and Innovations in the Service Economy, 2019, , 13-33.	1.1	3
44	Investigation of customer churn insights and intelligence from social media: a netnographic research. Online Information Review, 2020, 45, 174-206.	2.2	10
45	Assessing the Effects of Service Variability on Consumer Confidence and Behavior. Journal of Service Research, 0, , 109467052095214.	7.8	4
47	Uncertainty representation and risk management for direct segmented marketing. Journal of Marketing Management, 2020, 36, 149-175.	1.2	5
48	Integrating dynamic segmentation and portfolio theories for better customer portfolio performance. Journal of Strategic Marketing, 0, , 1-14.	3.7	3
49	The Bullwhip Effect in Supply Networks. Management Science, 2021, 67, 6153-6173.	2.4	62
50	B2B market segmentation: A systematic review and research agenda. Journal of Business Research, 2021, 126, 415-428.	5.8	35
51	An investigation at the intersection of the sharing economy and supply chain management: a strategic perspective. International Journal of Logistics Research and Applications, 2022, 25, 1425-1443.	5 . 6	7
52	Financial Literacy: The Impact on the Profitability of the SMEs in Kuching. International Journal of Business and Society, 2021, 21, 1172-1191.	0.5	4
53	Strategic supplier management in nascent firms: an examination of how nascent firms improve customer attractiveness to obtain strategic supplier collaboration. International Journal of Logistics Management, 2021, 32, 1290-1314.	4.1	5
54	How do firms handle variability in customer experience? A dynamic approach to better understanding customer retention. Journal of Retailing and Consumer Services, 2021, 61, 102578.	5. 3	14
55	Cross-leveraging synergistic benefits from across an event portfolio: Empirical evidence from Madeira. Journal of Destination Marketing & Management, 2021, 21, 100630.	3.4	3
56	Modeling Customer Lifetime Value, Retention, and Churn. , 2017, , 1-33.		8
57	Does Customer Value-oriented Management Influence Financial Results? A Supplier's Perspective. Innovar, 2017, 27, 29-42.	0.1	2
58	Advocating Customer and Supplier Portfolios in Supply Chain Research: A Systematic Literature Review and Research Agenda. Transportation Journal, 2017, 56, 429-476.	0.3	11

#	Article	IF	CITATIONS
59	Hedging Customer Risk. SSRN Electronic Journal, 0, , .	0.4	0
60	A Study on the Effect of On-line Brand Community Characteristics and Self-determination on the Brand Equity. The Korean Journal of Consumer and Advertising Psychology, 2012, 13, 41-62.	0.2	8
61	A Sales Forecasting Model Based on Internal Organizational Variables. SSRN Electronic Journal, 0, , .	0.4	0
62	Driving Change with Strategic Customers. , 2016, , 9-39.		0
64	Supply Chain Portfolio Characteristics: Do They Relate to Postâ€IPO Financial Performance?. Transportation Journal, 2018, 57, 429-463.	0.3	1
65	Modeling Customer Lifetime Value, Retention, and Churn. , 2022, , 1001-1033.		1
66	Supply chain horizontal complexity and the moderating impact of inventory turns: A study of the automotive component industry. International Journal of Production Economics, 2022, 245, 108377.	5.1	11
68	Marketing through the eyes of senior management: Insights from Fortune 500 reporting. Journal of Marketing Theory and Practice, 2023, 31, 75-96.	2.6	1
69	Clearing the paradigmatic fog â€" how to move forward in business marketing research. Industrial Marketing Management, 2022, 102, 280-300.	3.7	20
70	The effect of implementing chatbot customer service on stock returns: an event study analysis. Journal of the Academy of Marketing Science, 2023, 51, 802-822.	7.2	21
71	Applying hybrid machine learning algorithms to assess customer risk-adjusted revenue in the financial industry. Electronic Commerce Research and Applications, 2022, 56, 101202.	2.5	4
72	Beyond Income: Dynamic Consumer Financial Vulnerability. Journal of Marketing, 2023, 87, 657-678.	7.0	9