

Andreas B Eisingerich

List of Publications by Year in descending order

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Version: 2024-02-01

39
papers

4,790
citations

186265
28
h-index

315739
38
g-index

39
all docs

39
docs citations

39
times ranked

3781
citing authors

#	ARTICLE	IF	CITATIONS
1	Brand Attachment and Brand Attitude Strength: Conceptual and Empirical Differentiation of Two Critical Brand Equity Drivers. <i>Journal of Marketing</i> , 2010, 74, 1-17.	11.3	1,406
2	Attachmentâ€“aversion (AA) model of customerâ€“brand relationships. <i>Journal of Consumer Psychology</i> , 2013, 23, 229-248.	4.5	282
3	How can clusters sustain performance? The role of network strength, network openness, and environmental uncertainty. <i>Research Policy</i> , 2010, 39, 239-253.	6.4	228
4	Why recommend a brand faceâ€“toâ€“face but not on Facebook? How wordâ€“ofâ€“mouth on online social sites differs from traditional wordâ€“ofâ€“mouth. <i>Journal of Consumer Psychology</i> , 2015, 25, 120-128.	4.5	212
5	Attitudes and Acceptance of Oral and Parenteral HIV Preexposure Prophylaxis among Potential User Groups: A Multinational Study. <i>PLoS ONE</i> , 2012, 7, e28238.	2.5	205
6	Drivers of Brand Commitment: A Cross-National Investigation. <i>Journal of International Marketing</i> , 2010, 18, 64-79.	4.4	203
7	Perceived Service Quality and Customer Trust. <i>Journal of Service Research</i> , 2008, 10, 256-268.	12.2	191
8	Doing Good and Doing Better despite Negative Information?: The Role of Corporate Social Responsibility in Consumer Resistance to Negative Information. <i>Journal of Service Research</i> , 2011, 14, 60-75.	12.2	179
9	Acta Non Verba? The Role of Customer Participation and Word of Mouth in the Relationship Between Service Firmsâ€™ Customer Satisfaction and Sales Performance. <i>Journal of Service Research</i> , 2014, 17, 40-53.	12.2	146
10	How do marketing, research and development capabilities, and degree of internationalization synergistically affect the innovation performance of small and medium-sized enterprises (SMEs)? A panel data study of Chinese SMEs. <i>International Business Review</i> , 2015, 24, 642-651.	4.8	144
11	The role of brand logos in firm performance. <i>Journal of Business Research</i> , 2013, 66, 180-187.	10.2	137
12	Managing Service Innovation and Interorganizational Relationships for Firm Performance. <i>Journal of Service Research</i> , 2009, 11, 344-356.	12.2	130
13	Hook vs. hope: How to enhance customer engagement through gamification. <i>International Journal of Research in Marketing</i> , 2019, 36, 200-215.	4.2	129
14	The paradox of customer education. <i>European Journal of Marketing</i> , 2007, 41, 466-486.	2.9	127
15	Maintaining customer relationships in high credence services. <i>Journal of Services Marketing</i> , 2007, 21, 253-262.	3.0	120
16	Relationship marketing in the financial services industry: The importance of customer education, participation and problem management for customer loyalty. <i>Journal of Financial Services Marketing</i> , 2006, 10, 86-97.	3.4	100
17	Are Thai MSM Willing to Take PrEP for HIV Prevention? An Analysis of Attitudes, Preferences and Acceptance. <i>PLoS ONE</i> , 2013, 8, e54288.	2.5	79
18	Service Firm Performance Transparency. <i>Journal of Service Research</i> , 2015, 18, 451-467.	12.2	73

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19	Access-Based Services as Substitutes for Material Possessions: The Role of Psychological Ownership. <i>Journal of Service Research</i> , 2020, 23, 368-385.	12.2	73
20	Internationalization Strategies of Emerging Markets Firms. <i>California Management Review</i> , 2010, 53, 114-135.	6.3	69
21	Views of policymakers, healthcare workers and NGOs on HIV pre-exposure prophylaxis (PrEP): a multinational qualitative study. <i>BMJ Open</i> , 2012, 2, e001234.	1.9	49
22	Strategic benefits of low fit brand extensions: When and why?. <i>Journal of Consumer Psychology</i> , 2015, 25, 577-595.	4.5	48
23	Unraveling the Customer Education Paradox. <i>Journal of Service Research</i> , 2017, 20, 306-321.	12.2	48
24	Search scope and innovation performance of emerging-market firms. <i>Journal of Business Research</i> , 2015, 68, 102-108.	10.2	47
25	Avatar Design of Virtual Salespeople: Mitigation of Recommendation Conflicts. <i>Journal of Service Research</i> , 2021, 24, 141-159.	12.2	46
26	Effective Behavioral Changes through a Digital mHealth App: Exploring the Impact of Hedonic Well-Being, Psychological Empowerment and Inspiration. <i>JMIR MHealth and UHealth</i> , 2018, 6, e10024.	3.7	39
27	Blinds up or down?. <i>European Journal of Marketing</i> , 2018, 52, 476-498.	2.9	38
28	Strategic management of product and brand extensions: Extending corporate brands in B2B vs. B2C markets. <i>Industrial Marketing Management</i> , 2018, 71, 147-159.	6.7	35
29	A Strategic Framework for Spare Parts Logistics. <i>California Management Review</i> , 2012, 54, 69-92.	6.3	29
30	From brand aversion or indifference to brand attachment: Authors' response to commentaries to Park, Eisingerich, and Park's brand attachmentâ€“aversion model. <i>Journal of Consumer Psychology</i> , 2013, 23, 269-274.	4.5	29
31	Evaluation of Two Mobile Health Apps in the Context of Smoking Cessation: Qualitative Study of Cognitive Behavioral Therapy (CBT) Versus Non-CBT-Based Digital Solutions. <i>JMIR MHealth and UHealth</i> , 2018, 6, e98.	3.7	29
32	Does educating customers create positive word of mouth?. <i>Journal of Retailing and Consumer Services</i> , 2021, 62, 102638.	9.4	24
33	Digital transformation and possession attachment: examining the endowment effect for consumersâ€™ relationships with hedonic and utilitarian digital service technologies. <i>Electronic Commerce Research</i> , 2019, 19, 311-337.	5.0	23
34	Case-based asymmetric modeling of firms with high versus low outcomes in implementing changes in direction. <i>Journal of Business Research</i> , 2016, 69, 500-507.	10.2	21
35	Brand-self connections and brand prominence as drivers of employee brand attachment. <i>AMS Review</i> , 2018, 8, 128-146.	2.5	21
36	A Bad Job of Doing Good: Does Corporate Transparency on a Country and Company Level Moderate Corporate Social Responsibility Effectiveness?. <i>Journal of International Marketing</i> , 2021, 29, 45-61.	4.4	16

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37	The effect of inter- and intra-regional geographic diversification strategies on firm performance in China. <i>Management Decision</i> , 2020, 58, 16-38.	3.9	13
38	“Pulling back the curtain”: Company tours as a customer education tool and effects on pro-brand behaviors. <i>Journal of Consumer Behaviour</i> , 2022, 21, 1307-1317.	4.2	2
39	Difference in new product adoption among at-risk members of society: A critical analysis of males, females, and transgender individuals. <i>Personality and Individual Differences</i> , 2019, 151, 109503.	2.9	0