

Florian V Wangenheim

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/10451016/publications.pdf>

Version: 2024-02-01

24
papers

2,110
citations

430874

18
h-index

580821

25
g-index

28
all docs

28
docs citations

28
times ranked

1627
citing authors

| # | ARTICLE | IF | CITATIONS |
|----|---|------|-----------|
| 1 | High Tech and High Touch. <i>Journal of Service Research</i> , 2013, 16, 3-20. | 12.2 | 269 |
| 2 | The chain from customer satisfaction via word-of-mouth referrals to new customer acquisition. <i>Journal of the Academy of Marketing Science</i> , 2007, 35, 233-249. | 11.2 | 264 |
| 3 | The effect of word of mouth on services switching. <i>European Journal of Marketing</i> , 2004, 38, 1173-1185. | 2.9 | 226 |
| 4 | Instant Customer Base Analysis: Managerial Heuristics Often "Get it Right". <i>Journal of Marketing</i> , 2008, 72, 82-93. | 11.3 | 192 |
| 5 | Postswitching Negative Word of Mouth. <i>Journal of Service Research</i> , 2005, 8, 67-78. | 12.2 | 170 |
| 6 | Artificial Intelligence-Based Conversational Agents for Chronic Conditions: Systematic Literature Review. <i>Journal of Medical Internet Research</i> , 2020, 22, e20701. | 4.3 | 115 |
| 7 | The Reinforcing Effects of Loyalty Program Partnerships and Core Service Usage. <i>Journal of Service Research</i> , 2009, 11, 357-370. | 12.2 | 107 |
| 8 | Behavioral Consequences of Overbooking Service Capacity. <i>Journal of Marketing</i> , 2007, 71, 36-47. | 11.3 | 97 |
| 9 | Does the employee-customer satisfaction link hold for all employee groups?. <i>Journal of Business Research</i> , 2007, 60, 690-697. | 10.2 | 95 |
| 10 | Cross-Cultural Differences in the Effect of Received Word-of-Mouth Referral in Relational Service Exchange. <i>Journal of International Marketing</i> , 2010, 18, 62-80. | 4.4 | 85 |
| 11 | Behavioral Consequences of Overbooking Service Capacity. <i>Journal of Marketing</i> , 2007, 71, 36-47. | 11.3 | 73 |
| 12 | Drivers of Trust in Relational Service Exchange: Understanding the Importance of Cross-Cultural Differences. <i>Journal of Service Research</i> , 2010, 13, 453-468. | 12.2 | 56 |
| 13 | Perils of Managing the Service Profit Chain: The Role of Time Lags and Feedback Loops. <i>Journal of Retailing</i> , 2012, 88, 356-366. | 6.2 | 55 |
| 14 | Conversational Agents as Mediating Social Actors in Chronic Disease Management Involving Health Care Professionals, Patients, and Family Members: Multisite Single-Arm Feasibility Study. <i>Journal of Medical Internet Research</i> , 2021, 23, e25060. | 4.3 | 55 |
| 15 | Voice-Based Conversational Agents for the Prevention and Management of Chronic and Mental Health Conditions: Systematic Literature Review. <i>Journal of Medical Internet Research</i> , 2021, 23, e25933. | 4.3 | 43 |
| 16 | Branding access offers: the importance of product brands, ownership status, and spillover effects to parent brands. <i>Journal of the Academy of Marketing Science</i> , 2015, 43, 574-588. | 11.2 | 41 |
| 17 | Antecedents of peripheral services cross-buying behavior. <i>Journal of Retailing and Consumer Services</i> , 2017, 36, 218-224. | 9.4 | 24 |
| 18 | Renew or cancel? Drivers of customer renewal decisions for IT-based service contracts. <i>Journal of Business Research</i> , 2017, 79, 181-188. | 10.2 | 16 |

| # | ARTICLE | IF | CITATIONS |
|----|---|-----|-----------|
| 19 | Business solutions as market signals that facilitate product sales. <i>Industrial Marketing Management</i> , 2020, 91, 30-40. | 6.7 | 12 |
| 20 | Putting Attribution to Work: A Graph-Based Framework for Attribution Modeling in Managerial Practice. <i>SSRN Electronic Journal</i> , 2013, , . | 0.4 | 10 |
| 21 | Deliberative and Paternalistic Interaction Styles for Conversational Agents in Digital Health: Procedure and Validation Through a Web-Based Experiment. <i>Journal of Medical Internet Research</i> , 2021, 23, e22919. | 4.3 | 4 |
| 22 | A Seasonal Model with Dropout to Improve Forecasts of Purchase Levels. <i>Journal of Interactive Marketing</i> , 2022, 57, 212-236. | 6.2 | 1 |
| 23 | Branding Access Offers: The Importance of Product Brands, Ownership Status, and Spillover Effects to Parent Brands. <i>SSRN Electronic Journal</i> , 2015, , . | 0.4 | 0 |
| 24 | Behavioral Consequences of Customer-Initiated Channel Migration. <i>SSRN Electronic Journal</i> , 0, , . | 0.4 | 0 |