

# Harley Krohmer

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/10641875/publications.pdf>

Version: 2024-02-01

18  
papers

2,577  
citations

687363

13  
h-index

940533

16  
g-index

19  
all docs

19  
docs citations

19  
times ranked

1765  
citing authors

#	ARTICLE	IF	CITATIONS
1	Emotional Brand Attachment and Brand Personality: The Relative Importance of the Actual and the Ideal Self. <i>Journal of Marketing</i> , 2011, 75, 35-52.	11.3	857
2	How Should Consumers'™ Willingness to Pay be Measured? An Empirical Comparison of State-of-the-Art Approaches. <i>Journal of Marketing Research</i> , 2011, 48, 172-184.	4.8	335
3	Marketing's Influence within the Firm. <i>Journal of Marketing</i> , 1999, 63, 1.	11.3	238
4	Marketingmanagement. , 2003, , .		204
5	Configurations of Marketing and Sales: A Taxonomy. <i>Journal of Marketing</i> , 2008, 72, 133-154.	11.3	185
6	When Hostile Consumers Wreak Havoc on Your Brand: The Phenomenon of Consumer Brand Sabotage. <i>Journal of Marketing</i> , 2016, 80, 25-41.	11.3	179
7	Marketing's Influence within the Firm. <i>Journal of Marketing</i> , 1999, 63, 1-17.	11.3	168
8	Should marketing be cross-functional? Conceptual development and international empirical evidence. <i>Journal of Business Research</i> , 2002, 55, 451-465.	10.2	146
9	Service Brand Relationship Quality. <i>Journal of Service Research</i> , 2015, 18, 90-106.	12.2	84
10	Implementing an intended brand personality: a dyadic perspective. <i>Journal of the Academy of Marketing Science</i> , 2012, 40, 728-744.	11.2	76
11	The role of brand prominence and extravagance of product design in luxury brand building: What drives consumers'™ preferences for loud versus quiet luxury?. <i>Journal of Brand Management</i> , 2020, 27, 195-210.	3.5	31
12	How Do Consumer Characteristics Affect the Bias in Measuring Willingness to Pay for Innovative Products?. <i>Journal of Product Innovation Management</i> , 2013, 30, 1042-1053.	9.5	26
13	The Janus Face of Ideal Self-Congruence: Benefits for the Brand versus Emotional Distress for the Consumer. <i>Journal of the Association for Consumer Research</i> , 2018, 3, 163-174.	1.7	17
14	A de-biased direct question approach to measuring consumers' willingness to pay. <i>International Journal of Research in Marketing</i> , 2021, 38, 70-84.	4.2	15
15	How Should Retailers Deal with Consumer Sabotage of a Manufacturer Brand?. <i>Journal of the Association for Consumer Research</i> , 2018, 3, 379-395.	1.7	5
16	The Retirement Planning Crisis: Finding a Way Out with a Consumer Behavior Perspective. <i>Review of Marketing Research</i> , 2020, , 77-85.	0.2	3
17	Marketing- und Vertriebsorganisation. , 2003, , 953-992.		0
18	Grundlagen des strategischen Marketing. , 2003, , 341-371.		0