

Harley Krohmer

List of Publications by Year in descending order

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