

Torsten Tomczak

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/11031026/publications.pdf>

Version: 2024-02-01

15
papers

923
citations

1163117

8
h-index

1372567

10
g-index

18
all docs

18
docs citations

18
times ranked

714
citing authors

| # | ARTICLE | IF | CITATIONS |
|----|---|------|-----------|
| 1 | Brand-Specific Leadership: Turning Employees into Brand Champions. Journal of Marketing, 2009, 73, 122-142. | 11.3 | 464 |
| 2 | The moderating effect of manipulative intent and cognitive resources on the evaluation of narrative ads. Psychology and Marketing, 2010, 27, 510-530. | 8.2 | 124 |
| 3 | Improving incongruent sponsorships through articulation of the sponsorship and audience participation. Journal of Marketing Communications, 2009, 15, 17-34. | 4.0 | 80 |
| 4 | Effects of Susceptibility to Normative Influence and Type of Testimonial on Attitudes Toward Print Advertising. Journal of Advertising, 2008, 37, 29-43. | 6.6 | 73 |
| 5 | The impact of sales encounters on brand loyalty. Journal of Business Research, 2010, 63, 1148-1155. | 10.2 | 67 |
| 6 | Can I Live Up to That Ad? Impact of Implicit Theories of Ability on Service Employees'™ Responses to Advertising. Journal of Service Research, 2010, 13, 137-152. | 12.2 | 36 |
| 7 | Can Friends Also Become Customers? The Impact of Employee Referral Programs on Referral Likelihood. Journal of Service Research, 2014, 17, 119-133. | 12.2 | 24 |
| 8 | Securing Frontline Employee Support After an Ethical Scandal. Journal of Service Research, 2016, 19, 417-432. | 12.2 | 9 |
| 9 | Determinanten eines erfolgreichen Behavioral Branding. , 2012, , 213-236. | | 8 |
| 10 | Mitarbeiterkommunikation aus Sicht der Markenführung. , 2021, , 151-167. | | 2 |
| 11 | Wege zu einem effektiven und verantwortungsvollen Employer Branding. , 2011, , 327-343. | | 1 |
| 12 | Mit transformationaler Führung das markenorientierte Verhalten stärken. Springer Reference Wirtschaft, 2019, , 1039-1053. | 0.1 | 1 |
| 13 | Mitarbeiter zu Markenbotschaftern machen: Steigerung der Dienstleistungsproduktivität durch Behavioral Branding. , 2011, , 375-392. | | 0 |
| 14 | Mit transformationaler Führung das markenorientierte Verhalten stärken. , 2016, , 1-15. | | 0 |
| 15 | Mitarbeiterkommunikation aus Sicht der Markenführung. , 2020, , 1-17. | | 0 |