

# 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	Mitarbeiterkommunikation aus Sicht der Markenführung. , 2021, , 151-167.		2
2	Mitarbeiterkommunikation aus Sicht der Markenführung. , 2020, , 1-17.		0
3	Mit transformationaler Führung das markenorientierte Verhalten stärken. Springer Reference Wirtschaft, 2019, , 1039-1053.	0.1	1
4	Securing Frontline Employee Support After an Ethical Scandal. Journal of Service Research, 2016, 19, 417-432.	12.2	9
5	Mit transformationaler Führung das markenorientierte Verhalten stärken. , 2016, , 1-15.		0
6	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
7	Determinanten eines erfolgreichen Behavioral Branding. , 2012, , 213-236.		8
8	Wege zu einem effektiven und verantwortungsvollen Employer Branding. , 2011, , 327-343.		1
9	Mitarbeiter zu Markenbotschaftern machen: Steigerung der Dienstleistungsproduktivität durch Behavioral Branding. , 2011, , 375-392.		0
10	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
11	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
12	The impact of sales encounters on brand loyalty. Journal of Business Research, 2010, 63, 1148-1155.	10.2	67
13	Brand-Specific Leadership: Turning Employees into Brand Champions. Journal of Marketing, 2009, 73, 122-142.	11.3	464
14	Improving incongruent sponsorships through articulation of the sponsorship and audience participation. Journal of Marketing Communications, 2009, 15, 17-34.	4.0	80
15	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