

Sebastian Hohenberg

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/11336448/publications.pdf>

Version: 2024-02-01

6
papers

169
citations

1478505

6
h-index

1872680

6
g-index

6
all docs

6
docs citations

6
times ranked

121
citing authors

#	ARTICLE	IF	CITATIONS
1	Motivating Sales Reps for Innovation Selling in Different Cultures. Journal of Marketing, 2016, 80, 101-120.	11.3	74
2	Self-Selected Sales Incentives: Evidence of their Effectiveness, Persistence, Durability, and Underlying Mechanisms. Journal of Marketing, 2018, 82, 106-124.	11.3	50
3	Steering the Sales Force for New Product Selling: <i>Why</i> Is it Different, and <i>How</i> Can Firms Motivate Different Sales Reps?. Journal of Product Innovation Management, 2019, 36, 282-304.	9.5	16
4	Enhancing innovation commercialization through supervisor’s sales rep fit. Journal of the Academy of Marketing Science, 2019, 47, 681-701.	11.2	12
5	Incentivizing of inside sales units – the interplay of incentive types and unit structures. Journal of Personal Selling and Sales Management, 2021, 41, 181-199.	2.8	9
6	Organizing for cross-selling: Do it right, or not at all. International Journal of Research in Marketing, 2020, 37, 56-73.	4.2	8