

# Sebastian Hohenberg

## List of Publications by Year in descending order

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

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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	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
2	Organizing for cross-selling: Do it right, or not at all. International Journal of Research in Marketing, 2020, 37, 56-73.	4.2	8
3	Enhancing innovation commercialization through supervisor’s sales rep fit. Journal of the Academy of Marketing Science, 2019, 47, 681-701.	11.2	12
4	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
5	Self-Selected Sales Incentives: Evidence of their Effectiveness, Persistence, Durability, and Underlying Mechanisms. Journal of Marketing, 2018, 82, 106-124.	11.3	50
6	Motivating Sales Reps for Innovation Selling in Different Cultures. Journal of Marketing, 2016, 80, 101-120.	11.3	74