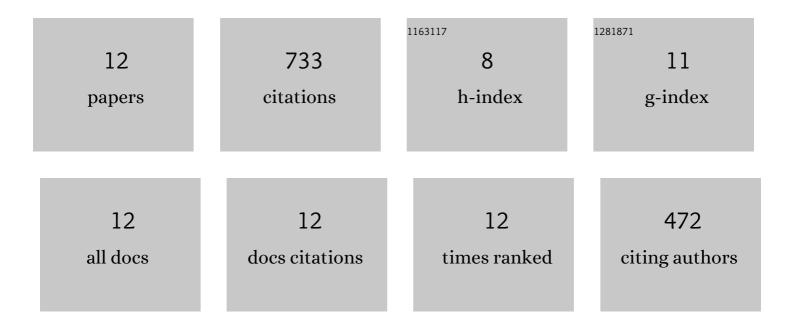
Andreas Fürst

List of Publications by Year in descending order

Source: https://exaly.com/author-pdf/11635555/publications.pdf Version: 2024-02-01



ΔΝΠΟΕΛς ΕΔ1/10ςτ

#	Article	IF	CITATIONS
1	Addressing a product management's orphan: How to externally implement product eliminations in a B2B setting. Industrial Marketing Management, 2018, 68, 56-73.	6.7	6
2	Smart Meter-Angebote: Eine empirische Untersuchung von KundenprÄfterenzen. Zeitschrift Fļr Energiewirtschaft, 2018, 42, 193-206.	0.2	2
3	Toward a Differentiated Understanding of the Valueâ€Creation Chain. British Journal of Management, 2017, 28, 444-463.	5.0	9
4	Organizational Multichannel Differentiation: An Analysis of Its Impact on Channel Relationships and Company Sales Success. Journal of Marketing, 2017, 81, 59-82.	11.3	38
5	Incumbents' defense strategies: a comparison of deterrence and shakeout strategy based on evolutionary game theory. Journal of the Academy of Marketing Science, 2013, 41, 185-205.	11.2	21
6	Ensuring international competitiveness: a configurative approach to foreign marketing subsidiaries. Journal of the Academy of Marketing Science, 2012, 40, 290-312.	11.2	14
7	On the importance of complaint handling design: a multi-level analysis of the impact in specific complaint situations. Journal of the Academy of Marketing Science, 2010, 38, 265-287.	11.2	61
8	A customer perspective on product eliminations: how the removal of products affects customers and business relationships. Journal of the Academy of Marketing Science, 2010, 38, 531-549.	11.2	41
9	Gestaltung des Beschwerdemanagements – Eine integrative Betrachtung. , 2010, , 297-324.		0
10	Effektivitäund Effizienz der Gestaltung des Beschwerdemanagements. Marketing, Zeitschrift Fur Forschung Und Praxis, 2008, 30, 29-45.	0.2	11
11	See no evil, hear no evil, speak no evil: a study of defensive organizational behavior towards customer complaints. Journal of the Academy of Marketing Science, 2007, 35, 523-536.	11.2	112
12	How Organizational Complaint Handling Drives Customer Loyalty: An Analysis of the Mechanistic and the Organic Approach. Journal of Marketing, 2005, 69, 95-114.	11.3	418