

Andreas FÃ¼rst

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/11635555/publications.pdf>

Version: 2024-02-01

12
papers

733
citations

1163117

8
h-index

1281871

11
g-index

12
all docs

12
docs citations

12
times ranked

472
citing authors

#	ARTICLE	IF	CITATIONS
1	Addressing a product management's orphan: How to externally implement product eliminations in a B2B setting. <i>Industrial Marketing Management</i> , 2018, 68, 56-73.	6.7	6
2	Smart Meter-Angebote: Eine empirische Untersuchung von KundenprÄferenzen. <i>Zeitschrift FÄ1/4r Energiewirtschaft</i> , 2018, 42, 193-206.	0.2	2
3	Toward a Differentiated Understanding of the Valueâ€Creation Chain. <i>British Journal of Management</i> , 2017, 28, 444-463.	5.0	9
4	Organizational Multichannel Differentiation: An Analysis of Its Impact on Channel Relationships and Company Sales Success. <i>Journal of Marketing</i> , 2017, 81, 59-82.	11.3	38
5	Incumbentsâ€™ defense strategies: a comparison of deterrence and shakeout strategy based on evolutionary game theory. <i>Journal of the Academy of Marketing Science</i> , 2013, 41, 185-205.	11.2	21
6	Ensuring international competitiveness: a configurative approach to foreign marketing subsidiaries. <i>Journal of the Academy of Marketing Science</i> , 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. <i>Journal of the Academy of Marketing Science</i> , 2010, 38, 265-287.	11.2	61
8	A customer perspective on product eliminations: how the removal of products affects customers and business relationships. <i>Journal of the Academy of Marketing Science</i> , 2010, 38, 531-549.	11.2	41
9	Gestaltung des Beschwerdemanagements â€ Eine integrative Betrachtung. , 2010, , 297-324.		0
10	EffektivitÄt und Effizienz der Gestaltung des Beschwerdemanagements. <i>Marketing, Zeitschrift Fur Forschung Und Praxis</i> , 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. <i>Journal of the Academy of Marketing Science</i> , 2007, 35, 523-536.	11.2	112
12	How Organizational Complaint Handling Drives Customer Loyalty: An Analysis of the Mechanistic and the Organic Approach. <i>Journal of Marketing</i> , 2005, 69, 95-114.	11.3	418