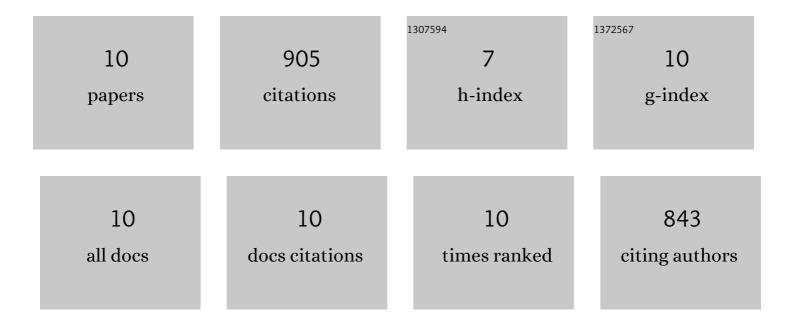
## Joshua T Beck

List of Publications by Year in descending order

Source: https://exaly.com/author-pdf/11823222/publications.pdf Version: 2024-02-01



LOSHUA T RECK

#	Article	IF	CITATIONS
1	Building, measuring, and profiting from customer loyalty. Journal of the Academy of Marketing Science, 2015, 43, 790-825.	11.2	217
2	The Role of Culture in International Relationship Marketing. Journal of Marketing, 2014, 78, 78-98.	11.3	208
3	Understanding Relationship Marketing and Loyalty Program Effectiveness in Global Markets. Journal of International Marketing, 2015, 23, 1-21.	4.4	189
4	Review of the theoretical underpinnings of loyalty programs. Journal of Consumer Psychology, 2011, 21, 256-276.	4.5	185
5	The Long Reach of Sponsorship: How Fan Isolation and Identification Jointly Shape Sponsorship Performance. Journal of Marketing, 2018, 82, 28-48.	11.3	39
6	Company Worth Keeping: Personal Control and Preferences for Brand Leaders. Journal of Consumer Research, 2020, 46, 871-886.	5.1	38
7	The Control–Effort Trade-Off in Participative Pricing: How Easing Pricing Decisions Enhances Purchase Outcomes. Journal of Marketing, 2021, 85, 145-160.	11.3	13
8	The effect of duration metrics on consumer satisfaction. Psychology and Marketing, 2020, 37, 441-456.	8.2	9
9	Too tired for a good deal: How customer fatigue shapes the performance of Pay-What-You-Want pricing. Journal of Business Research, 2022, 144, 987-996.	10.2	5
10	The Long Reach of Sponsorship: How Fan Isolation and Identification Jointly Shape Sponsorship Performance. Journal of Marketing, 2018, , .	11.3	2