

# Joshua T Beck

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/11823222/publications.pdf>

Version: 2024-02-01

10  
papers

905  
citations

1307594

7  
h-index

1372567

10  
g-index

10  
all docs

10  
docs citations

10  
times ranked

843  
citing authors

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