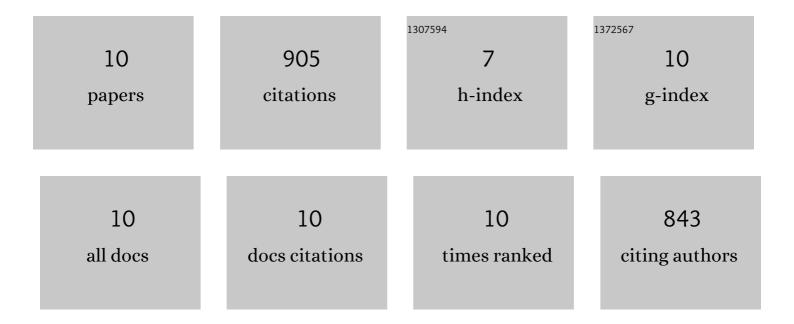
Joshua T Beck

List of Publications by Year in descending order

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



IOSHUA T RECK

#	Article	IF	CITATIONS
1	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
2	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
3	Company Worth Keeping: Personal Control and Preferences for Brand Leaders. Journal of Consumer Research, 2020, 46, 871-886.	5.1	38
4	The effect of duration metrics on consumer satisfaction. Psychology and Marketing, 2020, 37, 441-456.	8.2	9
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	The Long Reach of Sponsorship: How Fan Isolation and Identification Jointly Shape Sponsorship Performance. Journal of Marketing, 2018, , .	11.3	2
7	Building, measuring, and profiting from customer loyalty. Journal of the Academy of Marketing Science, 2015, 43, 790-825.	11.2	217
8	Understanding Relationship Marketing and Loyalty Program Effectiveness in Global Markets. Journal of International Marketing, 2015, 23, 1-21.	4.4	189
9	The Role of Culture in International Relationship Marketing. Journal of Marketing, 2014, 78, 78-98.	11.3	208
10	Review of the theoretical underpinnings of loyalty programs. Journal of Consumer Psychology, 2011, 21, 256-276.	4.5	185