

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