

Jacquelyn S Thomas

List of Publications by Year in descending order

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19
papers

3,341
citations

623734

14
h-index

888059

17
g-index

19
all docs

19
docs citations

19
times ranked

1963
citing authors

#	ARTICLE	IF	CITATIONS
1	Email Marketing as a Tool for Strategic Persuasion. <i>Journal of Interactive Marketing</i> , 2022, 57, 377-392.	6.2	9
2	Investigating the Role of Product Assortment in Technology-Enabled Sales Platforms. <i>Journal of Interactive Marketing</i> , 2021, 55, 31-51.	6.2	5
3	Customer win-back: the role of attributions and perceptions in customers'™ willingness to return. <i>Journal of the Academy of Marketing Science</i> , 2016, 44, 218-240.	11.2	47
4	Investigating the Relationship Between the Content of Online Word of Mouth, Advertising, and Brand Performance. <i>Marketing Science</i> , 2014, 33, 241-258.	4.1	161
5	Strategic Assortment Decisions in Information-Intensive and Turbulent Environments. <i>Journal of Retailing</i> , 2011, 87, S17-S28.	6.2	40
6	Recapturing Lost Customers. , 2010, , 229-243.		0
7	Customer relationship management and firm performance: the mediating role of business strategy. <i>Journal of the Academy of Marketing Science</i> , 2010, 38, 326-346.	11.2	193
8	Toward an understanding of industry commoditization: Its nature and role in evolving marketing competition. <i>International Journal of Research in Marketing</i> , 2010, 27, 188-197.	4.2	111
9	Direct Bob ' Contributions to Customer Relationship Marketing, <i>Direct Marketing and Database Marketing</i> . , 2010, , 199-203.		0
10	When Does International Marketing Standardization Matter to Firm Performance?. <i>Journal of International Marketing</i> , 2009, 17, 24-46.	4.4	150
11	Putting one-to-one marketing to work: Personalization, customization, and choice. <i>Marketing Letters</i> , 2008, 19, 305-321.	2.9	318
12	Investigating cross-buying and customer loyalty. <i>Journal of Interactive Marketing</i> , 2008, 22, 5-20.	6.2	82
13	Challenges and Opportunities in Multichannel Customer Management. <i>Journal of Service Research</i> , 2006, 9, 95-112.	12.2	812
14	Managing Marketing Communications with Multichannel Customers. <i>Journal of Marketing</i> , 2005, 69, 239-251.	11.3	234
15	Balancing Acquisition and Retention Resources to Maximize Customer Profitability. <i>Journal of Marketing</i> , 2005, 69, 63-79.	11.3	590
16	Recapturing Lost Customers. <i>Journal of Marketing Research</i> , 2004, 41, 31-45.	4.8	177
17	Linking Customer Assets to Financial Performance. <i>Journal of Service Research</i> , 2002, 5, 26-38.	12.2	155
18	A Methodology for Linking Customer Acquisition to Customer Retention. <i>Journal of Marketing Research</i> , 2001, 38, 262-268.	4.8	255

#	ARTICLE	IF	CITATIONS
19	Econometric Analysis of Customer Retention in an Aviation Trade Organization. Transportation Research Record, 1997, 1567, 33-40.	1.9	2