

# Alexander Edeling

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/3264885/publications.pdf>

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4  
papers

249  
citations

1937685

4  
h-index

2272923

4  
g-index

4  
all docs

4  
docs citations

4  
times ranked

170  
citing authors

#	ARTICLE	IF	CITATIONS
1	Marketing's Impact on Firm Value: Generalizations from a Meta-Analysis. Journal of Marketing Research, 2016, 53, 515-534.	4.8	109
2	When Does Market Share Matter? New Empirical Generalizations from a Meta-Analysis of the Market Share-Performance Relationship. Journal of Marketing, 2018, 82, 1-24.	11.3	68
3	The marketing-finance interface: A new integrative review of metrics, methods, and findings and an agenda for future research. International Journal of Research in Marketing, 2021, 38, 857-876.	4.2	55
4	Over, out, but present: recalling former sponsorships. European Journal of Marketing, 2017, 51, 1286-1307.	2.9	17