

Conor M Henderson

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/3286104/publications.pdf>

Version: 2024-02-01

9
papers

625
citations

1163117
8
h-index

1474206
9
g-index

9
all docs

9
docs citations

9
times ranked

583
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	Review of the theoretical underpinnings of loyalty programs. <i>Journal of Consumer Psychology</i> , 2011, 21, 256-276.	4.5	185
3	Effect of Customer-Centric Structure on Long-Term Financial Performance. <i>Marketing Science</i> , 2015, 34, 250-268.	4.1	76
4	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
5	The Color of Support: The Effect of Sponsorâ€œTeam Visual Congruence on Sponsorship Performance. <i>Journal of Marketing</i> , 2019, 83, 50-71.	11.3	29
6	Customer Success Management: The next evolution in customer management practice?. <i>Industrial Marketing Management</i> , 2020, 90, 360-369.	6.7	28
7	Effect of salespeople's acquisitionâ€œretention trade-off on performance. <i>Journal of Personal Selling and Sales Management</i> , 2014, 34, 91-111.	2.8	25
8	Customer inertia marketing. <i>Journal of the Academy of Marketing Science</i> , 2021, 49, 350-373.	11.2	24
9	The Long Reach of Sponsorship: How Fan Isolation and Identification Jointly Shape Sponsorship Performance. <i>Journal of Marketing</i> , 2018, , .	11.3	2