

Werner J Reinartz

List of Publications by Year in descending order

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Version: 2024-02-01

84
papers

11,956
citations

136950

32
h-index

106344

65
g-index

92
all docs

92
docs citations

92
times ranked

7095
citing authors

#	ARTICLE	IF	CITATIONS
1	An empirical comparison of the efficacy of covariance-based and variance-based SEM. <i>International Journal of Research in Marketing</i> , 2009, 26, 332-344.	4.2	2,001
2	The mismanagement of customer loyalty. <i>Harvard Business Review</i> , 2002, 80, 86-94, 125.	3.1	1,227
3	The Customer Relationship Management Process: Its Measurement and Impact on Performance. <i>Journal of Marketing Research</i> , 2004, 41, 293-305.	4.8	1,195
4	On the Profitability of Long-Life Customers in a Noncontractual Setting: An Empirical Investigation and Implications for Marketing. <i>Journal of Marketing</i> , 2000, 64, 17-35.	11.3	1,100
5	The Impact of Customer Relationship Characteristics on Profitable Lifetime Duration. <i>Journal of Marketing</i> , 2003, 67, 77-99.	11.3	852
6	Do Intentions Really Predict Behavior? Self-Generated Validity Effects in Survey Research. <i>Journal of Marketing</i> , 2005, 69, 1-14.	11.3	795
7	Hybrid Offerings: How Manufacturing Firms Combine Goods and Services Successfully. <i>Journal of Marketing</i> , 2011, 75, 5-23.	11.3	760
8	Customer Engagement as a New Perspective in Customer Management. <i>Journal of Service Research</i> , 2010, 13, 247-252.	12.2	726
9	Balancing Acquisition and Retention Resources to Maximize Customer Profitability. <i>Journal of Marketing</i> , 2005, 69, 63-79.	11.3	590
10	Creating Enduring Customer Value. <i>Journal of Marketing</i> , 2016, 80, 36-68.	11.3	408
11	The impact of digital transformation on the retailing value chain. <i>International Journal of Research in Marketing</i> , 2019, 36, 350-366.	4.2	249
12	Retailing Innovations in a Globalizing Retail Market Environment. <i>Journal of Retailing</i> , 2011, 87, S53-S66.	6.2	155
13	Seven Barriers to Customer Equity Management. <i>Journal of Service Research</i> , 2002, 5, 77-85.	12.2	124
14	Managing Marketing Channel Multiplicity. <i>Journal of Service Research</i> , 2010, 13, 331-340.	12.2	112
15	Does It Pay to Be Real? Understanding Authenticity in TV Advertising. <i>Journal of Marketing</i> , 2019, 83, 24-50.	11.3	111
16	Performance Implications of Adopting a Customer-Focused Sales Campaign. <i>Journal of Marketing</i> , 2008, 72, 50-68.	11.3	110
17	Customer Relationship Management. <i>Springer Texts in Business and Economics</i> , 2012, , .	0.3	93
18	The impact of internal and external reference prices on brand choice: The moderating role of contextual variables. <i>Journal of Retailing</i> , 1998, 74, 401-426.	6.2	86

#	ARTICLE	IF	CITATIONS
19	The Short- and Long-Term Effects of Measuring Intent to Repurchase. <i>Journal of Consumer Research</i> , 2004, 31, 566-572.	5.1	84
20	Investigating cross-buying and customer loyalty. <i>Journal of Interactive Marketing</i> , 2008, 22, 5-20.	6.2	82
21	When and why do customer solutions pay off in business markets?. <i>Journal of the Academy of Marketing Science</i> , 2017, 45, 490-512.	11.2	81
22	Determinants of the variety of routes to market. <i>International Journal of Research in Marketing</i> , 2007, 24, 17-29.	4.2	79
23	Beyond Online Search: The Road to Profitability. <i>California Management Review</i> , 2003, 45, 107-130.	6.3	76
24	Performance Implications of Adopting a Customer-Focused Sales Campaign. <i>Journal of Marketing</i> , 2008, 72, 50-68.	11.3	69
25	Empirical generalizations from brand extension research: How sure are we?. <i>International Journal of Research in Marketing</i> , 2006, 23, 253-261.	4.2	67
26	Digital Transformation and Value Creation: Sea Change Ahead. <i>NIM Marketing Intelligence Review</i> , 2017, 9, 10-17.	0.6	61
27	Store-, Market-, and Consumer-Characteristics: The Drivers of Store Performance. <i>Marketing Letters</i> , 1999, 10, 5-23.	2.9	60
28	Generating Non-normal Data for Simulation of Structural Equation Models Using Mattson's Method. <i>Multivariate Behavioral Research</i> , 2002, 37, 227-244.	3.1	55
29	Selling, general, and administrative expense (SGA)-based metrics in marketing: conceptual and measurement challenges. <i>Journal of the Academy of Marketing Science</i> , 2018, 46, 987-1011.	11.2	46
30	Getting the most out of all your customers. <i>Harvard Business Review</i> , 2004, 82, 116-23, 188.	3.1	46
31	A retrospective review of the first 35 years of the <i>International Journal of Research in Marketing</i> . <i>International Journal of Research in Marketing</i> , 2021, 38, 232-269.	4.2	39
32	Distributing through multiple channels in industrial wholesaling: how many and how much?. <i>Journal of the Academy of Marketing Science</i> , 2015, 43, 746-767.	11.2	38
33	What Happens Online Stays Online? Segment-Specific Online and Offline Effects of Banner Advertisements. <i>Journal of Marketing Research</i> , 2017, 54, 901-913.	4.8	30
34	The Platformization of Brands. <i>Journal of Marketing</i> , 2022, 86, 109-131.	11.3	29
35	Communicating Brands in Television Advertising. <i>Journal of Marketing Research</i> , 2020, 57, 236-256.	4.8	28
36	Knowing what to sell, when, and to whom. <i>Harvard Business Review</i> , 2006, 84, 131-7, 150.	3.1	25

#	ARTICLE	IF	CITATIONS
37	An Empirical Comparison of the Efficacy of Covariance-Based and Variance-Based SEM. SSRN Electronic Journal, 0, , .	0.4	22
38	Decision Models for Customer Relationship Management (CRM). Profiles in Operations Research, 2008, , 291-326.	0.4	19
39	From Customer to Partner Engagement: A Conceptualization and Typology of Engagement in B2B. , 2018, , 243-268.		12
40	From Point of Sale to Point of Need: How Digital Technology Is Transforming Retailing. GfK Marketing Intelligence Review, 2017, 9, 42-47.	0.4	11
41	Households Under Economic Change: How Micro- and Macroeconomic Conditions Shape Grocery Shopping Behavior. Journal of Marketing, 2022, 86, 95-117.	11.3	11
42	Capturing Retailersâ€™ Brand and Customer Focus. Journal of Retailing, 2021, 97, 582-596.	6.2	9
43	The Impact of Digital Transformation on the Retailing Value Chain. SSRN Electronic Journal, 0, , .	0.4	8
44	Loyalty Programs: Design and Effectiveness. Springer Texts in Business and Economics, 2018, , 179-205.	0.3	8
45	Understanding Customer Loyalty Programs. , 2006, , 361-379.		8
46	Modeling Customer Lifetime Value, Retention, and Churn. , 2017, , 1-33.		8
47	Improving customer profit predictions with customer mindset metrics through multiple overimputation. Journal of the Academy of Marketing Science, 2019, 47, 771-794.	11.2	7
48	Understanding Customer Loyalty Programs. , 2010, , 409-427.		7
49	Customer Privacy Concerns and Privacy Protective Responses. Springer Texts in Business and Economics, 2018, , 285-309.	0.3	4
50	Leading IJRM on the path to prominence. International Journal of Research in Marketing, 2019, 36, 1-2.	4.2	4
51	Reinventing the Retailer: Retaining Relevance and Customer Access. NIM Marketing Intelligence Review, 2019, 11, 10-17.	0.6	4
52	Relationship Marketing and the Concept of Customer Value. Springer Texts in Business and Economics, 2012, , 21-31.	0.3	3
53	Strategic CRM Today. Springer Texts in Business and Economics, 2018, , 3-16.	0.3	3
54	Applications of CRM in B2B and B2C Scenarios Part I. Springer Texts in Business and Economics, 2018, , 329-362.	0.3	3

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55	The Managerial Relevance of Marketing Science: Properties and Genesis. SSRN Electronic Journal, 0, , .	0.4	3
56	Feeling Good or Feeling Right? â€” Discussion of â€œQuantitative and Qualitative Rankings of Scholarsâ€•by Rost and Frey. Schmalenbach Business Review, 2011, 63, 109-114.	0.9	2
57	Loyalty Programs: Design and Effectiveness. Springer Texts in Business and Economics, 2012, , 183-206.	0.3	2
58	Hybrid offerings: research avenues for implementing service growth strategies. , 2014, , .		2
59	CRM Issues in the Business-To-Business Context. Springer Texts in Business and Economics, 2018, , 265-283.	0.3	2
60	Concepts of Customer Value. Springer Texts in Business and Economics, 2018, , 17-29.	0.3	2
61	Impact of CRM on Marketing Channels. Springer Texts in Business and Economics, 2018, , 237-264.	0.3	2
62	Der Einsatz von Customer Relationship Management zur Steuerung von Kundenzufriedenheit. , 2016, , 349-376.		2
63	How to sell services more profitably. Harvard Business Review, 2008, 86, 90-6, 129.	3.1	2
64	Impact of CRM on Marketing Channels. Springer Texts in Business and Economics, 2012, , 235-260.	0.3	1
65	Strategic CRM. Springer Texts in Business and Economics, 2018, , 33-48.	0.3	1
66	Future of CRM. Springer Texts in Business and Economics, 2018, , 385-404.	0.3	1
67	Software Tools and Dashboards. Springer Texts in Business and Economics, 2018, , 171-178.	0.3	1
68	What Drives Inner City Attractiveness for Society? The Role of Brick-and-mortar Stores. Review of Marketing Research, 2021, , 279-317.	0.2	1
69	Der Einsatz von Customer Relationship Management zur Steuerung von Kundenzufriedenheit. , 2012, , 369-394.		1
70	Applications of CRM in B2B and B2C Scenarios Part II. Springer Texts in Business and Economics, 2018, , 363-384.	0.3	1
71	The Perils of Retail Price Differentiation: Why Nobody Wins When Customers Lose. NIM Marketing Intelligence Review, 2019, 11, 30-35.	0.6	1
72	Kundenansprache in Zeiten digitaler Transformation. , 2020, , 341-356.		1

#	ARTICLE	IF	CITATIONS
73	Modeling Customer Lifetime Value, Retention, and Churn. , 2022, , 1001-1033.		1
74	Customer Analytics Part I. Springer Texts in Business and Economics, 2012, , 89-109.	0.3	0
75	Applications of CRM in B2B and B2C Scenarios (Part I). Springer Texts in Business and Economics, 2012, , 303-333.	0.3	0
76	Applications of CRM in B2B and B2C Scenarios (Part II). Springer Texts in Business and Economics, 2012, , 335-355.	0.3	0
77	Value Creation in International Physical Retailing. Journal of Creating Value, 2015, 1, 72-78.	0.9	0
78	When and Why Do Customer Solutions Pay Off in Business Markets?. SSRN Electronic Journal, 0, , .	0.4	0
79	Implementing the CRM Strategy. Springer Texts in Business and Economics, 2018, , 49-76.	0.3	0
80	Customer Analytics Part I. Springer Texts in Business and Economics, 2018, , 79-99.	0.3	0
81	Customer Analytics Part II. Springer Texts in Business and Economics, 2018, , 101-134.	0.3	0
82	Using Databases. Springer Texts in Business and Economics, 2018, , 157-167.	0.3	0
83	CRM in Social Media. Springer Texts in Business and Economics, 2018, , 311-326.	0.3	0
84	Managing customer loyalty to maximize customer equity. , 2015, , .		0