

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 | Households Under Economic Change: How Micro- and Macroeconomic Conditions Shape Grocery Shopping Behavior. <i>Journal of Marketing</i> , 2022, 86, 95-117. | 11.3 | 11 |
| 2 | The Platformization of Brands. <i>Journal of Marketing</i> , 2022, 86, 109-131. | 11.3 | 29 |
| 3 | Modeling Customer Lifetime Value, Retention, and Churn. , 2022, , 1001-1033. | | 1 |
| 4 | 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 |
| 5 | Capturing Retailers'™ Brand and Customer Focus. <i>Journal of Retailing</i> , 2021, 97, 582-596. | 6.2 | 9 |
| 6 | What Drives Inner City Attractiveness for Society? The Role of Brick-and-mortar Stores. <i>Review of Marketing Research</i> , 2021, , 279-317. | 0.2 | 1 |
| 7 | Communicating Brands in Television Advertising. <i>Journal of Marketing Research</i> , 2020, 57, 236-256. | 4.8 | 28 |
| 8 | Kundenansprache in Zeiten digitaler Transformation. , 2020, , 341-356. | | 1 |
| 9 | 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 |
| 10 | Improving customer profit predictions with customer mindset metrics through multiple overimputation. <i>Journal of the Academy of Marketing Science</i> , 2019, 47, 771-794. | 11.2 | 7 |
| 11 | Leading <i>IJRM</i> on the path to prominence. <i>International Journal of Research in Marketing</i> , 2019, 36, 1-2. | 4.2 | 4 |
| 12 | Does It Pay to Be Real? Understanding Authenticity in TV Advertising. <i>Journal of Marketing</i> , 2019, 83, 24-50. | 11.3 | 111 |
| 13 | Reinventing the Retailer: Retaining Relevance and Customer Access. <i>NIM Marketing Intelligence Review</i> , 2019, 11, 10-17. | 0.6 | 4 |
| 14 | The Perils of Retail Price Differentiation: Why Nobody Wins When Customers Lose. <i>NIM Marketing Intelligence Review</i> , 2019, 11, 30-35. | 0.6 | 1 |
| 15 | From Customer to Partner Engagement: A Conceptualization and Typology of Engagement in B2B. , 2018, , 243-268. | | 12 |
| 16 | CRM Issues in the Business-To-Business Context. <i>Springer Texts in Business and Economics</i> , 2018, , 265-283. | 0.3 | 2 |
| 17 | Strategic CRM Today. <i>Springer Texts in Business and Economics</i> , 2018, , 3-16. | 0.3 | 3 |
| 18 | Strategic CRM. <i>Springer Texts in Business and Economics</i> , 2018, , 33-48. | 0.3 | 1 |

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|----|--|------|-----------|
| 19 | Implementing the CRM Strategy. Springer Texts in Business and Economics, 2018, , 49-76. | 0.3 | 0 |
| 20 | Customer Analytics Part I. Springer Texts in Business and Economics, 2018, , 79-99. | 0.3 | 0 |
| 21 | Customer Analytics Part II. Springer Texts in Business and Economics, 2018, , 101-134. | 0.3 | 0 |
| 22 | Using Databases. Springer Texts in Business and Economics, 2018, , 157-167. | 0.3 | 0 |
| 23 | Customer Privacy Concerns and Privacy Protective Responses. Springer Texts in Business and Economics, 2018, , 285-309. | 0.3 | 4 |
| 24 | Loyalty Programs: Design and Effectiveness. Springer Texts in Business and Economics, 2018, , 179-205. | 0.3 | 8 |
| 25 | Concepts of Customer Value. Springer Texts in Business and Economics, 2018, , 17-29. | 0.3 | 2 |
| 26 | Selling, general, and administrative expense (SGA)-based metrics in marketing: conceptual and measurement challenges. Journal of the Academy of Marketing Science, 2018, 46, 987-1011. | 11.2 | 46 |
| 27 | Future of CRM. Springer Texts in Business and Economics, 2018, , 385-404. | 0.3 | 1 |
| 28 | Software Tools and Dashboards. Springer Texts in Business and Economics, 2018, , 171-178. | 0.3 | 1 |
| 29 | CRM in Social Media. Springer Texts in Business and Economics, 2018, , 311-326. | 0.3 | 0 |
| 30 | Impact of CRM on Marketing Channels. Springer Texts in Business and Economics, 2018, , 237-264. | 0.3 | 2 |
| 31 | Applications of CRM in B2B and B2C Scenarios Part I. Springer Texts in Business and Economics, 2018, , 329-362. | 0.3 | 3 |
| 32 | Applications of CRM in B2B and B2C Scenarios Part II. Springer Texts in Business and Economics, 2018, , 363-384. | 0.3 | 1 |
| 33 | What Happens Online Stays Online? Segment-Specific Online and Offline Effects of Banner Advertisements. Journal of Marketing Research, 2017, 54, 901-913. | 4.8 | 30 |
| 34 | When and why do customer solutions pay off in business markets?. Journal of the Academy of Marketing Science, 2017, 45, 490-512. | 11.2 | 81 |
| 35 | 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 |
| 36 | Digital Transformation and Value Creation: Sea Change Ahead. NIM Marketing Intelligence Review, 2017, 9, 10-17. | 0.6 | 61 |

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|----|--|------|-----------|
| 37 | Modeling Customer Lifetime Value, Retention, and Churn. , 2017, , 1-33. | | 8 |
| 38 | Creating Enduring Customer Value. Journal of Marketing, 2016, 80, 36-68. | 11.3 | 408 |
| 39 | Der Einsatz von Customer Relationship Management zur Steuerung von Kundenzufriedenheit. , 2016, , 349-376. | | 2 |
| 40 | Value Creation in International Physical Retailing. Journal of Creating Value, 2015, 1, 72-78. | 0.9 | 0 |
| 41 | Distributing through multiple channels in industrial wholesaling: how many and how much?. Journal of the Academy of Marketing Science, 2015, 43, 746-767. | 11.2 | 38 |
| 42 | Managing customer loyalty to maximize customer equity. , 2015, , . | | 0 |
| 43 | Hybrid offerings: research avenues for implementing service growth strategies. , 2014, , . | | 2 |
| 44 | Relationship Marketing and the Concept of Customer Value. Springer Texts in Business and Economics, 2012, , 21-31. | 0.3 | 3 |
| 45 | Customer Analytics Part I. Springer Texts in Business and Economics, 2012, , 89-109. | 0.3 | 0 |
| 46 | Loyalty Programs: Design and Effectiveness. Springer Texts in Business and Economics, 2012, , 183-206. | 0.3 | 2 |
| 47 | Impact of CRM on Marketing Channels. Springer Texts in Business and Economics, 2012, , 235-260. | 0.3 | 1 |
| 48 | Applications of CRM in B2B and B2C Scenarios (Part I). Springer Texts in Business and Economics, 2012, , 303-333. | 0.3 | 0 |
| 49 | Applications of CRM in B2B and B2C Scenarios (Part II). Springer Texts in Business and Economics, 2012, , 335-355. | 0.3 | 0 |
| 50 | Customer Relationship Management. Springer Texts in Business and Economics, 2012, , . | 0.3 | 93 |
| 51 | Der Einsatz von Customer Relationship Management zur Steuerung von Kundenzufriedenheit. , 2012, , 369-394. | | 1 |
| 52 | 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 |
| 53 | Retailing Innovations in a Globalizing Retail Market Environment. Journal of Retailing, 2011, 87, S53-S66. | 6.2 | 155 |
| 54 | Hybrid Offerings: How Manufacturing Firms Combine Goods and Services Successfully. Journal of Marketing, 2011, 75, 5-23. | 11.3 | 760 |

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| 55 | Customer Engagement as a New Perspective in Customer Management. Journal of Service Research, 2010, 13, 247-252. | 12.2 | 726 |
| 56 | Managing Marketing Channel Multiplicity. Journal of Service Research, 2010, 13, 331-340. | 12.2 | 112 |
| 57 | Understanding Customer Loyalty Programs. , 2010, , 409-427. | | 7 |
| 58 | An empirical comparison of the efficacy of covariance-based and variance-based SEM. International Journal of Research in Marketing, 2009, 26, 332-344. | 4.2 | 2,001 |
| 59 | Investigating cross-buying and customer loyalty. Journal of Interactive Marketing, 2008, 22, 5-20. | 6.2 | 82 |
| 60 | Decision Models for Customer Relationship Management (CRM). Profiles in Operations Research, 2008, , 291-326. | 0.4 | 19 |
| 61 | Performance Implications of Adopting a Customer-Focused Sales Campaign. Journal of Marketing, 2008, 72, 50-68. | 11.3 | 69 |
| 62 | Performance Implications of Adopting a Customer-Focused Sales Campaign. Journal of Marketing, 2008, 72, 50-68. | 11.3 | 110 |
| 63 | How to sell services more profitably. Harvard Business Review, 2008, 86, 90-6, 129. | 3.1 | 2 |
| 64 | Determinants of the variety of routes to market. International Journal of Research in Marketing, 2007, 24, 17-29. | 4.2 | 79 |
| 65 | Empirical generalizations from brand extension research: How sure are we?. International Journal of Research in Marketing, 2006, 23, 253-261. | 4.2 | 67 |
| 66 | Understanding Customer Loyalty Programs. , 2006, , 361-379. | | 8 |
| 67 | Knowing what to sell, when, and to whom. Harvard Business Review, 2006, 84, 131-7, 150. | 3.1 | 25 |
| 68 | Balancing Acquisition and Retention Resources to Maximize Customer Profitability. Journal of Marketing, 2005, 69, 63-79. | 11.3 | 590 |
| 69 | Do Intentions Really Predict Behavior? Self-Generated Validity Effects in Survey Research. Journal of Marketing, 2005, 69, 1-14. | 11.3 | 795 |
| 70 | The Customer Relationship Management Process: Its Measurement and Impact on Performance. Journal of Marketing Research, 2004, 41, 293-305. | 4.8 | 1,195 |
| 71 | The Short- and Long-Term Effects of Measuring Intent to Repurchase. Journal of Consumer Research, 2004, 31, 566-572. | 5.1 | 84 |
| 72 | Getting the most out of all your customers. Harvard Business Review, 2004, 82, 116-23, 188. | 3.1 | 46 |

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| 73 | The Impact of Customer Relationship Characteristics on Profitable Lifetime Duration. Journal of Marketing, 2003, 67, 77-99. | 11.3 | 852 |
| 74 | Beyond Online Search: The Road to Profitability. California Management Review, 2003, 45, 107-130. | 6.3 | 76 |
| 75 | Generating Non-normal Data for Simulation of Structural Equation Models Using Mattson's Method. Multivariate Behavioral Research, 2002, 37, 227-244. | 3.1 | 55 |
| 76 | Seven Barriers to Customer Equity Management. Journal of Service Research, 2002, 5, 77-85. | 12.2 | 124 |
| 77 | The mismanagement of customer loyalty. Harvard Business Review, 2002, 80, 86-94, 125. | 3.1 | 1,227 |
| 78 | On the Profitability of Long-Life Customers in a Noncontractual Setting: An Empirical Investigation and Implications for Marketing. Journal of Marketing, 2000, 64, 17-35. | 11.3 | 1,100 |
| 79 | Store-, Market-, and Consumer-Characteristics: The Drivers of Store Performance. Marketing Letters, 1999, 10, 5-23. | 2.9 | 60 |
| 80 | The impact of internal and external reference prices on brand choice: The moderating role of contextual variables. Journal of Retailing, 1998, 74, 401-426. | 6.2 | 86 |
| 81 | An Empirical Comparison of the Efficacy of Covariance-Based and Variance-Based SEM. SSRN Electronic Journal, 0, , . | 0.4 | 22 |
| 82 | When and Why Do Customer Solutions Pay Off in Business Markets?. SSRN Electronic Journal, 0, , . | 0.4 | 0 |
| 83 | The Impact of Digital Transformation on the Retailing Value Chain. SSRN Electronic Journal, 0, , . | 0.4 | 8 |
| 84 | The Managerial Relevance of Marketing Science: Properties and Genesis. SSRN Electronic Journal, 0, , . | 0.4 | 3 |