

# Sabrina V Helm

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/4791660/publications.pdf>

Version: 2024-02-01

24  
papers

1,915  
citations

471509  
17  
h-index

580821  
25  
g-index

25  
all docs

25  
docs citations

25  
times ranked

1472  
citing authors

#	ARTICLE	IF	CITATIONS
1	Growing Existing Customersâ€™ Revenue Streams through Customer Referral Programs. Journal of Marketing, 2013, 77, 17-32.	11.3	202
2	The Role of Corporate Reputation in Determining Investor Satisfaction and Loyalty. Corporate Reputation Review, 2007, 10, 22-37.	1.7	193
3	Employees' awareness of their impact on corporate reputation. Journal of Business Research, 2011, 64, 657-663.	10.2	178
4	Designing a Formative Measure for Corporate Reputation. Corporate Reputation Review, 2005, 8, 95-109.	1.7	176
5	Viral Marketing - Establishing Customer Relationships by 'Word-of-mouth'. Electronic Markets, 2000, 10, 158-161.	8.1	166
6	One reputation or many?. Corporate Communications, 2007, 12, 238-254.	2.1	143
7	A Matter of Reputation and Pride: Associations between Perceived External Reputation, Pride in Membership, Job Satisfaction and Turnover Intentions. British Journal of Management, 2013, 24, 542-556.	5.0	136
8	Differentiating environmental concern in the context of psychological adaption to climate change. Global Environmental Change, 2018, 48, 158-167.	7.8	135
9	Exploring the impact of relationship transparency on business relationships. Industrial Marketing Management, 2003, 32, 101-108.	6.7	99
10	How Does Corporate Reputation Affect Customer Loyalty in a Corporate Crisis?. Journal of Contingencies and Crisis Management, 2013, 21, 144-152.	2.8	84
11	Navigating the "retail apocalypse": A framework of consumer evaluations of the new retail landscape. Journal of Retailing and Consumer Services, 2020, 54, 101683.	9.4	80
12	Basking in reflected glory: Using customer reference relationships to build reputation in industrial markets. Industrial Marketing Management, 2010, 39, 737-743.	6.7	77
13	Walk Your Talk: An Experimental Investigation of the Relationship Between Word of Mouth and Communicatorsâ€™ Loyalty. Journal of Service Research, 2011, 14, 93-107.	12.2	64
14	Exploring the Impact of Corporate Reputation on Consumer Satisfaction and Loyalty. Journal of Customer Behavior, 2006, 5, 59-80.	0.0	31
15	Service inside: The impact of ingredient service branding on quality perceptions and behavioral intentions. Industrial Marketing Management, 2015, 50, 142-149.	6.7	30
16	No future, no kids"no kids, no future?. Population and Environment, 2021, 43, 108-129.	3.0	26
17	Consumer interpretations of digital ownership in the book market. Electronic Markets, 2018, 28, 177-189.	8.1	24
18	How corporate reputation affects customersâ€™ reactions to price increases. Journal of Revenue and Pricing Management, 2013, 12, 402-415.	1.1	16

#	ARTICLE	IF	CITATIONS
19	Essential but Ill-Prepared: How the COVID-19 Pandemic Affects the Mental Health of the Grocery Store Workforce. Public Health Reports, 2022, 137, 120-127.	2.5	16
20	May we buy your love? psychological effects of incentives on writing likelihood and valence of online product reviews. Electronic Markets, 2020, 30, 805-820.	8.1	10
21	Macromarketing Our Way to a Zero-carbon Future. Journal of Macromarketing, 2022, 42, 262-266.	2.6	8
22	Coping profiles in the context of global environmental threats: a person-centered approach. Anxiety, Stress and Coping, 2022, 35, 609-622.	2.9	6
23	Doubt in store: vaccine hesitancy among grocery workers during the COVID-19 pandemic. Journal of Behavioral Medicine, 2023, 46, 167-178.	2.1	6
24	The relative importance of reputation and pride as predictors of employee turnover in an academic medical center. Health Care Management Review, 2022, 47, 66-77.	1.4	2