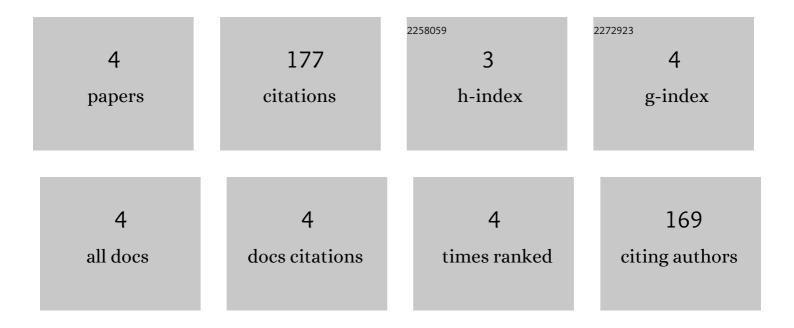
Pascal Güntürkün

List of Publications by Year in descending order

Source: https://exaly.com/author-pdf/5413904/publications.pdf Version: 2024-02-01



#	Article	IF	CITATIONS
1	Engaging Customers in Coproduction Processes: How Value-Enhancing and Intensity-Reducing Communication Strategies Mitigate the Negative Effects of Coproduction Intensity. Journal of Marketing, 2015, 79, 17-33.	11.3	116
2	Disentangling the Differential Roles of Warmth and Competence Judgments in Customer-Service Provider Relationships. Journal of Service Research, 2020, 23, 476-503.	12.2	51
3	Whether, when, and why functional company characteristics engender customer satisfaction and customer-company identification: The role of self-definitional needs. International Journal of Research in Marketing, 2022, 39, 699-723.	4.2	8
4	How to Evaluate Employer Brands: A Monetary Approach. Management for Professionals, 2015, , 53-67.	0.5	2