

Pascal Gantarkn

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/5413904/publications.pdf>

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4
papers

177
citations

2258059

3
h-index

2272923

4
g-index

4
all docs

4
docs citations

4
times ranked

169
citing authors

#	ARTICLE	IF	CITATIONS
1	Engaging Customers in Coproduction Processes: How Value-Enhancing and Intensity-Reducing Communication Strategies Mitigate the Negative Effects of Coproduction Intensity. <i>Journal of Marketing</i> , 2015, 79, 17-33.	11.3	116
2	Disentangling the Differential Roles of Warmth and Competence Judgments in Customer-Service Provider Relationships. <i>Journal of Service Research</i> , 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. <i>International Journal of Research in Marketing</i> , 2022, 39, 699-723.	4.2	8
4	How to Evaluate Employer Brands: A Monetary Approach. <i>Management for Professionals</i> , 2015, , 53-67.	0.5	2