Michael Haenlein

List of Publications by Year
in descending order

53 papers	20,874 citations	126907 33 h-index	149698 56 g-index
58 all docs	58 docs citations	58 times ranked	13409 citing authors

#	Article	IF	Citations
1	Users of the world, unite! The challenges and opportunities of Social Media. Business Horizons, 2010, 53, 59-68.	5.2	10,301
2	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
3	Digital transformation: A multidisciplinary reflection and research agenda. Journal of Business Research, 2021, 122, 889-901.	10.2	1,416
4	Siri, Siri, in my hand: Who's the fairest in the land? On the interpretations, illustrations, and implications of artificial intelligence. Business Horizons, 2019, 62, 15-25.	5.2	1,120
5	A Beginner's Guide to Partial Least Squares Analysis. Understanding Statistics, 2004, 3, 283-297.	1.2	1,107
6	A Brief History of Artificial Intelligence: On the Past, Present, and Future of Artificial Intelligence. California Management Review, 2019, 61, 5-14.	6.3	840
7	Managing Customer Relationships in the Social Media Era: Introducing the Social CRM House. Journal of Interactive Marketing, 2013, 27, 270-280.	6.2	553
8	Higher education and the digital revolution: About MOOCs, SPOCs, social media, and the Cookie Monster. Business Horizons, 2016, 59, 441-450.	5.2	477
9	Two hearts in three-quarter time: How to waltz the social media/viral marketing dance. Business Horizons, 2011, 54, 253-263.	5.2	281
10	The early bird catches the news: Nine things you should know about micro-blogging. Business Horizons, 2011, 54, 105-113.	5.2	275
11	The fairyland of Second Life: Virtual social worlds and how to use them. Business Horizons, 2009, 52, 563-572.	5.2	271
12	Rulers of the world, unite! The challenges and opportunities of artificial intelligence. Business Horizons, 2020, 63, 37-50.	5.2	220
13	Navigating the New Era of Influencer Marketing: How to be Successful on Instagram, TikTok, & Co.. California Management Review, 2020, 63, 5-25.	6.3	186
14	Toward a Parsimonious Definition of Traditional and Electronic Mass Customization. Journal of Product Innovation Management, 2006, 23, 168-182.	9.5	158
15	Social media: back to the roots and back to the future. Journal of Systems and Information Technology, 2012, 14, 101-104.	1.7	127
16	How artificial intelligence will affect the future of retailing. Journal of Retailing, 2021, 97, 28-41.	6.2	101
17	Targeting Revenue Leaders for a New Product. Journal of Marketing, 2013, 77, 65-80.	11.3	93
18	A Model to Determine Customer Lifetime Value in a Retail Banking Context. European Management Journal, 2007, 25, 221-234.	5.1	90

#	Article	IF	Citations
19	Valuing the Real Option of Abandoning Unprofitable Customers when Calculating Customer Lifetime Value. Journal of Marketing, 2006, 70, 5-20.	11.3	71
20	Factors Influencing the Adoption of Mass Customization: The Impact of Base Category Consumption Frequency and Need Satisfaction. Journal of Product Innovation Management, 2007, 24, 101-116.	9.5	71
21	Valuing the Real Option of Abandoning Unprofitable Customers When Calculating Customer Lifetime Value. Journal of Marketing, 2006, 70, 5-20.	11.3	68
22	Social interactions in customer churn decisions: The impact of relationship directionality. International Journal of Research in Marketing, 2013, 30, 236-248.	4.2	67
23	The Britney Spears universe: Social media and viral marketing at its best. Business Horizons, 2012, 55, 27-31.	5.2	63
24	Seeding as Part of the Marketing Mix: Word-of-Mouth Program Interactions for Fast-Moving Consumer Goods. Journal of Marketing, 2019, 83, 62-81.	11.3	61
25	Consumer Use and Business Potential of Virtual Worlds: The Case of "Second Life". JMM International Journal on Media Management, 2009, 11, 93-101.	0.8	55
26	Seeding, Referral, and Recommendation. California Management Review, 2017, 59, 68-91.	6.3	54
27	Artificial intelligence (AI) and management analytics. Journal of Management Analytics, 2019, 6, 341-343.	2.5	50
28	Unprofitable customers and their management. Business Horizons, 2009, 52, 89-97.	5.2	46
29	Collaborative projects (social media application): About Wikipedia, the free encyclopedia. Business Horizons, 2014, 57, 617-626.	5.2	46
30	Challenges and Opportunities for Marketing Scholars in Times of the Fourth Industrial Revolution. Journal of Interactive Marketing, 2020, 51, 1-8.	6.2	46
31	The increasing importance of public marketing: Explanations, applications and limits of marketing within public administration. European Management Journal, 2009, 27, 197-212.	5.1	42
32	Factors affecting the study of important marketing issues: Implications and recommendations. International Journal of Research in Marketing, 2021, 38, 1-11.	4.2	38
33	Digital product innovations for the greater good and digital marketing innovations in communications and channels: Evolution, emerging issues, and future research directions. International Journal of Research in Marketing, 2022, 39, 482-501.	4.2	35
34	Leveraging employees as spokespeople in your HR strategy: How company-related employee posts on social media can help firms to attract new talent. European Management Journal, 2020, 38, 204-212.	5.1	34
35	An Empirical Analysis of Attitudinal and Behavioral Reactions Toward the Abandonment of Unprofitable Customer Relationships. Journal of Relationship Marketing, 2010, 9, 200-228.	4.4	33
36	Artificial intelligence and robotics: Shaking up the business world and society at large. Journal of Business Research, 2021, 124, 405-407.	10.2	33

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37	The impact of unprofitable customer abandonment on current customers' exit, voice, and loyalty intentions: an empirical analysis. Journal of Services Marketing, 2012, 26, 458-470.	3.0	31
38	Les magasins de marques phares dans les mondes virtuels: l'impact de l'exposition au magasin virtuel sur l'attitude envers la marque et l'intention d'achat dans la vie réelle. Recherche Et Applications En Marketing, 2009, 24, 57-80.	0.5	28
39	A social network analysis of customer-level revenue distribution. Marketing Letters, 2011, 22, 15-29.	2.9	28
40	How to date your clients in the 21 st century: Challenges in managing customer relationships in today's world. Business Horizons, 2017, 60, 577-586.	5.2	27
41	Flagship Brand Stores within Virtual Worlds: The Impact of Virtual Store Exposure on Real-Life Attitude toward the Brand and Purchase Intent. Recherche Et Applications En Marketing, 2009, 24, 57-79.	0.5	24
42	Impression management techniques in crowdfunding: An analysis of Kickstarter videos using artificial intelligence. European Management Journal, 2021, 39, 675-684.	5.1	24
43	Guest Editorial: Responsible Research in Marketing. Journal of the Academy of Marketing Science, 2022, 50, 8-12.	11.2	23
44	The Influence of Observed Heterogeneity on Path Coefficient Significance: Technology Acceptance Within the Marketing Discipline. Journal of Marketing Theory and Practice, 2011, 19, 153-168.	4.3	22
45	Competitive spillover elasticities of electronic word of mouth: an application to the soft drink industry. Journal of the Academy of Marketing Science, 2020, 48, 270-287.	11.2	21
46	Guest Editorial: Business Ethics in the Era of Artificial Intelligence. Journal of Business Ethics, 2022, 178, 867-869.	6.0	18
47	Evaluating the consequences of abandoning unprofitable customers: A comparison of direct and indirect abandonment strategies. Journal of Business Economics, 2011, 81, 77-94.	1.9	11
48	Bounded leadership: An empirical study of leadership competencies, constraints, and effectiveness. European Management Journal, 2021, 39, 226-235.	5.1	11
49	Factors Affecting the Study of Important Marketing Issues: Additional Thoughts and Clarifications. International Journal of Research in Marketing, 2021, 38, 29-31.	4.2	10
50	Médias sociaux et entreprise, une route pleine de défis Commentaires invités. Recherche Et Applications En Marketing, 2011, 26, 117-124.	0.5	5
51	Understanding Purchasing Behavior within Virtual Worlds. Advances in Marketing, Customer Relationship Management, and E-services Book Series, 2013, , 79-101.	0.8	1
52	From Real to Virtual and Back Again. Advances in Human and Social Aspects of Technology Book Series, 0, , 285-300.	0.3	1
53	*Journal of Management Analytics* (JMA): Special issue: artificial intelligence and management analytics. Journal of Management Analytics, 2018, 5, 371-372.	2.5	0