

# Andrew T Crecelius

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/6093544/publications.pdf>

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6  
papers

118  
citations

1478505

6  
h-index

1872680

6  
g-index

6  
all docs

6  
docs citations

6  
times ranked

81  
citing authors

#	ARTICLE	IF	CITATIONS
1	Multichannel Strategies for Managing the Profitability of Business-to-Business Customers. Journal of Marketing Research, 2019, 56, 479-497.	4.8	31
2	Effects of channel members' customer-centric structures on supplier performance. Journal of the Academy of Marketing Science, 2019, 47, 56-75.	11.2	19
3	When it pays to have a friend on the inside: contingent effects of buyer advocacy on B2B suppliers. Journal of the Academy of Marketing Science, 2019, 47, 837-857.	11.2	18
4	Salesperson Dual Agency in Price Negotiations. Journal of Marketing, 2021, 85, 89-109.	11.3	18
5	Exploring booth design as a determinant of trade show success. Journal of Business-to-Business Marketing, 2017, 24, 237-256.	1.5	16
6	The "first principles" of marketing strategy. AMS Review, 2019, 9, 5-26.	2.5	16