

# Andrew T Crecelius

## List of Publications by Year in descending order

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

Version: 2024-02-01

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