

Heiner Evanschitzky

List of Publications by Year in descending order

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39
papers

3,283
citations

218677

26
h-index

302126

39
g-index

43
all docs

43
docs citations

43
times ranked

2265
citing authors

#	ARTICLE	IF	CITATIONS
1	An Examination of Moderator Effects in the Four-Stage Loyalty Model. <i>Journal of Service Research</i> , 2006, 8, 330-345.	12.2	420
2	The relative strength of affective commitment in securing loyalty in service relationships. <i>Journal of Business Research</i> , 2006, 59, 1207-1213.	10.2	356
3	Customer Equity Drivers and Future Sales. <i>Journal of Marketing</i> , 2008, 72, 98-108.	11.3	317
4	Replication research's disturbing trend. <i>Journal of Business Research</i> , 2007, 60, 411-415.	10.2	239
5	Consequences of customer loyalty to the loyalty program and to the company. <i>Journal of the Academy of Marketing Science</i> , 2012, 40, 625-638.	11.2	215
6	Customer Equity Drivers and Future Sales. <i>Journal of Marketing</i> , 2008, 72, 98-108.	11.3	199
7	Customer Inspiration: Conceptualization, Scale Development, and Validation. <i>Journal of Marketing</i> , 2017, 81, 116-131.	11.3	178
8	The Impact of Service Characteristics on the Switching Costsâ€“Customer Loyalty Link. <i>Journal of Retailing</i> , 2014, 90, 275-290.	6.2	113
9	How habits, social ties, and economic switching barriers affect customer loyalty in contractual service settings. <i>Journal of Business Research</i> , 2011, 64, 800-808.	10.2	110
10	Consumer Trial, Continuous Use, and Economic Benefits of a Retail Service Innovation: The Case of the Personal Shopping Assistant. <i>Journal of Product Innovation Management</i> , 2015, 32, 459-475.	9.5	104
11	Does the employeeâ€“customer satisfaction link hold for all employee groups?. <i>Journal of Business Research</i> , 2007, 60, 690-697.	10.2	95
12	What to Expect After the Honeymoon: Testing a Lifecycle Theory of Franchise Relationships. <i>Journal of Retailing</i> , 2011, 87, 306-319.	6.2	87
13	Will You Tolerate This? The Impact of Affective Commitment on Complaint Intention and Postrecovery Behavior. <i>Journal of Service Research</i> , 2011, 14, 410-425.	12.2	69
14	New Insights in the Moderating Effect of Switching Costs on the Satisfactionâ€“Repurchase Behavior Link. <i>Journal of Retailing</i> , 2014, 90, 408-427.	6.2	69
15	Customer Interaction and Innovation in Hybrid Offerings. <i>Journal of Service Research</i> , 2018, 21, 119-134.	12.2	59
16	Spillover Effects of Service Failures in Coalition Loyalty Programs: The Buffering Effect of Special Treatment Benefits. <i>Journal of Retailing</i> , 2014, 90, 111-118.	6.2	56
17	Hedonic shopping motivations in collectivistic and individualistic consumer cultures. <i>International Journal of Research in Marketing</i> , 2014, 31, 335-338.	4.2	56
18	Perils of Managing the Service Profit Chain: The Role of Time Lags and Feedback Loops. <i>Journal of Retailing</i> , 2012, 88, 356-366.	6.2	55

#	ARTICLE	IF	CITATIONS
19	Securing business-to-business relationships: The impact of switching costs. <i>Industrial Marketing Management</i> , 2016, 52, 82-90.	6.7	47
20	Research with In-built replications: Comment and further suggestions for replication research. <i>Journal of Business Research</i> , 2013, 66, 1406-1408.	10.2	37
21	Aligning employee service recovery performance with brand values: The role of brand-specific leadership. <i>Journal of Marketing Management</i> , 2013, 29, 981-1006.	2.3	36
22	The Franchise Dilemma: Entrepreneurial Characteristics, Relational Contracting, and Opportunism in Hybrid Governance. <i>Journal of Small Business Management</i> , 2016, 54, 279-298.	4.8	34
23	Replications of forecasting research. <i>International Journal of Forecasting</i> , 2010, 26, 4-8.	6.5	31
24	Satisfaction with complaint handling: A replication study on its determinants in a business-to-business context. <i>International Journal of Research in Marketing</i> , 2013, 30, 319-322.	4.2	30
25	Why Museological Merchandise Displays Enhance Luxury Product Evaluations: An Extended Art Infusion Effect. <i>Journal of Retailing</i> , 2019, 95, 67-82.	6.2	29
26	Transformational Leadership, High-Performance Work System Consensus, and Customer Satisfaction. <i>Journal of Management</i> , 2020, 46, 1469-1497.	9.3	26
27	Antecedents of peripheral services cross-buying behavior. <i>Journal of Retailing and Consumer Services</i> , 2017, 36, 218-224.	9.4	24
28	Retail format selection in on-the-go shopping situations. <i>Journal of Business Research</i> , 2019, 100, 268-278.	10.2	23
29	Consumer relationship fading. <i>Psychology and Marketing</i> , 2020, 37, 815-836.	8.2	15
30	Strengthening the satisfaction loyalty link: the role of relational switching costs. <i>Marketing Letters</i> , 2022, 33, 293-310.	2.9	13
31	Multi-unit franchising from franchisor and franchisee perspectives: Antecedents, performance outcomes, and the optimal mini-chain size. <i>Journal of Business Research</i> , 2020, 113, 49-58.	10.2	11
32	Looking Forward, Looking Back: British Journal of Management 2000-2015. <i>British Journal of Management</i> , 2018, 29, 3-9.	5.0	10
33	Hybrid Offerings Sales Capability: Conceptualization, Scale Development and Validation. <i>British Journal of Management</i> , 2022, 33, 1560-1583.	5.0	8
34	Die Rolle von Replikationen in der Marketingwissenschaft. <i>Marketing, Zeitschrift Fur Forschung Und Praxis</i> , 2005, 27, 253-262.	0.2	6
35	Corporate Identity at the Stakeholder Group Level. <i>International Studies of Management and Organization</i> , 2017, 47, 135-158.	0.6	4
36	Level and Consensus of High Performance Work System Perceptions: Effects on Customer Satisfaction. <i>Proceedings - Academy of Management</i> , 2014, 2014, 16475.	0.1	2

#	ARTICLE	IF	CITATIONS
37	HRM Strength: Bowen & Ostroff's Model and Beyond. Proceedings - Academy of Management, 2019, 2019, 10329.	0.1	1
38	Technological Diversification in Retail Agglomerations: Case Studies Alongside the Digital Marketing Mix. , 2020, , 37-50.		1
39	Der Zusammenhang zwischen Arbeits- und Händlerzufriedenheit: Eine empirische Analyse bei einem internationalen Konsumgüterhersteller. , 2012, , 589-601.		0