

# Florian Dost

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/6753220/publications.pdf>

Version: 2024-02-01

19  
papers

366  
citations

840776

11  
h-index

839539

18  
g-index

21  
all docs

21  
docs citations

21  
times ranked

330  
citing authors

#	ARTICLE	IF	CITATIONS
1	Seeding as Part of the Marketing Mix: Word-of-Mouth Program Interactions for Fast-Moving Consumer Goods. <i>Journal of Marketing</i> , 2019, 83, 62-81.	11.3	61
2	Measuring willingness to pay as a range, revisited: When should we care?. <i>International Journal of Research in Marketing</i> , 2012, 29, 148-166.	4.2	37
3	Fluent contextual image backgrounds enhance mental imagery and evaluations of experience products. <i>Journal of Retailing and Consumer Services</i> , 2018, 45, 207-220.	9.4	35
4	The positive effect of contextual image backgrounds on fluency and liking. <i>Journal of Retailing and Consumer Services</i> , 2018, 40, 109-116.	9.4	34
5	An empirical investigation of determinants of effectual and causal decision logics in online and high-tech start-up firms. <i>Small Business Economics</i> , 2020, 54, 641-664.	6.7	30
6	Which types of multi-stage marketing increase direct customers' willingness-to-pay? Evidence from a scenario-based experiment in a B2B setting. <i>Industrial Marketing Management</i> , 2015, 47, 175-189.	6.7	23
7	A meta-analysis of price change fairness perceptions. <i>International Journal of Research in Marketing</i> , 2016, 33, 199-203.	4.2	22
8	Exploring the Selective Use of Ad Blockers and Testing Banner Appeals to Reduce Ad Blocking. <i>Journal of Advertising</i> , 2019, 48, 302-312.	6.6	20
9	E-commerce Effects on Energy Consumption: A Multi-Year Ecosystem-Level Assessment. <i>Journal of Industrial Ecology</i> , 2018, 22, 799-812.	5.5	19
10	Proximity Begins with a Smile, But Which One? Associating Non-duchenne Smiles with Higher Psychological Distance. <i>Frontiers in Psychology</i> , 2017, 8, 1374.	2.1	16
11	On the Edge of Buying: A Targeting Approach for Indecisive Buyers Based on Willingness-to-Pay Ranges. <i>Journal of Retailing</i> , 2014, 90, 393-407.	6.2	14
12	The double benefits of consumer certainty: combining risk and range effects. <i>Marketing Letters</i> , 2015, 26, 473-488.	2.9	10
13	Marketing innovations to old-age consumers: A dynamic Bass model for different life stages. <i>Technological Forecasting and Social Change</i> , 2019, 140, 315-327.	11.6	10
14	The Effect of Electronic Shelf Labels on Store Revenue. <i>International Journal of Electronic Commerce</i> , 2020, 24, 527-550.	3.0	9
15	Revisiting firm-created word of mouth: High-value versus low-value seed selection. <i>International Journal of Research in Marketing</i> , 2016, 33, 236-239.	4.2	7
16	Value-based pricing in competitive situations with the help of multi-product price response maps. <i>Journal of Business Research</i> , 2017, 76, 219-236.	10.2	7
17	A non-linear causal network of marketing channel system structure. <i>Journal of Retailing and Consumer Services</i> , 2015, 23, 49-57.	9.4	6
18	Identifying and responding to outlier demand in revenue management. <i>European Journal of Operational Research</i> , 2021, 293, 1015-1030.	5.7	5

#	ARTICLE	IF	CITATIONS
19	A Life-Course View on Ageing Consumers: Old-Age Trajectories and Gender Differences. Applied Research in Quality of Life, 2022, 17, 1157-1180.	2.4	1