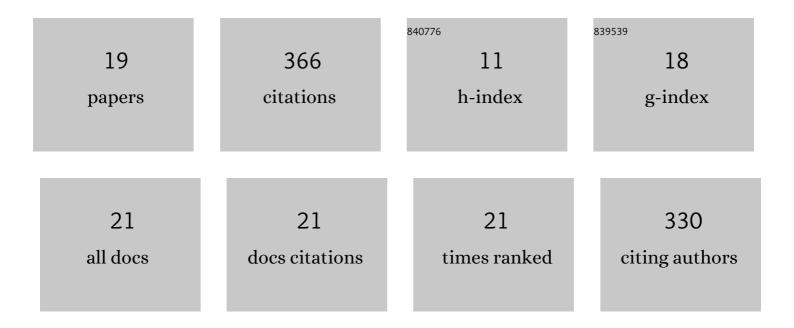
Florian Dost

List of Publications by Year in descending order

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FLORIAN DOST

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

#	Article	IF	CITATIONS
19	Measuring willingness to pay as a range, revisited: When should we care?. International Journal of Research in Marketing, 2012, 29, 148-166.	4.2	37