

Pennie Frow

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/7098592/publications.pdf>

Version: 2024-02-01

20
papers

6,268
citations

471509

17
h-index

752698

20
g-index

21
all docs

21
docs citations

21
times ranked

3816
citing authors

#	ARTICLE	IF	CITATIONS
1	Managing the co-creation of value. <i>Journal of the Academy of Marketing Science</i> , 2008, 36, 83-96.	11.2	2,459
2	A Strategic Framework for Customer Relationship Management. <i>Journal of Marketing</i> , 2005, 69, 167-176.	11.3	1,303
3	Managing Co-creation Design: A Strategic Approach to Innovation. <i>British Journal of Management</i> , 2015, 26, 463-483.	5.0	311
4	Value propositions as communication practice: Taking a wider view. <i>Industrial Marketing Management</i> , 2011, 40, 202-210.	6.7	309
5	Co-creation practices: Their role in shaping a health care ecosystem. <i>Industrial Marketing Management</i> , 2016, 56, 24-39.	6.7	308
6	A stakeholder perspective of the value proposition concept. <i>European Journal of Marketing</i> , 2011, 45, 223-240.	2.9	298
7	Towards the "perfect" customer experience. <i>Journal of Brand Management</i> , 2007, 15, 89-101.	3.5	245
8	The customer value proposition: evolution, development, and application in marketing. <i>Journal of the Academy of Marketing Science</i> , 2017, 45, 467-489.	11.2	238
9	Value propositions. <i>Marketing Theory</i> , 2014, 14, 327-351.	3.1	222
10	Conceptualizing and communicating value in business markets: From value in exchange to value in use. <i>Industrial Marketing Management</i> , 2018, 69, 80-90.	6.7	143
11	Service ecosystem well-being: conceptualization and implications for theory and practice. <i>European Journal of Marketing</i> , 2019, 53, 2657-2691.	2.9	81
12	Developing superior value propositions: a strategic marketing imperative. <i>Journal of Service Management</i> , 2014, 25, 213-227.	7.2	68
13	Designing Business Models for Value Co-Creation. <i>Review of Marketing Research</i> , 2012, , 51-78.	0.2	66
14	Customer Advocacy: A Distinctive Form of Word of Mouth. <i>Journal of Service Research</i> , 2020, 23, 139-155.	12.2	50
15	Deconstructing the value proposition of an innovation exemplar. <i>European Journal of Marketing</i> , 2014, 48, 237-270.	2.9	48
16	Value propositions as market-shaping devices: A qualitative comparative analysis. <i>Industrial Marketing Management</i> , 2020, 87, 276-290.	6.7	40
17	Toward a comprehensive framework of value proposition development: From strategy to implementation. <i>Industrial Marketing Management</i> , 2020, 87, 244-255.	6.7	36
18	Diagnosing the supplementary services model: Empirical validation, advancement and implementation. <i>Journal of Marketing Management</i> , 2014, 30, 138-171.	2.3	10

#	ARTICLE	IF	CITATIONS
19	Understanding and managing customer value propositions: Introduction to the special issue. <i>Industrial Marketing Management</i> , 2020, 87, 242-243.	6.7	4
20	Co-Pricing: Co-Creating Customer Value Through Dynamic Value Propositions. <i>SSRN Electronic Journal</i> , 2015, , .	0.4	3