

Christian Barrot

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/7792218/publications.pdf>

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19
papers

704
citations

933447

10
h-index

1125743

13
g-index

20
all docs

20
docs citations

20
times ranked

610
citing authors

#	ARTICLE	IF	CITATIONS
1	Seeding Strategies for Viral Marketing: An Empirical Comparison. Journal of Marketing, 2011, 75, 55-71.	11.3	457
2	The effect of social media interactions on customer relationship management. Business Research, 2016, 9, 133-155.	4.0	42
3	The Role of Mere Closeness: How Geographic Proximity Affects Social Influence. Journal of Marketing, 2017, 81, 49-66.	11.3	42
4	Perceived Ethical Leadership Affects Customer Purchasing Intentions Beyond Ethical Marketing in Advertising Due to Moral Identity Self-Congruence Concerns. Journal of Business Ethics, 2019, 156, 357-376.	6.0	29
5	Optimal Product-Sampling Strategies in Social Networks: How Many and Whom to Target?. International Journal of Electronic Commerce, 2013, 18, 45-72.	3.0	28
6	Vickrey vs. eBay: Why Second-Price Sealed-Bid Auctions Lead to More Realistic Price-Demand Functions. International Journal of Electronic Commerce, 2010, 14, 7-38.	3.0	22
7	Impact of service pricing on referral behaviour. European Journal of Marketing, 2013, 47, 1052-1066.	2.9	17
8	Referral programs, customer value, and the relevance of dyadic characteristics. International Journal of Research in Marketing, 2015, 32, 449-452.	4.2	17
9	Reward-scrounging in customer referral programs. International Journal of Research in Marketing, 2017, 34, 382-398.	4.2	14
10	Impact of Proactive Postsales Service and Cross-Selling Activities on Customer Churn and Service Calls. Journal of Service Research, 2020, 23, 53-69.	12.2	13
11	The Role of Spatial Proximity in the Adoption of a Digital Product. SSRN Electronic Journal, 0, , .	0.4	8
12	Price Elasticities for Hardcover and Paperback Fiction Books. Schmalenbach Business Review, 2015, 67, 73-91.	0.9	6
13	INFLUENCE OF PERSONAL COMMUNICATION NETWORKS ON INNOVATION ADOPTION " USING MULTI-AGENT SIMULATIONS TO PROJECT THE LAUNCH OF AN INNOVATIVE MEDICAL DEVICE. International Journal of Innovation and Technology Management, 2013, 10, 1340021.	1.4	5
14	Hazard-Raten-Modelle. , 2009, , 331-348.		2
15	PrognosegÄ¼temaÄe. , 2009, , 547-560.		1
16	Deckungsbeitragsorientierte Steuerung von Targeting-Kampagnen. Schmalenbachs Zeitschrift Fur Betriebswirtschaftliche Forschung, 2014, 66, 601-624.	1.6	0
17	Predicting Innovation Success " An Extension of the Spatial Divergence Approach. SSRN Electronic Journal, 0, , .	0.4	0
18	Ethical leadership informs purchasing intentions because of moral self-congruence concerns - PEO Withdrawn (WITHDRAWN). Proceedings - Academy of Management, 2017, 2017, 11195.	0.1	0

#	ARTICLE	IF	CITATIONS
19	Influence of Personal Communication Networks on the Adoption of a Medical Device. World Scientific Series in R&D Management, 2020, , 471-499.	0.0	0