

# Christian Barrot

## List of Publications by Year in descending order

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

Version: 2024-02-01

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	Impact of Proactive Postsales Service and Cross-Selling Activities on Customer Churn and Service Calls. <i>Journal of Service Research</i> , 2020, 23, 53-69.	12.2	13
2	Influence of Personal Communication Networks on the Adoption of a Medical Device. <i>World Scientific Series in R&amp;D Management</i> , 2020, , 471-499.	0.0	0
3	Perceived Ethical Leadership Affects Customer Purchasing Intentions Beyond Ethical Marketing in Advertising Due to Moral Identity Self-Congruence Concerns. <i>Journal of Business Ethics</i> , 2019, 156, 357-376.	6.0	29
4	The Role of Mere Closeness: How Geographic Proximity Affects Social Influence. <i>Journal of Marketing</i> , 2017, 81, 49-66.	11.3	42
5	Reward-scrounging in customer referral programs. <i>International Journal of Research in Marketing</i> , 2017, 34, 382-398.	4.2	14
6	Ethical leadership informs purchasing intentions because of moral self-congruence concerns - PEO Withdrawn (WITHDRAWN). <i>Proceedings - Academy of Management</i> , 2017, 2017, 11195.	0.1	0
7	The effect of social media interactions on customer relationship management. <i>Business Research</i> , 2016, 9, 133-155.	4.0	42
8	Price Elasticities for Hardcover and Paperback Fiction Books. <i>Schmalenbach Business Review</i> , 2015, 67, 73-91.	0.9	6
9	Referral programs, customer value, and the relevance of dyadic characteristics. <i>International Journal of Research in Marketing</i> , 2015, 32, 449-452.	4.2	17
10	Deckungsbeitragsorientierte Steuerung von Targeting-Kampagnen. <i>Schmalenbachs Zeitschrift Fur Betriebswirtschaftliche Forschung</i> , 2014, 66, 601-624.	1.6	0
11	Impact of service pricing on referral behaviour. <i>European Journal of Marketing</i> , 2013, 47, 1052-1066.	2.9	17
12	INFLUENCE OF PERSONAL COMMUNICATION NETWORKS ON INNOVATION ADOPTION " USING MULTI-AGENT SIMULATIONS TO PROJECT THE LAUNCH OF AN INNOVATIVE MEDICAL DEVICE. <i>International Journal of Innovation and Technology Management</i> , 2013, 10, 1340021.	1.4	5
13	Optimal Product-Sampling Strategies in Social Networks: How Many and Whom to Target?. <i>International Journal of Electronic Commerce</i> , 2013, 18, 45-72.	3.0	28
14	Seeding Strategies for Viral Marketing: An Empirical Comparison. <i>Journal of Marketing</i> , 2011, 75, 55-71.	11.3	457
15	Vickrey vs. eBay: Why Second-Price Sealed-Bid Auctions Lead to More Realistic Price-Demand Functions. <i>International Journal of Electronic Commerce</i> , 2010, 14, 7-38.	3.0	22
16	PrognosegÄ¼temaÄ¼e. , 2009, , 547-560.		1
17	Hazard-Raten-Modelle. , 2009, , 331-348.		2
18	The Role of Spatial Proximity in the Adoption of a Digital Product. <i>SSRN Electronic Journal</i> , 0, , .	0.4	8

#	ARTICLE	IF	CITATIONS
19	Predicting Innovation Success – An Extension of the Spatial Divergence Approach. SSRN Electronic Journal, 0, , .	0.4	0