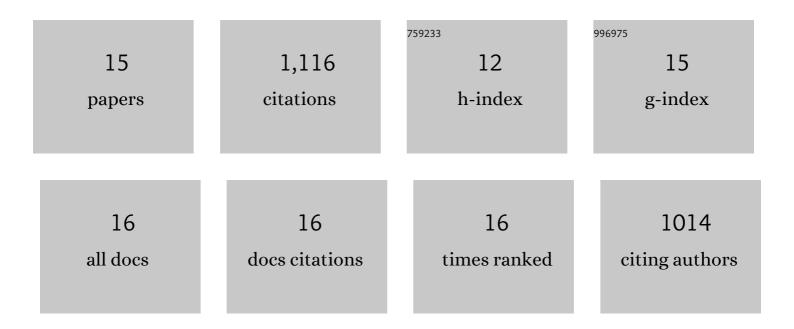
## Torsten Bornemann

List of Publications by Year in descending order

Source: https://exaly.com/author-pdf/8113882/publications.pdf Version: 2024-02-01



#	Article	IF	CITATIONS
1	Corporate Social Responsibility in Business-to-Business Markets: How Organizational Customers Account for Supplier Corporate Social Responsibility Engagement. Journal of Marketing, 2013, 77, 54-72.	11.3	311
2	Implementing the Marketing Concept at the Employee–Customer Interface: The Role of Customer Need Knowledge. Journal of Marketing, 2009, 73, 64-81.	11.3	227
3	Psychological Distance and the Dual Role of Price. Journal of Consumer Research, 2011, 38, 490-504.	5.1	147
4	Talented people and strong brands: The contribution of human capital and brand equity to firm value. Strategic Management Journal, 2015, 36, 2122-2131.	7.3	133
5	The Role of Chief Marketing Officers for Venture Capital Funding: Endowing New Ventures with Marketing Legitimacy. Journal of Marketing Research, 2014, 51, 625-644.	4.8	75
6	Gambled Price Discounts: A Remedy to the Negative Side Effects of Regular Price Discounts. Journal of Marketing, 2015, 79, 62-78.	11.3	43
7	Preannouncing pioneering versus follower products: what should the message be?. Journal of the Academy of Marketing Science, 2009, 37, 310-327.	11.2	42
8	Individual determinants of emotional eating: A simultaneous investigation. Appetite, 2018, 130, 93-103.	3.7	31
9	Dynamic Governance Matching in Solution Development. Journal of Marketing, 2020, 84, 105-124.	11.3	28
10	Creating shareholder value via collaborative innovation: the role of industry and resource alignment in knowledge exploration. R and D Management, 2018, 48, 394-409.	5.3	24
11	In the Eye of the Beholder? The Effect of Product Appearance on Shareholder Value. Journal of Product Innovation Management, 2015, 32, 704-715.	9.5	20
12	Delusive perception—antecedents and consequences of salespeople's misperception of customer commitment. Journal of the Academy of Marketing Science, 2014, 42, 137-153.	11.2	15
13	Consumer Decision-Making of Older People: A 45-Year Review. Gerontologist, The, 2018, 58, e349-e368.	3.9	12
14	Successive product generations: financial implications of industry release rhythm alignment. Journal of the Academy of Marketing Science, 2020, 48, 1174-1191.	11.2	6
15	How Social Media Can Change Recruiters' Evaluation of Job Applicants. Proceedings - Academy of Management, 2020, 2020, 16922.	0.1	0