

Torsten Bornemann

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/8113882/publications.pdf>

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15
papers

1,116
citations

759233

12
h-index

996975

15
g-index

16
all docs

16
docs citations

16
times ranked

1014
citing authors

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