

Sebastian Tillmanns

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/90998/publications.pdf>

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9
papers

1,156
citations

1478505

6
h-index

1872680

6
g-index

10
all docs

10
docs citations

10
times ranked

1048
citing authors

#	ARTICLE	IF	CITATIONS
1	Logistic Regression and Discriminant Analysis. , 2022, , 329-367.		5
2	Understanding the qualityâ€“quantity conundrum of customer referral programs: effects of contribution margin, extraversion, and opinion leadership. Journal of the Academy of Marketing Science, 2018, 46, 1108-1132.	11.2	16
3	How to Separate the Wheat from the Chaff: Improved Variable Selection for New Customer Acquisition. Journal of Marketing, 2017, 81, 99-113.	11.3	37
4	Drivers of private-label purchase behavior across quality tiers and product categories. Journal of Business Economics, 2017, 87, 359-395.	1.9	6
5	Customer win-back: the role of attributions and perceptions in customersâ€™ willingness to return. Journal of the Academy of Marketing Science, 2016, 44, 218-240.	11.2	47
6	The Evolution of Marketing Channel Research Domains and Methodologies: An Integrative Review and Future Directions. Journal of Retailing, 2015, 91, 569-585.	6.2	84
7	Kundenbindungsprogramme: State of the Art und Forschungsperspektiven. Marketing, Zeitschrift Fur Forschung Und Praxis, 2012, 34, 227-244.	0.2	0
8	Ein empirischer Vergleich von Kundenbindungsdeterminanten im Business-to-Business-Bereich. Marketing, Zeitschrift Fur Forschung Und Praxis, 2011, 33, 111-132.	0.2	0
9	Undervalued or Overvalued Customers: Capturing Total Customer Engagement Value. Journal of Service Research, 2010, 13, 297-310.	12.2	956