

Jan U Becker

List of Publications by Year in descending order

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26
papers

1,087
citations

759233

12
h-index

526287

27
g-index

32
all docs

32
docs citations

32
times ranked

866
citing authors

#	ARTICLE	IF	CITATIONS
1	Seeding Strategies for Viral Marketing: An Empirical Comparison. <i>Journal of Marketing</i> , 2011, 75, 55-71.	11.3	457
2	The impact of technological and organizational implementation of CRM on customer acquisition, maintenance, and retention. <i>International Journal of Research in Marketing</i> , 2009, 26, 207-215.	4.2	188
3	The impact of pre- and post-launch publicity and advertising on new product sales. <i>International Journal of Research in Marketing</i> , 2015, 32, 408-417.	4.2	74
4	The effect of social media interactions on customer relationship management. <i>Business Research</i> , 2016, 9, 133-155.	4.0	42
5	The Role of Mere Closeness: How Geographic Proximity Affects Social Influence. <i>Journal of Marketing</i> , 2017, 81, 49-66.	11.3	42
6	Dynamics of Illegal Participation in Peer-to-Peer Networks—Why Do People Illegally Share Media Files?. <i>Journal of Media Economics</i> , 2006, 19, 7-32.	0.8	41
7	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
8	The Brand Personality of Nonprofit Organizations and the Influence of Monetary Incentives. <i>Journal of Business Ethics</i> , 2016, 138, 589-600.	6.0	21
9	The Impact of Network Size and Financial Incentives on Adoption and Participation in New Online Communities. <i>Journal of Media Economics</i> , 2010, 23, 165-179.	0.8	18
10	Impact of service pricing on referral behaviour. <i>European Journal of Marketing</i> , 2013, 47, 1052-1066.	2.9	17
11	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
12	Implications of minimum contract durations on customer retention. <i>Marketing Letters</i> , 2015, 26, 579-592.	2.9	15
13	Reward-scrounging in customer referral programs. <i>International Journal of Research in Marketing</i> , 2017, 34, 382-398.	4.2	14
14	The limits of analyzing service quality data in public transport. <i>Transportation</i> , 2016, 43, 823-842.	4.0	13
15	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
16	Positive Customer Churn: An Application to Online Dating. <i>Journal of Service Research</i> , 2019, 22, 90-100.	12.2	12
17	Start-ups, incumbents, and the effects of takeover competition. <i>Journal of Business Research</i> , 2016, 69, 5925-5933.	10.2	9
18	What customer information should companies use for customer relationship management? Practical insights from empirical research. <i>Management Review Quarterly</i> , 2015, 65, 149-182.	9.2	7

#	ARTICLE	IF	CITATIONS
19	Price Elasticities for Hardcover and Paperback Fiction Books. Schmalenbach Business Review, 2015, 67, 73-91.	0.9	6
20	Unternehmens- und Stakeholderkommunikation als Einflussfaktoren des Unternehmensmarkenimages. Marketing, Zeitschrift Fur Forschung Und Praxis, 2009, 31, 197-212.	0.2	6
21	Messung von Zahlungsbereitschaften und ihr Einsatz für die Preisänderung. Marketing, Zeitschrift Fur Forschung Und Praxis, 2007, 29, 8-23.	0.2	5
22	Piraterie in Peer-to-Peer-Netzwerken. , 2008, , 211-224.		5
23	Left Behind Expectations - How to Prevent CRM Implementations from Failing. GfK Marketing Intelligence Review, 2010, 2, 34-41.	0.4	4
24	Agenda 2020: Research Opportunities with Managerial and Economic Impact. Journal of Media Economics, 2018, 31, 1-5.	0.8	2
25	Peer-to-Peer-Netzwerke und die Generation Napster. , 2005, , 201-214.		1
26	Deckungsbeitragsorientierte Steuerung von Targeting-Kampagnen. Schmalenbachs Zeitschrift Fur Betriebswirtschaftliche Forschung, 2014, 66, 601-624.	1.6	0