

Bell, David, John Deighton, Werner Reinartz, Roland Rust, and Gordon Swartz (2002), "Seven Barriers to Customer Equity Management," *Journal of Service Research* 5 (August), 77-85.

of citations: 73

of citations in ISI: 0

of citations in Scholar: 196

1. Aksoy, Lerzan, Alexander Buoye, Pelin Aksoy, Bart Larivière and Timothy L. Keiningham (2013), "A Cross-national Investigation of the Satisfaction and Loyalty Linkage for Mobile Telecommunications Services across Eight Countries", *Journal of Interactive Marketing*, 27 (1), 74-82.
2. Aksoy, Lerzan, Bruce Cooil, Christopher Groening, Timothy L. Keiningham, and Atakan Yalcin (2008), "The Long-Term Stock Market Valuation of Customer Satisfaction", *Journal of Marketing*, 72 (4), 105-122.
3. Aksoy, Lerzan (2014), "How do you measure what you can't define? The current state of loyalty measurement and management." *Journal of Service Management*, 24 (4), 1-1.
4. Albadvi, Amir and Hamidreza Koosha (2011), "A robust optimization approach to allocation of marketing budgets", *Management Decision*, 49 (4), 601-621.
5. Auer, C., and O. Petrovic (2004), "E-measurement: an integrated methodology for measuring the performance of e-services," *International Journal of Electronic Business (IJEB)*, 2 (6).
6. Becker, Jan U., Goetz Greve, and Sönke Albers (2009), "The impact of technological and organizational implementation of CRM on customer acquisition, maintenance, and retention," *International Journal of Research in Marketing*, 26 (3), 207-215.
7. Bohari, Abdul Manaf, Ruslan Rainis and Malliga Marimuthu (2011), "Non-Database Customer as Spatial Issues of Estimating Hypermarket's Lifetime Value: An Approach of Survey-Gis Method", *Australian Journal of Business and Management Research*, 1 (5), 1-7.
8. Bohari, Abdul Manaf, Ruslan Rainis and Malliga Marimuthu (2012), "A Study on Critical Contribution of 'Free Customer' on the Survivability of International Hypermarket in Malaysia: A Geographical Information System Approach", *OIDA International Journal of Sustainable Development*, 3 (7), 29-38.
9. Bolton, Ruth N. and Crina O.Tarasi (2007), "Managing customer relationships", *Review of Marketing Research*, 3, 3-36.
10. Boo, Soyoun, Tyra Hillard, and Hui Jin (2009), "International Hotel Meeting Contract Clauses: A Comparison of Multiple Destinations", *Journal of Hospitality & Tourism Research*, 34 (3), 388-412.
11. Brooks, Neil and Lyndon Simkin (2011), "Measuring marketing effectiveness: an agenda for SMEs", *The Marketing Review*, 11 (1), 3-24.
12. Brooks, Neil and Lyndon Simkin (2012), "Judging marketing mix effectiveness," *Marketing Intelligence & Planning*, 30 (5), 494-514.

13. Bruhn, Manfred, Dominik Georgi, and Karsten Hadwich (2008), "Customer equity management as formative second-order construct," *Journal of Business Research*, 61 (12), 1292-1301.
14. Bush, Robert P., James H. Underwood III, and Daniel L. Sherrell (2007), "Examining the Relationship Marketing Productivity Paradigm: Establishing an Agenda for Current and Future Research", *Journal of Relationship Marketing*, 6 (2), 9-32.
15. Cannon, Hugh M., James N. Cannon, and Manfred Schwaiger (2005), "Simulating Customer Lifetime Value: Implications for Game Design and Student Performance", *Developments in Business Simulation and Experimental Learning*, 32, 54-64.
16. Cannon, James N., Hugh M. Cannon and Manfred Schwaiger (2012), "Modeling the "Profitable-Product Death Spiral": Accounting for Strategic Product-Mix Interactions in Marketing Simulation Games", *Simulation & Gaming*, 43 (6), 761-777.
17. Cătoiu, Iacob, Daniel Adrian Gârdan and Iuliana Petronela Geangu (2012), "Customer Loyalty – Specific Features of Retail Activity in Bucharest", *Annales Universitatis Apulensis Series Oeconomica*, 14 (1), 278-285.
18. Chang, A., and C. N. Tseng (2005), "Building customer capital through relationship marketing activities: The case of Taiwanese multilevel marketing companies," *Journal of Intellectual Capital*, 6 (2), 253-266.
19. Coviello, N., H. Winkelhofer, and K. Hamilton (2006), "Marketing Practices and Performance of Small Service Firms," *Journal of Service Research*, 9 (1), 38-58.
20. Du, Rex Yuxing, Wagner A. Kamakura, and Carl F. Mela (2007), "Size and Share of Customer Wallet", *Journal of Marketing*, 71 (2), 94-113.
21. Esmaeili Gookeh, M., and M. J. Tarokh. "Customer Lifetime Value Models: A literature Survey." *International Journal of Industrial Engineering*, 24 (4), 317-336.
22. Fader, Peter S., Bruce Hardie, and Ka Lok Lee (2005), "RFM and CLV: Using Iso-value Curves for Customer Base Analysis." *Journal of Marketing Research* XLII, 415-430.
23. Fornell, Claes, Sunil Mithas, III Morgeson, V. Forrest, and M. S. Krishnan (2006), "Customer Satisfaction and Stock Prices: High Returns, Low Risk," *Journal of Marketing*, 70 (1), 3-14.
24. Glady, Nicolas, Bart Baesens, and Christophe Croux (2009), "A modified Pareto/NBD approach for predicting customer lifetime value", *Expert Systems with Applications*, 36 (2) Part 1, 2062-2071.
25. Gleaves, Robin, Jamie Burton, Jan Kitshoff, Ken Bates, and Mark Whittington (2008), "Accounting is from Mars, marketing is from Venus: establishing common ground for the concept of customer profitability", *Journal of Marketing Management*, 24 (7/8), 825-845.
26. Hansotia, Behram (2003), "Company Activities for Managing Customer Equity" *The Journal of Database Marketing & Customer Strategy Management*, 11 (4), 319-332.
27. Hansotia, Behram (2006), "Issues and challenges in estimating customer equity", *Direct, Data and Digital Marketing Practice*, 7 (4), 293-317.
28. Hogan, John E., Katherine N. Lemon, and Roland T. Rust (2002), "Customer Equity Management, Charting New Directions for the Future of Marketing", *Journal of Service Research*, 5 (1), 4-12.

29. Holehonnur, Abhijith, Mary A. Raymond, Christopher D. Hopkins, and Amanda C. Fine (2009), "Examining the customer equity framework from a consumer perspective," *Journal of Brand Management*, 17, 165-180.
30. Homburg, Christian, Mathias Droll and Dirk Totzek (2008), "Customer Prioritization: Does it pay off, and how should it be implemented?", *Journal of Marketing*, 72 (5), 110-130.
31. Iyer, Gopalkrishnan R., Arun Sharma, and David Bejou (2006), "Developing Relationship Equity in International Markets", *Journal of Relationship Marketing*, 5 (1), 3-20.
32. Johnson, Devon S., Bruce H. Clark and Gloria Barczak (2012), "Customer relationship management processes: How faithful are business-to-business firms to customer profitability?", *Industrial Marketing Management*, 41 (7), 1094-1105.
33. Kang, Wooseong and Mitzi Montoya (2013), "The Impact of Product Portfolio Strategy on Financial Performance: The Roles of Product Development and Market Entry Decisions," *Journal of Product Innovation Management*, 31 (3), 516-534.
34. Karande, Kiran, Vincent P. Magnini, and Leona Tam (2007), "Recovery voice and satisfaction after service failure. An empirical investigation of mediating and moderating factors", *Journal of Service Research*, 10 (2), 187-203.
35. Kasabov, Edward (2007), "Towards a contingent, empirically validated, and power cognisant relationship marketing", *European Journal of Marketing*, 41 (1/2), 94-120.
36. Keramati, Abbas, Hamed Mehrabi, and Navid Mojir (2010), "A process-oriented perspective on customer relationship management and organizational performance: An empirical investigation," *Industrial Marketing Management*, 39 (7), 1170-85.
37. Keramati, Abbas, Hamed Mehrabi, Navid Mojir, and Mohammad Mousakhani (2009), "Customer relationship management and performance, a resource-base view of Iranian internet service industry", *International Journal of Electronic Customer Relationship Management*, 3 (2), 103-120.
38. Kim, Yunhi, Myung-hwan Cho and Heesup Han (2012), "Testing the Model of Hotel Chain Frequency Program Members' Loyalty Intentions", *Asia Pacific Journal of Tourism Research*, 19 (1), 35-60
39. Kumar, V., and M. George (2007), "Measuring and maximizing customer equity: a critical analysis", *Journal of the Academy of Marketing Sciences*, 35 (2), 157-171.
40. Lacey, Russel and Robert J. Morgan (2007), "Committed Customers as Strategic Marketing Resources", *Journal of Relationship Marketing*, 6 (2), 51-65.
41. Lee, Chang Han, Eunju Jo, Henriikki Tikkanen et al. (2014), "Marketing mix and customer equity of SPA brands: Cross-cultural perspectives", *Journal of Business Research*, 67 (10), 2155-2163.
42. Leenheer, Jorna and Tammo HA Bijmolt (2008), "Which retailers adopt a loyalty program? An empirical study," *Journal of Retailing and Consumer Services*, 15 (6), 429-42.
43. Li, Qianpin (2010), "Exploring the Relationship Between Customer-Related Measures and Shareholder Value", *Social Behavior and Personality: an international journal*, 38 (5), 647-656.

44. Li, Qianpin and Chen Chang (2010), "The customer lifetime value in Taiwanese credit card market", *African Journal of Business Management*, 4 (5), 702-710.
45. Lo, Ada S., Lawrence D. Stalcup, and Amy Lee (2010), "Customer Relationship Management for Hotels in Hong Kong", *International Journal of Contemporary Hospitality Management*, 22(2), 139-159.
46. McAlister, Leigh, Edward I. George, and Yung-Hsin Chien (2009), "A Basket-mix Model to Identify Cherry-picked Brands", *Journal of Retailing*, 85 (4), 425-436.
47. Nenonen, Suvi and Kaj Storbacka (2010) "Business model design: conceptualizing networked value co-creation", *International Journal of Quality and Service Sciences*, 2 (1), 43-59.
48. Nenonen, Suvi, and Kaj Storbacka (2014), "Management of customer assets for increased value capture in business markets." *Management Decision*, 52 (1), 6-6.
49. Nordberg, Donald (2008), "The ethics of corporate governance", *Journal of General Management*, 33 (4), 35-52.
50. Osborne, Phil and David Ballantyne (2012), "The paradigmatic pitfalls of customer-centric marketing", *Marketing Theory*, 12 (2), 155-172.
51. Persson, Andreas (2011), "The management of customer relationships as assets in the retail banking sector", *Journal of Strategic Marketing*, 19 (1), 105-119.
52. Persson, Andreas and Lynette Ryals (2010), "Customer assets and Customer equity: Management and measurement issues," *Marketing Theory*, 10 (4), 417-436.
53. Philipe, José António (2011), „On the Use of Discounted Cash Flow Method on the Customer Valuation“, *International Journal of Latest Trends in Finance & Economy Science*, 1 (1), 11-14.
54. Plakoyiannaki, E. (2005), "How Do Organisational Members Perceive CRM? Evidence from a U.K. Service Firm," *Journal of Marketing Management*, 21 (3/4), 363-392.
55. Portela, Sofia and Rui Menezes (2011), „On the Use of Discounted Cash Flow Method on the Customer Valuation“, *International. Journal of Latest Trends in Finance & Economy Science*, 1 (1), 11-14.
56. Raimondo, Antonietta, Miceli Gaetano, and Michele Constabile (2008), "How Relationship Age Moderates Loyalty Formation", *Journal of Service Research*, 11 (2), 142-160.
57. Rego, Arménio, Susana Leal and Miguel Pina e Cunha (2011), "Rethinking the Employees' Perceptions of Corporate Citizenship Dimensionalization", *Journal of Business Ethics*, 104 (2), 207-218.
58. Roberts, M. L., R. Liu Raymond, and K. Hazard (2005), "Strategy, technology and organisational alignment: Key components of CRM success", *Journal of Database Marketing & Customer Strategy Management*, 12 (4), 315-326.
59. Rust, R. T., and T. S. Chung (2006), "Marketing Models of Service and Relationships", *Marketing Science*, 25 (6), 560-580.
60. Rust, Roland T., Tim Ambler, Gregory S. Carpenter, V. Kumar, and Rajendra K. Raj Srivastava (2004), "Measuring Marketing Productivity: Current Knowledge and Future Directions." *Journal of Marketing*, 68 (4), 76-89.

61. Ryals, Lynette, and Simon Knox (2007); "Measuring and Managing customer relationship risk in business markets", *Industrial Marketing Management*, 36 (6), 823-83.
62. Sackmann, Stefan, Dennis Kundisch and Markus Ruch (2010), "Customer portfolio management in e-commerce: an analytical model for optimization", *Management Research Review*, 33 (6), 617-634.
63. Sacui, Violeta, and Franca Dumitru (2014), "Market-based Assets. Building Value through Marketing Investments." *Procedia-Social and Behavioral Sciences*, 124, 157-164.
64. Sawhney, Mohanbir, and Jeff Zabin (2002), "Managing and Measuring Relational Equity in the Network Economy." *Journal of the Academy of Marketing Science*, 30 (4) 313-332.
65. Sharma, Arun (2006), "Strategies for Maximizing Customer Equity of low lifetime value customers", *Journal of Relationship Marketing*, 5 (1), 59-77.
66. Storbacka, Kaj, Pennie Frow, Suvi Nenonen, and Adrian Payne (2012), "Designing business models for value co-creation," *Review of Marketing Research*, 9, 51-78.
67. Tarasi, Crina O. (2007), "Managing customer relationships," *Review of marketing research*, 3, 3-38.
68. Venkatesan, Rajkumar, and V. Kumar (2004), "A Customer Lifetime Value Framework for Customer Selection and Resource Allocation Strategy." *Journal of Marketing*, 68 (4) 106-125.
69. Wang, H. F., and W. K. Hong (2006), "Managing customer profitability in a competitive market by continuous data mining", *Industrial Marketing Management*, 35 (6), 715-723.
70. Wiesbaden, S. (2003), "Ausgewählte Literatur zum Dienstleistungsmanagement," *Journal of Service Industry Management*, 12 (1), 60-9.
71. Yao, Leiyue and Jianying Xiong (2011), "Customers Segmentation Using RFM and Two-step Clustering", *Advanced Material Research*, 268-270, 631-635.
72. Zhang, Jason Q., Ashutosh Dixit, and Roberto Friedmann (2010), "Customer Loyalty and Lifetime Value: An Empirical Investigation of Consumer Packaged Goods", *Journal of Marketing Theory & Practice*, 18 (2), 127-139.
73. Zorn, Steffen, Wade Jarvis, and Steve Bellman (2010), "Attitudinal perspectives for predicting churn", *Journal of Research in Interactive Marketing*, 4 (2), 157-169.