



Online-Appendix

„Moderation in Marketinganwendungen von
Partial Least Squares
Strukturgleichungsmodellierungen (PLS-SEM)“

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Moderation in PLS-SEM: Externer Anhang A1 (Kodiertabelle)

integer (x € N+)	integer (x € N+)	integer (x € N+)	Autoren des Papers; string	Jahr der Publikation des Papers; integer (x € N+)	Journal, in dem Paper publiziert wurde; string	Seitenzahlen; string	Titel des Papers; string
row_number	id_paper	nr_study	authors	year	journal	pages	title
1	1	1	WOLTER J,CRONIN J	2016	JOURNAL OF THE ACADEMY OF MARKETING SCIENCE	397-413	RECONCEPTUALIZING COGNITIVE AND AFFECTIVE CUSTOMERCOMPANY IDENTIFICATION THE ROLE OF SELF-MOTIVES AND DIFFERENT CUSTOMERBASED OUTCOMES
2	2	1	AHRHOLDT D,GUDERGAN S,RINGLE C	2019	JOURNAL OF BUSINESS RESEARCH	18-27	ENHANCING LOYALTY WHEN IMPROVING CONSUMER SATISFACTION AND DELIGHT MATTERS
3	2	2	AHRHOLDT D,GUDERGAN S,RINGLE C	2019	JOURNAL OF BUSINESS RESEARCH	18-27	ENHANCING LOYALTY WHEN IMPROVING CONSUMER SATISFACTION AND DELIGHT MATTERS
4	3	1	ALI I,ALI M,SALAM M,BHATTI Z,ARAIN G,BURHAN M	2020	INDUSTRIAL MARKETING MANAGEMENT	1-57	EXPERIENCES
5	4	1	HSEH J	2020	JOURNAL OF BUSINESS RESEARCH	195-208	THE EFFECTS OF TRANSFORMING MOBILE SERVICES INTO MOBILE PROMOTIONS
6	5	1	KUESTER S,HOMBURG C,HESS S	2012	JOURNAL OF PRODUCT INNOVATION MANAGEMENT	39-52	EXTERNALLY DIRECTED AND INTERNALLY DIRECTED MARKET LAUNCH MANAGEMENT THE ROLE OF ORGANIZATIONAL FACTORS IN INFLUENCING NEW PRODUCT SUCCESS
7	6	1	LAM S,AHEARNE M,SCHILLEWAERT N	2012	JOURNAL OF INTERNATIONAL BUSINESS STUDIES	306-331	A MULTINATIONAL EXAMINATION OF THE SYMBOLICINSTRUMENTAL FRAMEWORK OF CONSUMERBRAND IDENTIFICATION
8	7	1	MAT SUNO K,ZHU Z,RICE M	2014	JOURNAL OF PRODUCT INNOVATION MANAGEMENT	1106-1124	INNOVATION PROCESS AND OUTCOMES FOR LARGE JAPANESE FIRMS ROLES OF ENTREPRENEURIAL PROCLIVITY AND CUSTOMER EQUITY
9	8	1	NAKATA C,ZHU Z,IJBERK-BILGIN E	2011	JOURNAL OF THE ACADEMY OF MARKETING SCIENCE	700-716	INTEGRATING MARKETING AND INFORMATION SERVICES FUNCTIONS A COMPLEMENTARITY AND COMPETENCE PERSPECTIVE
10	9	1	NATH P	2020	EUROPEAN JOURNAL OF MARKETING	1549-1580	TAKING MEASURE THE LINK BETWEEN METRICS AND MARKETINGS EXPLOITATIVE AND EXPLORATIVE CAPABILITIES
11	10	1	PELSER J,DE RUYTER K,WETZELS M,GREWAL D,COX D,VAN BEUNING	2015	JOURNAL OF RETAILING	1-19	B2B CHANNEL PARTNER PROGRAMS DISENTANGLING INDEBTEDNESS FROM GRATITUDE
12	11	1	ZOBEL A	2017	JOURNAL OF PRODUCT INNOVATION MANAGEMENT	NA	BENEFITING FROM OPEN INNOVATION A MULTIDIMENSIONAL MODEL OF ABSORPTIVE CAPACITY
13	12	1	JOHNSTON W,KHALIL S,JAIN M,CHENG J	2012	JOURNAL OF INTERNATIONAL MARKETING	34-49	DETERMINANTS OF JOINT ACTION IN INTERNATIONAL CHANNELS OF DISTRIBUTION THE MODERATING ROLE OF PSYCHIC DISTANCE
14	13	1	JOHNSTON W,KHALIL S,JAIN M,CHENG J	2012	JOURNAL OF INTERNATIONAL MARKETING	34-49	DETERMINANTS OF JOINT ACTION IN INTERNATIONAL CHANNELS OF DISTRIBUTION THE MODERATING ROLE OF PSYCHIC DISTANCE
15	14	1	MAHR D,LIEVENS A,BLAZEVIC V	2014	JOURNAL OF PRODUCT INNOVATION MANAGEMENT	599-615	THE VALUE OF CUSTOMER COCREATED KNOWLEDGE DURING THE INNOVATION PROCESS
16	15	1	ASHILL N,JOBBER D	2014	JOURNAL OF MARKETING MANAGEMENT	268-294	THE EFFECTS OF THE EXTERNAL ENVIRONMENT ON MARKETING DECISIONMAKER UNCERTAINTY
17	16	1	CALANTONE R,RUBERA G	2012	JOURNAL OF PRODUCT INNOVATION MANAGEMENT	144-157	WHEN SHOULD RDE AND MARKETING COLLABORATE THE MODERATING ROLE OF EXPLORATIONEXPLOITATION AND ENVIRONMENTAL UNCERTAINTY
18	17	1	CHEN A,PENG N,HUNG K	2015	EUROPEAN JOURNAL OF MARKETING	1616-1644	STRATEGIC MANAGEMENT OF SALESPEOPLE WHEN PROMOTING NEW PRODUCTS MODERATING EFFECTS OF SALESRELATED ORGANIZATIONAL PSYCHOLOGICAL CLIMATE
19	18	1	COELHO P,HENSELER J	2012	EUROPEAN JOURNAL OF MARKETING	331-356	CREATING CUSTOMER LOYALTY THROUGH SERVICE CUSTOMIZATION
20	18	2	COELHO P,HENSELER J	2012	EUROPEAN JOURNAL OF MARKETING	331-356	CREATING CUSTOMER LOYALTY THROUGH SERVICE CUSTOMIZATION
21	19	1	VAN DER BORGH M,SCHEPERS J	2014	JOURNAL OF PRODUCT INNOVATION MANAGEMENT	710-727	DO RETAILERS REALLY PROFIT FROM AMBIDEXTROUS MANAGERS THE IMPACT OF FRONTLINE MECHANISMS ON NEW AND EXISTING PRODUCT SELLING PERFORMANCE
22	20	1	GRAFFITH D,LEE H,YEO C,CALANTONE R	2014	INTERNATIONAL MARKETING REVIEW	308-334	MARKETING PROCESS ADAPTATION ANTECEDENT FACTORS AND NEW PRODUCT PERFORMANCE IMPLICATIONS IN EXPORT MARKETS
23	21	1	HEIDENREICH S,WITKOWSKI K,HANDRICH M,FALK T	2015	JOURNAL OF THE ACADEMY OF MARKETING SCIENCE	279-296	THE DARK SIDE OF CUSTOMER COCREATION EXPLORING THE CONSEQUENCES OF FAILED COCREATED SERVICES
24	22	1	HEIDENREICH S,SIETH P,PETSCHNIG M	2017	JOURNAL OF PRODUCT INNOVATION MANAGEMENT	343-359	READY STEADY GREEN EXAMINING THE EFFECTIVENESS OF EXTERNAL POLICIES TO ENHANCE THE ADOPTION OF ECOFRIENDLY INNOVATIONS
25	23	1	JEAN R,SINKOVICS R,HIEBAUM T	2014	JOURNAL OF PRODUCT INNOVATION MANAGEMENT	98-113	CHINA
26	24	1	KOHLER C,ROHM A,DE RUYTER K,WETZELS M	2011	JOURNAL OF MARKETING	93-108	RETURN ON INTERACTIVITY THE IMPACT OF ONLINE AGENTS ON NEWCOMER ADJUSTMENT
27	25	1	KRISHEN A,LEENDERS M,MUTHALY S,ZIOLKOWSKA M,LATOUR M	2018	EUROPEAN JOURNAL OF MARKETING	1234-1253	SOCIAL NETWORKING FROM A SOCIAL CAPITAL PERSPECTIVE A CROSSCULTURAL ANALYSIS
28	26	1	KUMAR P,SINGH S,PEREIRA V,LEONIDOU E	2020	INTERNATIONAL MARKETING REVIEW	NA	CAUSERELATED MARKETING AND SERVICE INNOVATION IN EMERGING COUNTRY HEALTHCARE ROLE OF SERVICE FLEXIBILITY AND SERVICE CLIMATE
29	27	1	MIAO C,EVANS K	2013	JOURNAL OF THE ACADEMY OF MARKETING SCIENCE	73-90	THE INTERACTIVE EFFECTS OF SALES CONTROL SYSTEMS ON SALESPERSON PERFORMANCE A JOB DEMANDS/RESOURCES PERSPECTIVE
30	28	1	MOJIB N,BINDROO V,GANESH J	2015	JOURNAL OF MARKETING MANAGEMENT	1231-1254	DO RETAIL ALLIANCES ENHANCE CUSTOMER EXPERIENCE EXAMINING THE RELATIONSHIP BETWEEN ALLIANCE VALUE AND CUSTOMER SATISFACTION WITH THE ALLIANCE
31	29	1	MULLINS R,AGNIHOTRI R,HALL Z	2020	JOURNAL OF SERVICE RESEARCH	33-52	THE AMBIDEXTROUS SALES FORCE ALIGNING SALESPERSON POLYCHRONICITY AND SELLING CONTEXTS FOR SALESSERVICE BEHAVIORS AND CUSTOMER VALUE
32	30	1	ROLLINS M,BELLENGER D,JOHNSTON W	2012	INDUSTRIAL MARKETING MANAGEMENT	984-994	DOES CUSTOMER INFORMATION USAGE IMPROVE A FIRMS PERFORMANCE IN BUSINESS/TOBUSINESS MARKETS
33	31	1	SHARMA R,JHA M	2017	JOURNAL OF BUSINESS RESEARCH	77-88	VALUES INFLUENCING SUSTAINABLE CONSUMPTION BEHAVIOUR EXPLORING THE CONTEXTUAL RELATIONSHIP
34	32	1	SHAHTIRI V	2018	JOURNAL OF PRODUCT INNOVATION MANAGEMENT	742-762	INNOVATION AT THE SERVICE ENCOUNTER IN KNOWLEDGE INTENSIVE BUSINESS SERVICES ANTECEDENTS AND BOUNDARY CONDITIONS
35	33	1	TELLER C,GITTENBERGER E,SCHNEDLITZ P	2013	JOURNAL OF MARKETING MANAGEMENT	317-337	COGNITIVE AGE AND GROCERYSTORE PATRONAGE BY ELDERLY SHOPPERS
36	34	1	TELLER C,ALEXANDER A,FLOH A	2016	INDUSTRIAL MARKETING MANAGEMENT	NA	THE IMPACT OF COMPETITION AND COOPERATION ON THE PERFORMANCE OF A RETAIL AGGLOMERATION AND ITS STORES

Summe der Paper zwar 34, aber insg. 33 Artikel inkludiert, da Johnston et al. (2012) zwei Ansätze verwenden

Summe der Untersuchungen zwar 36, aber insg. 35 Untersuchungen inkludiert, da Johnston et al. (2012) zwei Ansätze in einer Untersuchung verwenden