

Oc Ferrell

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/10557050/publications.pdf>

Version: 2024-02-01

24
papers

2,147
citations

471509

17
h-index

642732

23
g-index

24
all docs

24
docs citations

24
times ranked

1369
citing authors

#	ARTICLE	IF	CITATIONS
1	A stakeholder model for implementing social responsibility in marketing. <i>European Journal of Marketing</i> , 2005, 39, 956-977.	2.9	506
2	Nature of corporate responsibilities. <i>Journal of Business Research</i> , 2003, 56, 55-67.	10.2	207
3	From Market Orientation to Stakeholder Orientation. <i>Journal of Public Policy and Marketing</i> , 2010, 29, 93-96.	3.4	200
4	Global organizational learning capacity in purchasing: Construct and measurement. <i>Journal of Business Research</i> , 1997, 40, 97-111.	10.2	192
5	Ethical Beliefs of Marketing Managers. <i>Journal of Marketing</i> , 1978, 42, 69-73.	11.3	167
6	Business ethics, corporate social responsibility, and brand attitudes: An exploratory study. <i>Journal of Business Research</i> , 2019, 95, 491-501.	10.2	155
7	A theoretical perspective of the antecedents and consequences of organizational learning in marketing channels. <i>Journal of Business Research</i> , 1996, 36, 233-244.	10.2	143
8	A global learning organization structure and market information processing. <i>Journal of Business Research</i> , 1997, 40, 155-166.	10.2	91
9	Business ethics and customer stakeholders. <i>Academy of Management Perspectives</i> , 2004, 18, 126-129.	6.8	77
10	A Framework For Personal Selling and Sales Management Ethical Decision Making. <i>Journal of Personal Selling and Sales Management</i> , 2007, 27, 291-299.	2.8	69
11	A Macromarketing Ethics Framework: Stakeholder Orientation and Distributive Justice. <i>Journal of Macromarketing</i> , 2008, 28, 24-32.	2.6	66
12	Global organizational learning effects on cycle time performance. <i>Journal of Business Research</i> , 2002, 55, 377-387.	10.2	49
13	Marketing's theoretical and conceptual value proposition: opportunities to address marketing's influence. <i>AMS Review</i> , 2020, 10, 151-167.	2.5	38
14	Opportunistic behavior in marketing research organizations. <i>Journal of Business Research</i> , 1989, 18, 327-340.	10.2	29
15	Federal Sentencing Guidelines for Organizations: Legal, Ethical, and Public Policy Issues for International Marketing. <i>Journal of Public Policy and Marketing</i> , 1997, 16, 26-37.	3.4	28
16	Is stakeholder orientation relevant for European firms?. <i>European Management Journal</i> , 2016, 34, 650-660.	5.1	27
17	Organizational dimensions of marketing-research ethics. <i>Journal of Business Research</i> , 1988, 16, 209-223.	10.2	23
18	A New Direction for Sales Ethics Research: The Sales Ethics Subculture. <i>Journal of Marketing Theory and Practice</i> , 2019, 27, 282-297.	4.3	19

#	ARTICLE	IF	CITATIONS
19	An analysis of federal mail and wire fraud cases related to marketing. Journal of Business Research, 2005, 58, 910-918.	10.2	18
20	Competing assessments of market-driven, sustainability-centered, and stakeholder-focused approaches to the customer-brand relationships and performance. Journal of Business Research, 2019, 95, 531-543.	10.2	13
21	Corporate social responsibility and business ethics: conceptualization, scale development and validation. Journal of Product and Brand Management, 2019, 29, 431-439.	4.3	10
22	The effect of global leadership on purchasing process outcomes. European Journal of Marketing, 1998, 32, 1029-1050.	2.9	9
23	Broadening the Definition of Socially Responsible Marketing. Journal of Macromarketing, 2022, 42, 560-566.	2.6	6
24	A review of ethical decision-making models in marketing. , 2015, , .		5