

John P Workman Jr

List of Publications by Year in descending order

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14
papers

2,948
citations

840776

11
h-index

1058476

14
g-index

14
all docs

14
docs citations

14
times ranked

1464
citing authors

#	ARTICLE	IF	CITATIONS
1	Market Orientation, Creativity, and New Product Performance in High-Technology Firms. <i>Journal of Marketing</i> , 2004, 68, 114-132.	11.3	836
2	A Configurational Perspective on Key Account Management. <i>Journal of Marketing</i> , 2002, 66, 38-60.	11.3	319
3	Fundamental Changes in Marketing Organization: The Movement toward a Customer-Focused Organizational Structure. <i>Journal of the Academy of Marketing Science</i> , 2000, 28, 459-478.	11.2	278
4	Marketing's Limited Role in New Product Development in One Computer Systems Firm. <i>Journal of Marketing Research</i> , 1993, 30, 405-421.	4.8	239
5	Marketing's Influence within the Firm. <i>Journal of Marketing</i> , 1999, 63, 1.	11.3	238
6	Intraorganizational Determinants of Key Account Management Effectiveness. <i>Journal of the Academy of Marketing Science</i> , 2003, 31, 3-21.	11.2	219
7	Marketing Organization: An Integrative Framework of Dimensions and Determinants. <i>Journal of Marketing</i> , 1998, 62, 21-41.	11.3	211
8	Antecedents and Consequences of Creativity in Product Innovation Teams. <i>Journal of Product Innovation Management</i> , 2013, 30, 170-185.	9.5	164
9	Marketing's Limited Role in New Product Development in One Computer Systems Firm. <i>Journal of Marketing Research</i> , 1993, 30, 405.	4.8	148
10	Should marketing be cross-functional? Conceptual development and international empirical evidence. <i>Journal of Business Research</i> , 2002, 55, 451-465.	10.2	146
11	Marketing Organization: An Integrative Framework of Dimensions and Determinants. <i>Journal of Marketing</i> , 1998, 62, 21.	11.3	129
12	Factors Contributing to Marketing's Limited Role in Product Development in Many High-Tech Firms. <i>Journal of Market-Focused Management</i> , 1998, 2, 257-279.	0.3	9
13	Use of electronic media in a participant observation study. <i>Qualitative Sociology</i> , 1992, 15, 419-425.	1.6	6
14	Variations in the Power of Marketing Between Consumer and Industrial Firms. <i>Journal of Business-to-Business Marketing</i> , 1999, 6, 1-37.	1.5	6