

Stephen J Carson

List of Publications by Year in descending order

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14
papers

1,739
citations

759233

12
h-index

1058476

14
g-index

14
all docs

14
docs citations

14
times ranked

1511
citing authors

#	ARTICLE	IF	CITATIONS
1	Uncertainty, Opportunism, and Governance: The Effects of Volatility and Ambiguity on Formal and Relational Contracting. <i>Academy of Management Journal</i> , 2006, 49, 1058-1077.	6.3	555
2	The Effects of Positive and Negative Online Customer Reviews: Do Brand Strength and Category Maturity Matter?. <i>Journal of Marketing</i> , 2013, 77, 37-53.	11.3	405
3	Information Processing Moderators of the Effectiveness of Trust-Based Governance in Interfirm R&D Collaboration. <i>Organization Science</i> , 2003, 14, 45-56.	4.5	199
4	When to Give up Control of Outsourced New Product Development. <i>Journal of Marketing</i> , 2007, 71, 49-66.	11.3	153
5	When to Give Up Control of Outsourced New Product Development. <i>Journal of Marketing</i> , 2007, 71, 49-66.	11.3	96
6	Extending the firm vs. industry debate: Does industry life cycle stage matter?. <i>Strategic Management Journal</i> , 2013, 34, 1010-1018.	7.3	90
7	Transaction costs, opportunism, and governance: Contextual considerations and future research opportunities. <i>Marketing Letters</i> , 2010, 21, 211-222.	2.9	72
8	Understanding Institutional Designs within Marketing Value Systems. <i>Journal of Marketing</i> , 1999, 63, 115-130.	11.3	52
9	A theoretical and empirical investigation of property rights sharing in outsourced research, development, and engineering relationships. <i>Strategic Management Journal</i> , 2013, 34, 1065-1085.	7.3	34
10	Managing the Trade-off between Ambiguity and Volatility in New Product Development. <i>Journal of Product Innovation Management</i> , 2012, 29, 1061-1081.	9.5	25
11	An Integrated Power and Efficiency Model of Contractual Channel Governance: Theory and Empirical Evidence. <i>Journal of Marketing</i> , 2019, 83, 101-120.	11.3	23
12	Prototypicality advantages for pioneers over me-too brands: the role of evolving product designs. <i>Journal of the Academy of Marketing Science</i> , 2007, 35, 172-183.	11.2	20
13	Industry conditions, market share, and the firm's ability to derive business-line profitability from diverse technological portfolios. <i>Journal of Business Research</i> , 2022, 149, 178-192.	10.2	8
14	History Matters: The Impact of Online Customer Reviews Across Product Generations. <i>Management Science</i> , 2022, 68, 3878-3903.	4.1	7