

Eric Fang

List of Publications by Year in descending order

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22
papers

2,914
citations

331670

21
h-index

677142

22
g-index

22
all docs

22
docs citations

22
times ranked

2296
citing authors

#	ARTICLE	IF	CITATIONS
1	Customer Participation and the Trade-Off between New Product Innovativeness and Speed to Market. <i>Journal of Marketing</i> , 2008, 72, 90-104.	11.3	419
2	Influence of customer participation on creating and sharing of new product value. <i>Journal of the Academy of Marketing Science</i> , 2008, 36, 322-336.	11.2	344
3	Effect of Service Transition Strategies on Firm Value. <i>Journal of Marketing</i> , 2008, 72, 1-14.	11.3	342
4	Is Neutral Really Neutral? The Effects of Neutral User-Generated Content on Product Sales. <i>Journal of Marketing</i> , 2014, 78, 41-58.	11.3	267
5	Antecedents and consequences of marketing dynamic capabilities in international joint ventures. <i>Journal of International Business Studies</i> , 2009, 40, 742-761.	7.3	246
6	Effects of Customer and Innovation Asset Configuration Strategies on Firm Performance. <i>Journal of Marketing Research</i> , 2011, 48, 587-602.	4.8	150
7	The effects of customer acquisition and retention orientations on a firm's radical and incremental innovation performance. <i>Journal of the Academy of Marketing Science</i> , 2011, 39, 234-251.	11.2	131
8	The effects of absorptive and joint learning on the instability of international joint ventures in emerging economies. <i>Journal of International Business Studies</i> , 2010, 41, 906-924.	7.3	123
9	The Effect of Strategic Alliance Knowledge Complementarity on New Product Innovativeness in China. <i>Organization Science</i> , 2011, 22, 158-172.	4.5	116
10	The Impact of Economic Contractions on the Effectiveness of R&D and Advertising: Evidence from U.S. Companies Spanning Three Decades. <i>Marketing Science</i> , 2011, 30, 628-645.	4.1	108
11	Goal-Setting Paradoxes? Trade-Offs Between Working Hard and Working Smart: The United States Versus China. <i>Journal of the Academy of Marketing Science</i> , 2004, 32, 188-202.	11.2	95
12	The Timing of Codevelopment Alliances in New Product Development Processes: Returns for Upstream and Downstream Partners. <i>Journal of Marketing</i> , 2015, 79, 64-82.	11.3	93
13	Online Relationship Formation. <i>Journal of Marketing</i> , 2017, 81, 21-40.	11.3	91
14	User Reviews Variance, Critic Reviews Variance, and Product Sales: An Exploration of Customer Breadth and Depth Effects. <i>Journal of Retailing</i> , 2015, 91, 372-389.	6.2	85
15	Knowledge complementarity, knowledge absorption effectiveness, and new product performance: The exploration of international joint ventures in China. <i>International Business Review</i> , 2013, 22, 216-227.	4.8	84
16	Direct and Indirect Effects of Buyers and Sellers on Search Advertising Revenues in Business-to-Business Electronic Platforms. <i>Journal of Marketing Research</i> , 2015, 52, 407-422.	4.8	46
17	The Effect of Online Shopping Platform Strategies on Search, Display, and Membership Revenues. <i>Journal of Retailing</i> , 2018, 94, 247-264.	6.2	45
18	If It Takes a Village to Foster Innovation, Success Depends on the Neighbors: The Effects of Global and Ego Networks on New Product Launches. <i>Journal of Marketing Research</i> , 2016, 53, 319-337.	4.8	43

#	ARTICLE	IF	CITATIONS
19	An examination of how and when the top management team matters for firm innovativeness: The effects of TMT functional backgrounds. <i>Innovation: Management, Policy and Practice</i> , 2014, 16, 323-342.	3.9	28
20	Understanding the Effects of Plural Marketing Structures on Alliance Performance. <i>Journal of Marketing Research</i> , 2016, 53, 628-645.	4.8	28
21	Sales channel integration after mergers and acquisitions: A methodological approach for avoiding common pitfalls. <i>Industrial Marketing Management</i> , 2007, 36, 589-603.	6.7	24
22	The Effects of Price Rank on Clicks and Conversions in Product List Advertising on Online Retail Platforms. <i>Information Systems Research</i> , 2021, 32, 1412-1430.	3.7	6