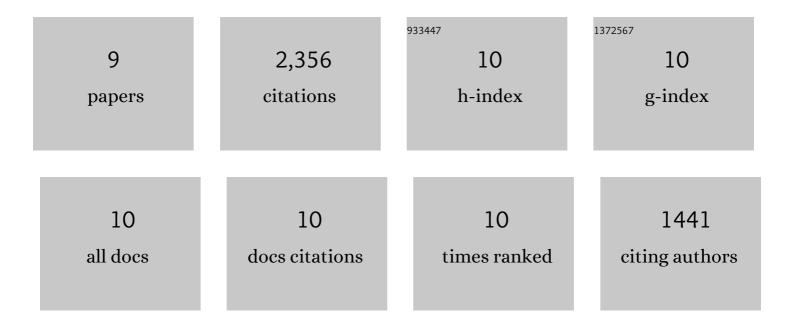
Fred Selnes

List of Publications by Year in descending order

Source: https://exaly.com/author-pdf/11012044/publications.pdf Version: 2024-02-01



FRED SELNES

#	Article	IF	CITATIONS
1	Antecedents and consequences of trust and satisfaction in buyerâ€seller relationships. European Journal of Marketing, 1998, 32, 305-322.	2.9	758
2	Promoting Relationship Learning. Journal of Marketing, 2003, 67, 80-95.	11.3	638
3	Customer Portfolio Management: Toward a Dynamic Theory of Exchange Relationships. Journal of Marketing, 2004, 68, 1-17.	11.3	366
4	Market orientation in United States and Scandinavian companies. A cross-cultural study. Scandinavian Journal of Management, 1996, 12, 139-157.	1.9	155
5	The Potential Hazard of Self-Service in Developing Customer Loyalty. Journal of Service Research, 2001, 4, 79-90.	12.2	130
6	Effects of Supplier Reliability and Benevolence in Business Marketing. Journal of Business Research, 2000, 49, 259-271.	10.2	96
7	The Strategic Role of the Salesperson in Established Buyer-Seller Relationships. Journal of Business-to-Business Marketing, 1997, 3, 39-78.	1.5	46
8	Relational selling behavior and skills in long-term industrial buyer-seller relationships. International Business Review, 1995, 4, 483-498.	4.8	33
9	Market orientation in Nordic banks: does nationality matter?. European Journal of Marketing, 2003, 37, 1818-1841.	2.9	28