

Eric M Olson

List of Publications by Year in descending order

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Version: 2024-02-01

27
papers

3,891
citations

361413

20
h-index

552781

26
g-index

27
all docs

27
docs citations

27
times ranked

2008
citing authors

#	ARTICLE	IF	CITATIONS
1	The Performance Implications of Fit among Business Strategy, Marketing Organization Structure, and Strategic Behavior. <i>Journal of Marketing</i> , 2005, 69, 49-65.	11.3	650
2	Organizing for Effective New Product Development: The Moderating Role of Product Innovativeness. <i>Journal of Marketing</i> , 1995, 59, 48.	11.3	608
3	Organizing for Effective New Product Development: The Moderating Role of Product Innovativeness. <i>Journal of Marketing</i> , 1995, 59, 48-62.	11.3	590
4	The moderating influence of strategic orientation on the strategy formation capabilityâ€“performance relationship. <i>Strategic Management Journal</i> , 2006, 27, 1221-1231.	7.3	309
5	Strategy type and performance: the influence of sales force management. <i>Strategic Management Journal</i> , 2000, 21, 813-829.	7.3	272
6	Patterns of cooperation during new product development among marketing, operations and R&D: Implications for project performance. <i>Journal of Product Innovation Management</i> , 2001, 18, 258-271.	9.5	261
7	Marketing's contribution to the implementation of business strategy: an empirical analysis. <i>Strategic Management Journal</i> , 2001, 22, 1055-1067.	7.3	260
8	Factors influencing the relative importance of marketing strategy creativity and marketing strategy implementation effectiveness. <i>Industrial Marketing Management</i> , 2010, 39, 551-559.	6.7	147
9	The importance of structure and process to strategy implementation. <i>Business Horizons</i> , 2005, 48, 47-54.	5.2	116
10	The balanced scorecard, competitive strategy, and performance. <i>Business Horizons</i> , 2002, 45, 11-16.	5.2	111
11	On the importance of matching strategic behavior and target market selection to business strategy in high-tech markets. <i>Journal of the Academy of Marketing Science</i> , 2007, 35, 5-17.	11.2	99
12	A fresh look at industry and market analysis. <i>Business Horizons</i> , 2002, 45, 15-22.	5.2	73
13	Business strategy, marketing organization culture, and performance. <i>Marketing Letters</i> , 2011, 22, 227-242.	2.9	61
14	Business strategy and the management of digital marketing. <i>Business Horizons</i> , 2021, 64, 285-293.	5.2	52
15	The application of human resource management policies within the marketing organization: The impact on business and marketing strategy implementation. <i>Industrial Marketing Management</i> , 2018, 69, 62-73.	6.7	46
16	Worried about strategy implementation? Donâ€™t overlook marketing's role. <i>Business Horizons</i> , 2010, 53, 469-479.	5.2	44
17	Strategy-based performance measurement. <i>Business Horizons</i> , 1997, 40, 37-44.	5.2	37
18	Design strategy and competitive advantage. <i>Business Horizons</i> , 1998, 41, 55-61.	5.2	36

#	ARTICLE	IF	CITATIONS
19	Competitiveness and sales management: A marriage of strategies. Business Horizons, 2001, 44, 25-30.	5.2	28
20	A value-based management system. Business Horizons, 1996, 39, 48-52.	5.2	23
21	Brand activism change agents: strategic storytelling for impact and authenticity. Journal of Strategic Marketing, 2023, 31, 1339-1355.	5.5	22
22	Creating and exploiting market knowledge assets. Journal of Business Strategy, 2012, 33, 18-27.	1.6	20
23	Critical competitive strategy issues every entrepreneur should consider before going into business. Business Horizons, 2008, 51, 211-221.	5.2	10
24	Managing Design for Competitive Advantage <i>A Process Approach</i>. Design Management Journal (Former Series), 2000, 11, 10-17.	0.0	7
25	Marketing's contribution to the implementation of business strategy: an empirical analysis. Strategic Management Journal, 2001, 22, 1055-1067.	7.3	4
26	Strategy type and performance: the influence of sales force management. Strategic Management Journal, 2000, 21, 813-829.	7.3	3
27	Strategy type and performance: the influence of sales force management. , 0, .		2