

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 | Brand activism change agents: strategic storytelling for impact and authenticity. <i>Journal of Strategic Marketing</i> , 2023, 31, 1339-1355. | 5.5 | 22 |
| 2 | Business strategy and the management of digital marketing. <i>Business Horizons</i> , 2021, 64, 285-293. | 5.2 | 52 |
| 3 | 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 |
| 4 | Creating and exploiting market knowledge assets. <i>Journal of Business Strategy</i> , 2012, 33, 18-27. | 1.6 | 20 |
| 5 | Business strategy, marketing organization culture, and performance. <i>Marketing Letters</i> , 2011, 22, 227-242. | 2.9 | 61 |
| 6 | 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 |
| 7 | Worried about strategy implementation? Don't overlook marketing's role. <i>Business Horizons</i> , 2010, 53, 469-479. | 5.2 | 44 |
| 8 | Critical competitive strategy issues every entrepreneur should consider before going into business. <i>Business Horizons</i> , 2008, 51, 211-221. | 5.2 | 10 |
| 9 | 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 |
| 10 | The moderating influence of strategic orientation on the strategy formation capability-performance relationship. <i>Strategic Management Journal</i> , 2006, 27, 1221-1231. | 7.3 | 309 |
| 11 | 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 |
| 12 | The importance of structure and process to strategy implementation. <i>Business Horizons</i> , 2005, 48, 47-54. | 5.2 | 116 |
| 13 | The balanced scorecard, competitive strategy, and performance. <i>Business Horizons</i> , 2002, 45, 11-16. | 5.2 | 111 |
| 14 | A fresh look at industry and market analysis. <i>Business Horizons</i> , 2002, 45, 15-22. | 5.2 | 73 |
| 15 | Competitiveness and sales management: A marriage of strategies. <i>Business Horizons</i> , 2001, 44, 25-30. | 5.2 | 28 |
| 16 | Marketing's contribution to the implementation of business strategy: an empirical analysis. <i>Strategic Management Journal</i> , 2001, 22, 1055-1067. | 7.3 | 260 |
| 17 | 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 |
| 18 | Marketing's contribution to the implementation of business strategy: an empirical analysis. <i>Strategic Management Journal</i> , 2001, 22, 1055-1067. | 7.3 | 4 |

| # | ARTICLE | IF | CITATIONS |
|----|-----------------------------------------------------------------------------------------------------------------------------------------|------|-----------|
| 19 | Strategy type and performance: the influence of sales force management. Strategic Management Journal, 2000, 21, 813-829. | 7.3 | 272 |
| 20 | Managing Design for Competitive Advantage <i>A Process Approach</i>. Design Management Journal (Former Series), 2000, 11, 10-17. | 0.0 | 7 |
| 21 | Strategy type and performance: the influence of sales force management. Strategic Management Journal, 2000, 21, 813-829. | 7.3 | 3 |
| 22 | Design strategy and competitive advantage. Business Horizons, 1998, 41, 55-61. | 5.2 | 36 |
| 23 | Strategy-based performance measurement. Business Horizons, 1997, 40, 37-44. | 5.2 | 37 |
| 24 | A value-based management system. Business Horizons, 1996, 39, 48-52. | 5.2 | 23 |
| 25 | Organizing for Effective New Product Development: The Moderating Role of Product Innovativeness. Journal of Marketing, 1995, 59, 48-62. | 11.3 | 590 |
| 26 | Organizing for Effective New Product Development: The Moderating Role of Product Innovativeness. Journal of Marketing, 1995, 59, 48. | 11.3 | 608 |
| 27 | Strategy type and performance: the influence of sales force management. , 0, . | | 2 |