

Robert W Palmatier

List of Publications by Year in descending order

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87
papers

11,844
citations

47006

47
h-index

85541

71
g-index

88
all docs

88
docs citations

88
times ranked

5650
citing authors

#	ARTICLE	IF	CITATIONS
1	Factors Influencing the Effectiveness of Relationship Marketing: A Meta-Analysis. <i>Journal of Marketing</i> , 2006, 70, 136-153.	11.3	1,838
2	A Comparative Longitudinal Analysis of Theoretical Perspectives of Interorganizational Relationship Performance. <i>Journal of Marketing</i> , 2007, 71, 172-194.	11.3	668
3	The Role of Customer Gratitude in Relationship Marketing. <i>Journal of Marketing</i> , 2009, 73, 1-18.	11.3	557
4	Resource-based theory in marketing. <i>Journal of the Academy of Marketing Science</i> , 2014, 42, 1-21.	11.2	481
5	Review articles: purpose, process, and structure. <i>Journal of the Academy of Marketing Science</i> , 2018, 46, 1-5.	11.2	470
6	Customer Loyalty to Whom? Managing the Benefits and Risks of Salesperson-Owned Loyalty. <i>Journal of Marketing Research</i> , 2007, 44, 185-199.	4.8	426
7	Data Privacy: Effects on Customer and Firm Performance. <i>Journal of Marketing</i> , 2017, 81, 36-58.	11.3	386
8	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
9	Effect of Service Transition Strategies on Firm Value. <i>Journal of Marketing</i> , 2008, 72, 1-14.	11.3	342
10	Effect of Service Transition Strategies on Firm Value. <i>Journal of Marketing</i> , 2008, 72, 1-14.	11.3	310
11	Interfirm Relational Drivers of Customer Value. <i>Journal of Marketing</i> , 2008, 72, 76-89.	11.3	308
12	Supply Chain Management and Retailer Performance: Emerging Trends, Issues, and Implications for Research and Practice. <i>Journal of Retailing</i> , 2009, 85, 84-94.	6.2	293
13	Poisoning Relationships: Perceived Unfairness in Channels of Distribution. <i>Journal of Marketing</i> , 2011, 75, 99-117.	11.3	278
14	Relationship Velocity: Toward a Theory of Relationship Dynamics. <i>Journal of Marketing</i> , 2013, 77, 13-30.	11.3	263
15	Building, measuring, and profiting from customer loyalty. <i>Journal of the Academy of Marketing Science</i> , 2015, 43, 790-825.	11.2	217
16	The Role of Culture in International Relationship Marketing. <i>Journal of Marketing</i> , 2014, 78, 78-98.	11.3	208
17	Trust at Different Organizational Levels. <i>Journal of Marketing</i> , 2008, 72, 80-98.	11.3	201
18	Dynamic Relationship Marketing. <i>Journal of Marketing</i> , 2016, 80, 53-75.	11.3	201

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19	Understanding Relationship Marketing and Loyalty Program Effectiveness in Global Markets. Journal of International Marketing, 2015, 23, 1-21.	4.4	189
20	Review of the theoretical underpinnings of loyalty programs. Journal of Consumer Psychology, 2011, 21, 256-276.	4.5	185
21	Use of relationship marketing programs in building customerâ€“salesperson and customerâ€“firm relationships: Differential influences on financial outcomes. International Journal of Research in Marketing, 2007, 24, 210-223.	4.2	182
22	Achieving relationship marketing effectiveness in business-to-business exchanges. Journal of the Academy of Marketing Science, 2008, 36, 174-190.	11.2	177
23	Interfirm Relational Drivers of Customer Value. Journal of Marketing, 2008, 72, 76-89.	11.3	172
24	An Emerging Theory of Avatar Marketing. Journal of Marketing, 2022, 86, 67-90.	11.3	151
25	Returns on Business-to-Business Relationship Marketing Investments: Strategies for Leveraging Profits. Marketing Science, 2006, 25, 477-493.	4.1	150
26	Effects of Customer and Innovation Asset Configuration Strategies on Firm Performance. Journal of Marketing Research, 2011, 48, 587-602.	4.8	150
27	Understanding loyalty program effectiveness: managing target and bystander effects. Journal of the Academy of Marketing Science, 2016, 44, 88-107.	11.2	148
28	Evolution of Consumption: A Psychological Ownership Framework. Journal of Marketing, 2021, 85, 196-218.	11.3	136
29	The effects of customer acquisition and retention orientations on a firmâ€™s radical and incremental innovation performance. Journal of the Academy of Marketing Science, 2011, 39, 234-251.	11.2	131
30	Online influencer marketing. Journal of the Academy of Marketing Science, 2022, 50, 226-251.	11.2	125
31	<i>JM</i> as a Marketplace of Ideas. Journal of Marketing, 2019, 83, 1-7.	11.3	124
32	The Evolution of Marketing Channels: Trends and Research Directions. Journal of Retailing, 2015, 91, 546-568.	6.2	112
33	Relational selling: Past, present and future. Industrial Marketing Management, 2018, 69, 169-184.	6.7	110
34	Transformational Relationship Events. Journal of Marketing, 2015, 79, 39-62.	11.3	103
35	Synergistic Effects of Relationship Managersâ€™ Social Networks on Sales Performance. Journal of Marketing, 2014, 78, 76-94.	11.3	98
36	Dependence and interdependence in marketing relationships: meta-analytic insights. Journal of the Academy of Marketing Science, 2015, 43, 694-712.	11.2	97

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37	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
38	Business-to-Business Buying: Challenges and Opportunities. <i>Customer Needs and Solutions</i> , 2015, 2, 193-208.	0.8	95
39	Online Relationship Formation. <i>Journal of Marketing</i> , 2017, 81, 21-40.	11.3	91
40	Hybrid sales structures in the age of e-commerce. <i>Journal of Personal Selling and Sales Management</i> , 2018, 38, 277-302.	2.8	78
41	Understanding Retail Managers'™ Role in the Sales of Products and Services. <i>Journal of Retailing</i> , 2009, 85, 129-144.	6.2	76
42	Effect of Customer-Centric Structure on Long-Term Financial Performance. <i>Marketing Science</i> , 2015, 34, 250-268.	4.1	76
43	Digital technologies: tensions in privacy and data. <i>Journal of the Academy of Marketing Science</i> , 2022, 50, 1299-1323.	11.2	73
44	Influencer Marketing Effectiveness. <i>Journal of Marketing</i> , 2022, 86, 93-115.	11.3	71
45	International Market Entry Strategies: Relational, Digital, and Hybrid Approaches. <i>Journal of International Marketing</i> , 2018, 26, 30-60.	4.4	70
46	Structural marketing: using organizational structure to achieve marketing objectives. <i>Journal of the Academy of Marketing Science</i> , 2015, 43, 73-99.	11.2	64
47	Challenging the Boundaries of Marketing. <i>Journal of Marketing</i> , 2019, 83, 1-4.	11.3	59
48	Editorial: the past, present, and future of JAMS. <i>Journal of the Academy of Marketing Science</i> , 2016, 44, 1-4.	11.2	55
49	Data Privacy in Retail. <i>Journal of Retailing</i> , 2020, 96, 474-489.	6.2	48
50	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
51	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
52	Improving publishing success at JAMS: contribution and positioning. <i>Journal of the Academy of Marketing Science</i> , 2016, 44, 655-659.	11.2	43
53	An emerging theory of loyalty program dynamics. <i>Journal of the Academy of Marketing Science</i> , 2021, 49, 71-95.	11.2	43
54	Sharing economy: International marketing strategies. <i>Journal of International Business Studies</i> , 2021, 52, 1445-1473.	7.3	35

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55	Toward a theory of outside-in marketing: Past, present, and future. <i>Industrial Marketing Management</i> , 2020, 89, 107-128.	6.7	34
56	Customer Success Management: The next evolution in customer management practice?. <i>Industrial Marketing Management</i> , 2020, 90, 360-369.	6.7	28
57	A theory of multiformat communication: mechanisms, dynamics, and strategies. <i>Journal of the Academy of Marketing Science</i> , 2021, 49, 441-461.	11.2	27
58	Effect of salespeople's acquisitionâ€“retention trade-off on performance. <i>Journal of Personal Selling and Sales Management</i> , 2014, 34, 91-111.	2.8	25
59	Disentangling the effect of services on B2B firm value: Trade-offs of sales, profits, and earnings volatility. <i>International Journal of Research in Marketing</i> , 2018, 35, 205-223.	4.2	25
60	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
61	Customer inertia marketing. <i>Journal of the Academy of Marketing Science</i> , 2021, 49, 350-373.	11.2	24
62	The Intelligent Marketerâ€™s Guide to Data Privacy. , 2019, , .		19
63	The â€œfirst principlesâ€“of marketing strategy. <i>AMS Review</i> , 2019, 9, 5-26.	2.5	16
64	Commentary: Opportunities and challenges of technology in relationship marketing. <i>Australasian Marketing Journal</i> , 2021, 29, 111-117.	5.4	13
65	50 years of social marketing: seeding solutions for the future. <i>European Journal of Marketing</i> , 2022, 56, 1434-1463.	2.9	13
66	Marketing Strategy. , 2017, , .		11
67	Marketing research centers: community, productivity, and relevance. <i>Journal of the Academy of Marketing Science</i> , 2017, 45, 465-466.	11.2	10
68	The effect of firms' structural designs on advertising and personal selling returns. <i>International Journal of Research in Marketing</i> , 2017, 34, 173-193.	4.2	9
69	Conclusion: Informing Customer Engagement Marketing and Future Research. , 2018, , 307-323.		9
70	Uncovering Synergy and Dysergy in Consumer Reviews: A Machine Learning Approach. <i>Management Science</i> , 2023, 69, 2339-2360.	4.1	7
71	Understanding and Valuing Customer Data. , 2019, , 133-151.		5
72	Dynamic effects of newcomer salespersons' peer relational exchanges and structures on performance. <i>International Journal of Research in Marketing</i> , 2020, 37, 74-92.	4.2	5

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73	Marketing Strategy: Implementing Marketing Principles and Data Analytics. , 2017, , 259-278.		5
74	A Call for Research at the Public Policyâ€“Marketing Strategy Interface. Journal of Public Policy and Marketing, 2022, 41, 213-215.	3.4	5
75	Transformational Relationship Events. Journal of Marketing, 0, , 150626124337002.	11.3	2
76	Advancing marketing strategy research. Journal of the Academy of Marketing Science, 2018, 46, 983-986.	11.2	1
77	Customer Data Privacy: Why Every Marketer Should Care. , 2019, , 3-20.		1
78	Inoculating Against Customer Vulnerability. , 2019, , 93-108.		0
79	The Psychology of Consumer Privacy. , 2019, , 21-41.		0
80	Privacy Failures and Recovery Strategies. , 2019, , 109-130.		0
81	Big Dataâ€™s Marketing Applications and Customer Privacy. , 2019, , 73-92.		0
82	Marketing Principle #1: All Customers Differ â€” Managing Customer Heterogeneity. , 2017, , 33-76.		0
83	Marketing Principle #3: All Competitors React â€” Managing Sustainable Competitive Advantage. , 2017, , 119-149.		0
84	Marketing Strategy: A First Principles Approach. , 2017, , 1-30.		0
85	Marketing Principle #2: All Customers Change â€” Managing Customer Dynamics. , 2017, , 79-116.		0
86	Marketing Principle #3: Managing Brand-based Sustainable Competitive Advantage. , 2017, , 151-171.		0
87	Marketing Principle #3: Managing Relationship-based Sustainable Competitive Advantage. , 2017, , 195-219.		0