

# 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	Uncovering Synergy and Dysergy in Consumer Reviews: A Machine Learning Approach. <i>Management Science</i> , 2023, 69, 2339-2360.	4.1	7
2	An Emerging Theory of Avatar Marketing. <i>Journal of Marketing</i> , 2022, 86, 67-90.	11.3	151
3	Online influencer marketing. <i>Journal of the Academy of Marketing Science</i> , 2022, 50, 226-251.	11.2	125
4	Digital technologies: tensions in privacy and data. <i>Journal of the Academy of Marketing Science</i> , 2022, 50, 1299-1323.	11.2	73
5	50 years of social marketing: seeding solutions for the future. <i>European Journal of Marketing</i> , 2022, 56, 1434-1463.	2.9	13
6	Influencer Marketing Effectiveness. <i>Journal of Marketing</i> , 2022, 86, 93-115.	11.3	71
7	A Call for Research at the Public Policyâ€“Marketing Strategy Interface. <i>Journal of Public Policy and Marketing</i> , 2022, 41, 213-215.	3.4	5
8	An emerging theory of loyalty program dynamics. <i>Journal of the Academy of Marketing Science</i> , 2021, 49, 71-95.	11.2	43
9	Commentary: Opportunities and challenges of technology in relationship marketing. <i>Australasian Marketing Journal</i> , 2021, 29, 111-117.	5.4	13
10	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
11	Evolution of Consumption: A Psychological Ownership Framework. <i>Journal of Marketing</i> , 2021, 85, 196-218.	11.3	136
12	Customer inertia marketing. <i>Journal of the Academy of Marketing Science</i> , 2021, 49, 350-373.	11.2	24
13	Sharing economy: International marketing strategies. <i>Journal of International Business Studies</i> , 2021, 52, 1445-1473.	7.3	35
14	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
15	Toward a theory of outside-in marketing: Past, present, and future. <i>Industrial Marketing Management</i> , 2020, 89, 107-128.	6.7	34
16	Customer Success Management: The next evolution in customer management practice?. <i>Industrial Marketing Management</i> , 2020, 90, 360-369.	6.7	28
17	Data Privacy in Retail. <i>Journal of Retailing</i> , 2020, 96, 474-489.	6.2	48
18	Challenging the Boundaries of Marketing. <i>Journal of Marketing</i> , 2019, 83, 1-4.	11.3	59

#	ARTICLE	IF	CITATIONS
19	The Intelligent Marketer's Guide to Data Privacy. , 2019, , .		19
20	Inoculating Against Customer Vulnerability. , 2019, , 93-108.		0
21	The "first principles" of marketing strategy. AMS Review, 2019, 9, 5-26.	2.5	16
22	The Psychology of Consumer Privacy. , 2019, , 21-41.		0
23	Privacy Failures and Recovery Strategies. , 2019, , 109-130.		0
24	Big Data's Marketing Applications and Customer Privacy. , 2019, , 73-92.		0
25	Understanding and Valuing Customer Data. , 2019, , 133-151.		5
26	Customer Data Privacy: Why Every Marketer Should Care. , 2019, , 3-20.		1
27	<i>JM</i> as a Marketplace of Ideas. Journal of Marketing, 2019, 83, 1-7.	11.3	124
28	Hybrid sales structures in the age of e-commerce. Journal of Personal Selling and Sales Management, 2018, 38, 277-302.	2.8	78
29	International Market Entry Strategies: Relational, Digital, and Hybrid Approaches. Journal of International Marketing, 2018, 26, 30-60.	4.4	70
30	Relational selling: Past, present and future. Industrial Marketing Management, 2018, 69, 169-184.	6.7	110
31	Conclusion: Informing Customer Engagement Marketing and Future Research. , 2018, , 307-323.		9
32	Review articles: purpose, process, and structure. Journal of the Academy of Marketing Science, 2018, 46, 1-5.	11.2	470
33	Advancing marketing strategy research. Journal of the Academy of Marketing Science, 2018, 46, 983-986.	11.2	1
34	Disentangling the effect of services on B2B firm value: Trade-offs of sales, profits, and earnings volatility. International Journal of Research in Marketing, 2018, 35, 205-223.	4.2	25
35	The Effect of Online Shopping Platform Strategies on Search, Display, and Membership Revenues. Journal of Retailing, 2018, 94, 247-264.	6.2	45
36	Online Relationship Formation. Journal of Marketing, 2017, 81, 21-40.	11.3	91

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37	Marketing research centers: community, productivity, and relevance. Journal of the Academy of Marketing Science, 2017, 45, 465-466.	11.2	10
38	Data Privacy: Effects on Customer and Firm Performance. Journal of Marketing, 2017, 81, 36-58.	11.3	386
39	The effect of firms' structural designs on advertising and personal selling returns. International Journal of Research in Marketing, 2017, 34, 173-193.	4.2	9
40	Marketing Strategy. , 2017, , .		11
41	Marketing Strategy: Implementing Marketing Principles and Data Analytics. , 2017, , 259-278.		5
42	Marketing Principle #1: All Customers Differ âž” Managing Customer Heterogeneity. , 2017, , 33-76.		0
43	Marketing Principle #3: All Competitors React âž” Managing Sustainable Competitive Advantage. , 2017, , 119-149.		0
44	Marketing Strategy: A First Principles Approach. , 2017, , 1-30.		0
45	Marketing Principle #2: All Customers Change âž” Managing Customer Dynamics. , 2017, , 79-116.		0
46	Marketing Principle #3: Managing Brand-based Sustainable Competitive Advantage. , 2017, , 151-171.		0
47	Marketing Principle #3: Managing Relationship-based Sustainable Competitive Advantage. , 2017, , 195-219.		0
48	Improving publishing success at JAMS: contribution and positioning. Journal of the Academy of Marketing Science, 2016, 44, 655-659.	11.2	43
49	Dynamic Relationship Marketing. Journal of Marketing, 2016, 80, 53-75.	11.3	201
50	Understanding loyalty program effectiveness: managing target and bystander effects. Journal of the Academy of Marketing Science, 2016, 44, 88-107.	11.2	148
51	Editorial: the past, present, and future of JAMS. Journal of the Academy of Marketing Science, 2016, 44, 1-4.	11.2	55
52	Direct and Indirect Effects of Buyers and Sellers on Search Advertising Revenues in Business-to-Business Electronic Platforms. Journal of Marketing Research, 2015, 52, 407-422.	4.8	46
53	Dependence and interdependence in marketing relationships: meta-analytic insights. Journal of the Academy of Marketing Science, 2015, 43, 694-712.	11.2	97
54	The Evolution of Marketing Channels: Trends and Research Directions. Journal of Retailing, 2015, 91, 546-568.	6.2	112

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55	Business-to-Business Buying: Challenges and Opportunities. <i>Customer Needs and Solutions</i> , 2015, 2, 193-208.	0.8	95
56	Building, measuring, and profiting from customer loyalty. <i>Journal of the Academy of Marketing Science</i> , 2015, 43, 790-825.	11.2	217
57	Understanding Relationship Marketing and Loyalty Program Effectiveness in Global Markets. <i>Journal of International Marketing</i> , 2015, 23, 1-21.	4.4	189
58	Transformational Relationship Events. <i>Journal of Marketing</i> , 2015, 79, 39-62.	11.3	103
59	Effect of Customer-Centric Structure on Long-Term Financial Performance. <i>Marketing Science</i> , 2015, 34, 250-268.	4.1	76
60	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
61	Synergistic Effects of Relationship Managers' Social Networks on Sales Performance. <i>Journal of Marketing</i> , 2014, 78, 76-94.	11.3	98
62	The Role of Culture in International Relationship Marketing. <i>Journal of Marketing</i> , 2014, 78, 78-98.	11.3	208
63	Effect of salespeople's acquisition-retention trade-off on performance. <i>Journal of Personal Selling and Sales Management</i> , 2014, 34, 91-111.	2.8	25
64	Resource-based theory in marketing. <i>Journal of the Academy of Marketing Science</i> , 2014, 42, 1-21.	11.2	481
65	Relationship Velocity: Toward a Theory of Relationship Dynamics. <i>Journal of Marketing</i> , 2013, 77, 13-30.	11.3	263
66	Review of the theoretical underpinnings of loyalty programs. <i>Journal of Consumer Psychology</i> , 2011, 21, 256-276.	4.5	185
67	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
68	Poisoning Relationships: Perceived Unfairness in Channels of Distribution. <i>Journal of Marketing</i> , 2011, 75, 99-117.	11.3	278
69	Effects of Customer and Innovation Asset Configuration Strategies on Firm Performance. <i>Journal of Marketing Research</i> , 2011, 48, 587-602.	4.8	150
70	The Role of Customer Gratitude in Relationship Marketing. <i>Journal of Marketing</i> , 2009, 73, 1-18.	11.3	557
71	Understanding Retail Managers' Role in the Sales of Products and Services. <i>Journal of Retailing</i> , 2009, 85, 129-144.	6.2	76
72	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

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73	Achieving relationship marketing effectiveness in business-to-business exchanges. <i>Journal of the Academy of Marketing Science</i> , 2008, 36, 174-190.	11.2	177
74	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
75	Interfirm Relational Drivers of Customer Value. <i>Journal of Marketing</i> , 2008, 72, 76-89.	11.3	172
76	Effect of Service Transition Strategies on Firm Value. <i>Journal of Marketing</i> , 2008, 72, 1-14.	11.3	310
77	Trust at Different Organizational Levels. <i>Journal of Marketing</i> , 2008, 72, 80-98.	11.3	201
78	Effect of Service Transition Strategies on Firm Value. <i>Journal of Marketing</i> , 2008, 72, 1-14.	11.3	342
79	Interfirm Relational Drivers of Customer Value. <i>Journal of Marketing</i> , 2008, 72, 76-89.	11.3	308
80	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
81	A Comparative Longitudinal Analysis of Theoretical Perspectives of Interorganizational Relationship Performance. <i>Journal of Marketing</i> , 2007, 71, 172-194.	11.3	668
82	Use of relationship marketing programs in building customerâ€“salesperson and customerâ€“firm relationships: Differential influences on financial outcomes. <i>International Journal of Research in Marketing</i> , 2007, 24, 210-223.	4.2	182
83	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
84	Returns on Business-to-Business Relationship Marketing Investments: Strategies for Leveraging Profits. <i>Marketing Science</i> , 2006, 25, 477-493.	4.1	150
85	Factors Influencing the Effectiveness of Relationship Marketing: A Meta-Analysis. <i>Journal of Marketing</i> , 2006, 70, 136-153.	11.3	1,838
86	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
87	Transformational Relationship Events. <i>Journal of Marketing</i> , 0, , 150626124337002.	11.3	2