

Harald Biong

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/11308199/publications.pdf>

Version: 2024-02-01

10
papers

501
citations

1163117

8
h-index

1372567

10
g-index

11
all docs

11
docs citations

11
times ranked

377
citing authors

#	ARTICLE	IF	CITATIONS
1	Choice of Supplier in Embedded Markets: Relationship and Marketing Program Effects. <i>Journal of Marketing</i> , 2001, 65, 54-66.	11.3	303
2	The Strategic Role of the Salesperson in Established Buyer-Seller Relationships. <i>Journal of Business-to-Business Marketing</i> , 1997, 3, 39-78.	1.5	46
3	Choice of subcontractor in markets with asymmetric information: reputation and price effects. <i>Journal of Business and Industrial Marketing</i> , 2013, 28, 60-71.	3.0	37
4	The Influence of Retail Management's Use of Social Power on Corporate Ethical Values, Employee Commitment, and Performance. <i>Journal of Business Ethics</i> , 2010, 97, 341-363.	6.0	32
5	The Influence of Retail Management's Use of Social Power on Corporate Ethical Values, Employee Commitment, and Performance. <i>Journal of Business Ethics</i> , 2010, 97, 87-108.	6.0	22
6	If the Supplier's Human Capital Walks Away, Where Would the Customer Go?. <i>Journal of Business-to-Business Marketing</i> , 2011, 18, 223-252.	1.5	21
7	Extendedness as a Relationship Governance Mechanism for Securing Cooperation in Marketing Relationships. <i>Journal of Business-to-Business Marketing</i> , 2006, 13, 29-66.	1.5	13
8	Leading by Example: Values-Based Strategy to Instill Ethical Conduct. <i>Journal of Business Ethics</i> , 2017, 145, 133-139.	6.0	12
9	The Ineffectiveness of Corporate Brand Investments in Creating Price Premiums. <i>Journal of Marketing Theory and Practice</i> , 2014, 22, 169-184.	4.3	8
10	Buying CSR with employees' pensions? The effect of social responsible investments on Norwegian SMEs' choice of pension fund management. <i>International Journal of Bank Marketing</i> , 2017, 35, 56-74.	6.4	7