

Jan B Heide

List of Publications by Year in descending order

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Version: 2024-02-01

45
papers

18,367
citations

109321

35
h-index

254184

43
g-index

45
all docs

45
docs citations

45
times ranked

4378
citing authors

| # | ARTICLE | IF | CITATIONS |
|----|---|------|-----------|
| 1 | Do Norms Matter in Marketing Relationships?. Journal of Marketing, 1992, 56, 32-44. | 11.3 | 1,664 |
| 2 | Interorganizational Governance in Marketing Channels. Journal of Marketing, 1994, 58, 71-85. | 11.3 | 1,504 |
| 3 | Alliances in Industrial Purchasing: The Determinants of Joint Action in Buyer-Supplier Relationships. Journal of Marketing Research, 1990, 27, 24. | 4.8 | 1,265 |
| 4 | Alliances in Industrial Purchasing: The Determinants of Joint Action in Buyer-Supplier Relationships. Journal of Marketing Research, 1990, 27, 24-36. | 4.8 | 1,223 |
| 5 | Transaction Cost Analysis: Past, Present, and Future Applications. Journal of Marketing, 1997, 61, 30-54. | 11.3 | 1,176 |
| 6 | Opportunism in Interfirm Relationships: Forms, Outcomes, and Solutions. Journal of Marketing, 2000, 64, 36-51. | 11.3 | 1,129 |
| 7 | Interorganizational Governance in Marketing Channels. Journal of Marketing, 1994, 58, 71. | 11.3 | 1,077 |
| 8 | The Role of Dependence Balancing in Safeguarding Transaction-Specific Assets in Conventional Channels. Journal of Marketing, 1988, 52, 20-35. | 11.3 | 1,059 |
| 9 | Do Norms Matter in Marketing Relationships?. Journal of Marketing, 1992, 56, 32. | 11.3 | 1,025 |
| 10 | Transaction Cost Analysis: Past, Present, and Future Applications. Journal of Marketing, 1997, 61, 30. | 11.3 | 735 |
| 11 | The Role of Dependence Balancing in Safeguarding Transaction-Specific Assets in Conventional Channels. Journal of Marketing, 1988, 52, 20. | 11.3 | 681 |
| 12 | Controlling Supplier Opportunism in Industrial Relationships. Journal of Marketing Research, 1996, 33, 431-441. | 4.8 | 502 |
| 13 | Specific Investments in Marketing Relationships: Expropriation and Bonding Effects. Journal of Marketing Research, 2003, 40, 210-224. | 4.8 | 466 |
| 14 | Vendor Consideration and Switching Behavior for Buyers in High-Technology Markets. Journal of Marketing, 1995, 59, 30-43. | 11.3 | 409 |
| 15 | Controlling Supplier Opportunism in Industrial Relationships. Journal of Marketing Research, 1996, 33, 431. | 4.8 | 380 |
| 16 | Interfirm Monitoring, Social Contracts, and Relationship Outcomes. Journal of Marketing Research, 2007, 44, 425-433. | 4.8 | 378 |
| 17 | Relationship Governance in a Supply Chain Network. Journal of Marketing, 2004, 68, 73-89. | 11.3 | 377 |
| 18 | Information Asymmetry and Levels of Agency Relationships. Journal of Marketing Research, 1998, 35, 277-295. | 4.8 | 355 |

| # | ARTICLE | IF | CITATIONS |
|----|--|------|-----------|
| 19 | Vendor Consideration and Switching Behavior for Buyers in High-Technology Markets. <i>Journal of Marketing</i> , 1995, 59, 30. | 11.3 | 319 |
| 20 | The Shadow Of The Future: Effects Of Anticipated Interaction And Frequency Of Contact On Buyer-Seller Cooperation. <i>Academy of Management Journal</i> , 1992, 35, 265-291. | 6.3 | 309 |
| 21 | Choice of Supplier in Embedded Markets: Relationship and Marketing Program Effects. <i>Journal of Marketing</i> , 2001, 65, 54-66. | 11.3 | 303 |
| 22 | Performance implications of buyer-supplier relationships in industrial markets. <i>Journal of Business Research</i> , 1995, 32, 57-66. | 10.2 | 265 |
| 23 | The Nature of Organizational Search in High Technology Markets. <i>Journal of Marketing Research</i> , 1993, 30, 220-233. | 4.8 | 244 |
| 24 | Friends, Businesspeople, and Relationship Roles: A Conceptual Framework and a Research Agenda. <i>Journal of Marketing</i> , 2006, 70, 90-103. | 11.3 | 209 |
| 25 | Plural Governance in Industrial Purchasing. <i>Journal of Marketing</i> , 2003, 67, 18-29. | 11.3 | 205 |
| 26 | Plural Governance in Industrial Purchasing. <i>Journal of Marketing</i> , 2003, 67, 18-29. | 11.3 | 170 |
| 27 | Friends, Businesspeople, and Relationship Roles: A Conceptual Framework and a Research Agenda. <i>Journal of Marketing</i> , 2006, 70, 90-103. | 11.3 | 165 |
| 28 | Managing Promotion Program Participation within Manufacturer-Retailer Relationships. <i>Journal of Marketing</i> , 1998, 62, 58-68. | 11.3 | 122 |
| 29 | THE ORGANIZATION OF REGIONAL CLUSTERS.. <i>Academy of Management Review</i> , 2009, 34, 623-642. | 11.7 | 116 |
| 30 | Concurrent sourcing, governance mechanisms, and performance outcomes in industrial value chains. <i>Strategic Management Journal</i> , 2014, 35, 1164-1185. | 7.3 | 83 |
| 31 | Performance Implications of Mismatched Governance Regimes Across External and Internal Relationships. <i>Journal of Marketing</i> , 2011, 75, 1-17. | 11.3 | 72 |
| 32 | Performance Implications of Mismatched Governance Regimes across External and Internal Relationships. <i>Journal of Marketing</i> , 2011, 75, 1-17. | 11.3 | 51 |
| 33 | Vertical Territorial Restrictions and Public Policy: Theories and Industry Evidence. <i>Journal of Marketing</i> , 1999, 63, 121-134. | 11.3 | 50 |
| 34 | Relationship Governance Dynamics: The Roles of Partner Selection Efforts and Mutual Investments. <i>Journal of Marketing Research</i> , 2018, 55, 704-721. | 4.8 | 47 |
| 35 | Bringing "Place" Back In: Regional Clusters, Project Governance, and New Product Outcomes. <i>Journal of Marketing</i> , 2014, 78, 1-16. | 11.3 | 43 |
| 36 | Managing gray markets through tolerance of violations: a transaction cost perspective. <i>Managerial and Decision Economics</i> , 1998, 19, 157-165. | 2.5 | 38 |

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|----|---|------|-----------|
| 37 | Vertical Territorial Restrictions and Public Policy: Theories and Industry Evidence. <i>Journal of Marketing</i> , 1999, 63, 121. | 11.3 | 36 |
| 38 | Forms of Competition and Outcomes in Dual Distribution Channels: The Distributor's Perspective. <i>Marketing Science</i> , 2015, 34, 160-175. | 4.1 | 36 |
| 39 | Consistency Judgments, Embeddedness, and Relationship Outcomes in Interorganizational Networks. <i>Management Science</i> , 2012, 58, 996-1011. | 4.1 | 30 |
| 40 | The Temporary Marketing Organization. <i>Journal of Marketing</i> , 2019, 83, 1-18. | 11.3 | 20 |
| 41 | Mobilizing the Temporary Organization: The Governance Roles of Selection and Pricing. <i>Journal of Marketing</i> , 2021, 85, 85-104. | 11.3 | 9 |
| 42 | Measurement Issues in Research on Inter-Firm Relationships. , 1995, , 531-554. | | 9 |
| 43 | When the Honeymoon Is Over: A Theory of Relationship Liabilities and Evolutionary Processes. <i>Journal of Marketing</i> , 2022, 86, 32-49. | 11.3 | 6 |
| 44 | Who We Are and How We Govern: The Effect of Identity Orientation on Governance Choice. <i>Journal of Marketing</i> , 2023, 87, 45-63. | 11.3 | 4 |
| 45 | Relationship Governance Dynamics: The Role of Partner Selection Efforts and Mutual Investments. <i>Journal of Marketing Research</i> , 0, , . | 4.8 | 1 |