

# Jan B Heide

## List of Publications by Year in descending order

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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	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
2	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
3	Mobilizing the Temporary Organization: The Governance Roles of Selection and Pricing. <i>Journal of Marketing</i> , 2021, 85, 85-104.	11.3	9
4	The Temporary Marketing Organization. <i>Journal of Marketing</i> , 2019, 83, 1-18.	11.3	20
5	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
6	Forms of Competition and Outcomes in Dual Distribution Channels: The Distributor's Perspective. <i>Marketing Science</i> , 2015, 34, 160-175.	4.1	36
7	Bringing "Place" Back In: Regional Clusters, Project Governance, and New Product Outcomes. <i>Journal of Marketing</i> , 2014, 78, 1-16.	11.3	43
8	Concurrent sourcing, governance mechanisms, and performance outcomes in industrial value chains. <i>Strategic Management Journal</i> , 2014, 35, 1164-1185.	7.3	83
9	Consistency Judgments, Embeddedness, and Relationship Outcomes in Interorganizational Networks. <i>Management Science</i> , 2012, 58, 996-1011.	4.1	30
10	Performance Implications of Mismatched Governance Regimes across External and Internal Relationships. <i>Journal of Marketing</i> , 2011, 75, 1-17.	11.3	51
11	Performance Implications of Mismatched Governance Regimes Across External and Internal Relationships. <i>Journal of Marketing</i> , 2011, 75, 1-17.	11.3	72
12	THE ORGANIZATION OF REGIONAL CLUSTERS.. <i>Academy of Management Review</i> , 2009, 34, 623-642.	11.7	116
13	Interfirm Monitoring, Social Contracts, and Relationship Outcomes. <i>Journal of Marketing Research</i> , 2007, 44, 425-433.	4.8	378
14	Friends, Businesspeople, and Relationship Roles: A Conceptual Framework and a Research Agenda. <i>Journal of Marketing</i> , 2006, 70, 90-103.	11.3	209
15	Friends, Businesspeople, and Relationship Roles: A Conceptual Framework and a Research Agenda. <i>Journal of Marketing</i> , 2006, 70, 90-103.	11.3	165
16	Relationship Governance in a Supply Chain Network. <i>Journal of Marketing</i> , 2004, 68, 73-89.	11.3	377
17	Plural Governance in Industrial Purchasing. <i>Journal of Marketing</i> , 2003, 67, 18-29.	11.3	170
18	Specific Investments in Marketing Relationships: Expropriation and Bonding Effects. <i>Journal of Marketing Research</i> , 2003, 40, 210-224.	4.8	466

#	ARTICLE	IF	CITATIONS
19	Plural Governance in Industrial Purchasing. <i>Journal of Marketing</i> , 2003, 67, 18-29.	11.3	205
20	Choice of Supplier in Embedded Markets: Relationship and Marketing Program Effects. <i>Journal of Marketing</i> , 2001, 65, 54-66.	11.3	303
21	Opportunism in Interfirm Relationships: Forms, Outcomes, and Solutions. <i>Journal of Marketing</i> , 2000, 64, 36-51.	11.3	1,129
22	Vertical Territorial Restrictions and Public Policy: Theories and Industry Evidence. <i>Journal of Marketing</i> , 1999, 63, 121-134.	11.3	50
23	Vertical Territorial Restrictions and Public Policy: Theories and Industry Evidence. <i>Journal of Marketing</i> , 1999, 63, 121.	11.3	36
24	Managing gray markets through tolerance of violations: a transaction cost perspective. <i>Managerial and Decision Economics</i> , 1998, 19, 157-165.	2.5	38
25	Managing Promotion Program Participation within Manufacturer-Retailer Relationships. <i>Journal of Marketing</i> , 1998, 62, 58-68.	11.3	122
26	Information Asymmetry and Levels of Agency Relationships. <i>Journal of Marketing Research</i> , 1998, 35, 277-295.	4.8	355
27	Transaction Cost Analysis: Past, Present, and Future Applications. <i>Journal of Marketing</i> , 1997, 61, 30.	11.3	735
28	Transaction Cost Analysis: Past, Present, and Future Applications. <i>Journal of Marketing</i> , 1997, 61, 30-54.	11.3	1,176
29	Controlling Supplier Opportunism in Industrial Relationships. <i>Journal of Marketing Research</i> , 1996, 33, 431-441.	4.8	502
30	Controlling Supplier Opportunism in Industrial Relationships. <i>Journal of Marketing Research</i> , 1996, 33, 431.	4.8	380
31	Vendor Consideration and Switching Behavior for Buyers in High-Technology Markets. <i>Journal of Marketing</i> , 1995, 59, 30-43.	11.3	409
32	Performance implications of buyer-supplier relationships in industrial markets. <i>Journal of Business Research</i> , 1995, 32, 57-66.	10.2	265
33	Vendor Consideration and Switching Behavior for Buyers in High-Technology Markets. <i>Journal of Marketing</i> , 1995, 59, 30.	11.3	319
34	Measurement Issues in Research on Inter-Firm Relationships. , 1995, , 531-554.		9
35	Interorganizational Governance in Marketing Channels. <i>Journal of Marketing</i> , 1994, 58, 71-85.	11.3	1,504
36	Interorganizational Governance in Marketing Channels. <i>Journal of Marketing</i> , 1994, 58, 71.	11.3	1,077

#	ARTICLE	IF	CITATIONS
37	The Nature of Organizational Search in High Technology Markets. Journal of Marketing Research, 1993, 30, 220-233.	4.8	244
38	Do Norms Matter in Marketing Relationships?. Journal of Marketing, 1992, 56, 32.	11.3	1,025
39	Do Norms Matter in Marketing Relationships?. Journal of Marketing, 1992, 56, 32-44.	11.3	1,664
40	The Shadow Of The Future: Effects Of Anticipated Interaction And Frequency Of Contact On Buyer-Seller Cooperation. Academy of Management Journal, 1992, 35, 265-291.	6.3	309
41	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
42	Alliances in Industrial Purchasing: The Determinants of Joint Action in Buyer-Supplier Relationships. Journal of Marketing Research, 1990, 27, 24.	4.8	1,265
43	The Role of Dependence Balancing in Safeguarding Transaction-Specific Assets in Conventional Channels. Journal of Marketing, 1988, 52, 20.	11.3	681
44	The Role of Dependence Balancing in Safeguarding Transaction-Specific Assets in Conventional Channels. Journal of Marketing, 1988, 52, 20-35.	11.3	1,059
45	Relationship Governance Dynamics: The Role of Partner Selection Efforts and Mutual Investments. Journal of Marketing Research, 0, , .	4.8	1