Elliot Maltz

List of Publications by Year
in descending order

12 papers	1,651 citations	840776 11 h-index	1199594 12 g-index
12 all docs	12 docs citations	12 times ranked	742 citing authors

#	Article	IF	Citations
1	Market Intelligence Dissemination across Functional Boundaries. Journal of Marketing Research, 1996, 33, 47-61.	4.8	419
2	Market Intelligence Dissemination across Functional Boundaries. Journal of Marketing Research, 1996, 33, 47.	4.8	336
3	Enhancing Communication between Marketing and Engineering: The Moderating Role of Relative Functional Identification. Journal of Marketing, 1997, 61, 54-70.	11.3	280
4	Reducing Marketing's Conflict with Other Functions: The Differential Effects of Integrating Mechanisms. Journal of the Academy of Marketing Science, 2000, 28, 479-492.	11.2	187
5	Enhancing Communication between Marketing and Engineering: The Moderating Role of Relative Functional Identification. Journal of Marketing, 1997, 61, 54.	11.3	185
6	Influencing R&D/marketing integration and the use of market information by R&D managers: intended and unintended effects of managerial actions. Journal of Business Research, 2001, 52, 69-82.	10.2	92
7	Transformative Subsistence Entrepreneurship. Journal of Macromarketing, 2014, 34, 486-504.	2.6	55
8	Assessing and maximizing corporate social initiatives: a strategic view of corporate social responsibility. Journal of Public Affairs, 2011, 11, 344-352.	3.1	34
9	Cultivating Shared Value Initiatives: A Three Cs Approach. Journal of Corporate Citizenship, 2012, 2012, 55-74.	0.2	30
10	Benchmarking sustainability performance: the next step in building sustainable business models. Journal of Public Affairs, 2018, 18, e1606.	3.1	13
11	The effects of flexible firm orientations on market information use: intended and unintended consequences. Journal of Strategic Marketing, 2006, 14, 147-164.	5.5	12
12	Maximizing corporate social innovation to enhance social and shareholder value: A systems thinking model of industry transformation. Journal of Business Research, 2022, 138, 12-25.	10.2	8