

Elliot Maltz

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/12168329/publications.pdf>

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