

Bernard J Jaworski

List of Publications by Year in descending order

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Version: 2024-02-01

41
papers

21,228
citations

201674

27
h-index

289244

40
g-index

42
all docs

42
docs citations

42
times ranked

6945
citing authors

#	ARTICLE	IF	CITATIONS
1	Update the Theory+Practice section. AMS Review, 2022, 12, 102-104.	2.5	0
2	Managing your most loyal customer relationships. Business Horizons, 2021, 64, 141-147.	5.2	4
3	Netflix: Reinvention across multiple time periods. AMS Review, 2021, 11, 180-193.	2.5	3
4	The Mismatch between Call Frequency and Account Potential: Where the Money is. Journal of Business-to-Business Marketing, 2021, 28, 15-21.	1.5	0
5	A Theories-in-Use Approach to Building Marketing Theory. Journal of Marketing, 2020, 84, 32-51.	11.3	206
6	Driving markets: A typology and a seven-step approach. Industrial Marketing Management, 2020, 91, 142-151.	6.7	27
7	Reinventing professional service firms: the migration to a client-facing, talent-on-demand platform. AMS Review, 2020, 10, 135-144.	2.5	2
8	Building marketing capabilities: principles from the field. AMS Review, 2019, 9, 372-380.	2.5	8
9	Sales management control systems: review, synthesis, and directions for future exploration. Journal of Personal Selling and Sales Management, 2018, 38, 30-55.	2.8	48
10	Commentary: advancing marketing strategy in the marketing discipline and beyond. Journal of Marketing Management, 2018, 34, 63-70.	2.3	9
11	The transition from products to connected health. AMS Review, 2018, 8, 228-232.	2.5	2
12	Introducing the Theory + Practice section. AMS Review, 2018, 8, 1-4.	2.5	10
13	Reflections on the Journey to be Customer-Oriented and Solutions-Led. AMS Review, 2018, 8, 75-79.	2.5	5
14	Conducting field-based, discovery-oriented research: lessons from our market orientation research experience. AMS Review, 2017, 7, 4-12.	2.5	56
15	Marketing Doctrine: A Principles-Based Approach to Guiding Marketing Decision Making in Firms. Journal of Marketing, 2014, 78, 4-20.	11.3	75
16	On Managerial Relevance. Journal of Marketing, 2011, 75, 211-224.	11.3	175
17	OrientaÃ§Ã£o para o mercado: antecedentes e consequÃªncias. RAE Revista De Administracao De Empresas, 2006, 46, 82-103.	0.3	2
18	Best face forward: Improving companies' service interfaces with customers. Journal of Interactive Marketing, 2005, 19, 67-80.	6.2	95

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19	Driving forces in market orientation: a study of industrial firms. <i>Strategic Change</i> , 2000, 9, 357-362.	4.1	1
20	Market-Driven Versus Driving Markets. <i>Journal of the Academy of Marketing Science</i> , 2000, 28, 45-54.	11.2	624
21	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
22	Product Quality: Impact of Interdepartmental Interactions. <i>Journal of the Academy of Marketing Science</i> , 1997, 25, 187-200.	11.2	201
23	Market orientation in United States and Scandinavian companies. A cross-cultural study. <i>Scandinavian Journal of Management</i> , 1996, 12, 139-157.	1.9	155
24	Market orientation: Review, refinement, and roadmap. <i>Journal of Market-Focused Management</i> , 1996, 1, 119-135.	0.3	423
25	The Influence of Coworker Feedback on Salespeople. <i>Journal of Marketing</i> , 1994, 58, 82.	11.3	71
26	Buyer-supplier relational characteristics and joint decision making. <i>Marketing Letters</i> , 1994, 5, 259-270.	2.9	23
27	Market Orientation: Antecedents and Consequences. <i>Journal of Marketing</i> , 1993, 57, 53-70.	11.3	4,962
28	Markor: A Measure of Market Orientation. <i>Journal of Marketing Research</i> , 1993, 30, 467-477.	4.8	1,404
29	Control Combinations in Marketing: Conceptual Framework and Empirical Evidence. <i>Journal of Marketing</i> , 1993, 57, 57-69.	11.3	285
30	Dysfunctional behavior and management control: An empirical study of marketing managers. <i>Accounting, Organizations and Society</i> , 1992, 17, 17-35.	2.8	88
31	Supervisory Feedback: Alternative Types and Their Impact on Salespeople's Performance and Satisfaction. <i>Journal of Marketing Research</i> , 1991, 28, 190-201.	4.8	217
32	Enhancing and Measuring Consumers' Motivation, Opportunity, and Ability to Process Brand Information from Ads. <i>Journal of Marketing</i> , 1991, 55, 32.	11.3	740
33	Market Orientation: The Construct, Research Propositions, and Managerial Implications. <i>Journal of Marketing</i> , 1990, 54, 1-18.	11.3	2,605
34	Market Orientation: The Construct, Research Propositions, and Managerial Implications. <i>Journal of Marketing</i> , 1990, 54, 1.	11.3	4,154
35	Marketing Jobs and Management Controls: Toward a Framework. <i>Journal of Marketing Research</i> , 1989, 26, 406-419.	4.8	222
36	Marketing Jobs and Management Controls: Toward a Framework. <i>Journal of Marketing Research</i> , 1989, 26, 406.	4.8	156

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37	Information Processing from Advertisements: Toward an Integrative Framework. Journal of Marketing, 1989, 53, 1.	11.3	707
38	Toward a Theory of Marketing Control: Environmental Context, Control Types, and Consequences. Journal of Marketing, 1988, 52, 23.	11.3	547
39	Toward a Theory of Marketing Control: Environmental Context, Control Types, and Consequences. Journal of Marketing, 1988, 52, 23-39.	11.3	532
40	Strategic Brand Concept-Image Management. Journal of Marketing, 1986, 50, 135-145.	11.3	1,276
41	Strategic Brand Concept-Image Management. Journal of Marketing, 1986, 50, 135.	11.3	827