

Son K Lam

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/2327488/publications.pdf>

Version: 2024-02-01

25
papers

1,925
citations

394421

19
h-index

610901

24
g-index

25
all docs

25
docs citations

25
times ranked

1314
citing authors

| # | ARTICLE | IF | CITATIONS |
|----|---|------|-----------|
| 1 | Resistance to Brand Switching when a Radically New Brand is Introduced: A Social Identity Theory Perspective. <i>Journal of Marketing</i> , 2010, 74, 128-146. | 11.3 | 369 |
| 2 | The Role of Leaders in Internal Marketing. <i>Journal of Marketing</i> , 2009, 73, 123-145. | 11.3 | 302 |
| 3 | Exploring the dynamics of antecedents to consumerâ€™brand identification with a new brand. <i>Journal of the Academy of Marketing Science</i> , 2013, 41, 234-252. | 11.2 | 202 |
| 4 | Know Your Customer: How Salesperson Perceptions of Customer Relationship Quality Form and Influence Account Profitability. <i>Journal of Marketing</i> , 2014, 78, 38-58. | 11.3 | 125 |
| 5 | Performance impact of middle managers' adaptive strategy implementation: The role of social capital. <i>Strategic Management Journal</i> , 2014, 35, 68-87. | 7.3 | 119 |
| 6 | The Role of Consensus in Sales Team Performance. <i>Journal of Marketing Research</i> , 2010, 47, 458-469. | 4.8 | 99 |
| 7 | The Diffusion of Market Orientation Throughout the Organization: A Social Learning Theory Perspective. <i>Journal of Marketing</i> , 2010, 74, 61-79. | 11.3 | 83 |
| 8 | A multinational examination of the symbolicâ€™instrumental framework of consumerâ€™brand identification. <i>Journal of International Business Studies</i> , 2012, 43, 306-331. | 7.3 | 76 |
| 9 | Leveraging Frontline Employeesâ€™ Small Data and Firm-Level Big Data in Frontline Management. <i>Journal of Service Research</i> , 2017, 20, 12-28. | 12.2 | 67 |
| 10 | Identifying effective hunters and farmers in the salesforce: a dispositionalâ€™situational framework. <i>Journal of the Academy of Marketing Science</i> , 2016, 44, 415-439. | 11.2 | 66 |
| 11 | Intrafunctional Competitive Intelligence and Sales Performance: A Social Network Perspective. <i>Journal of Marketing</i> , 2013, 77, 37-56. | 11.3 | 65 |
| 12 | The future of buyerâ€™seller interactions: a conceptual framework and research agenda. <i>Journal of the Academy of Marketing Science</i> , 2022, 50, 22-45. | 11.2 | 49 |
| 13 | Walking a tightrope: the joint impact of customer and within-firm boundary spanning activities on perceived customer satisfaction and team performance. <i>Journal of the Academy of Marketing Science</i> , 2015, 43, 472-489. | 11.2 | 41 |
| 14 | Salesperson ambidexterity in customer engagement: do customer base characteristics matter?. <i>Journal of the Academy of Marketing Science</i> , 2019, 47, 659-680. | 11.2 | 39 |
| 15 | Toward a contingency framework of interpersonal influence in organizational identification diffusion. <i>Organizational Behavior and Human Decision Processes</i> , 2012, 118, 162-178. | 2.5 | 38 |
| 16 | The business-to-business inside sales force: roles, configurations and research agenda. <i>European Journal of Marketing</i> , 2020, 54, 1025-1060. | 2.9 | 36 |
| 17 | Identity-motivated marketing relationships: research synthesis, controversies, and research agenda. <i>AMS Review</i> , 2012, 2, 72-87. | 2.5 | 31 |
| 18 | Extrinsic versus intrinsic approaches to managing a multi-brand salesforce: when and how do they work?. <i>Journal of the Academy of Marketing Science</i> , 2016, 44, 707-725. | 11.2 | 24 |

| # | ARTICLE | IF | CITATIONS |
|----|---|------|-----------|
| 19 | The salesâ€“marketing integration gap: a social identity approach. <i>Journal of Personal Selling and Sales Management</i> , 2018, 38, 371-390. | 2.8 | 20 |
| 20 | Effects of channel membersâ€™ customer-centric structures on supplier performance. <i>Journal of the Academy of Marketing Science</i> , 2019, 47, 56-75. | 11.2 | 19 |
| 21 | When it pays to have a friend on the inside: contingent effects of buyer advocacy on B2B suppliers. <i>Journal of the Academy of Marketing Science</i> , 2019, 47, 837-857. | 11.2 | 18 |
| 22 | Salesperson Dual Agency in Price Negotiations. <i>Journal of Marketing</i> , 2021, 85, 89-109. | 11.3 | 18 |
| 23 | Why Salespeople Avoid Big-Whale Sales Opportunities. <i>Journal of Marketing</i> , 2022, 86, 95-116. | 11.3 | 9 |
| 24 | On salesperson judgment and decision making. <i>Journal of the Academy of Marketing Science</i> , 2021, 49, 855-863. | 11.2 | 7 |
| 25 | The performance impact of marketing dualities: a response surface approach to resolving empirical challenges. <i>Journal of the Academy of Marketing Science</i> , 2022, 50, 915-940. | 11.2 | 3 |