

# 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	Why Salespeople Avoid Big-Whale Sales Opportunities. <i>Journal of Marketing</i> , 2022, 86, 95-116.	11.3	9
2	The future of buyer-seller interactions: a conceptual framework and research agenda. <i>Journal of the Academy of Marketing Science</i> , 2022, 50, 22-45.	11.2	49
3	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
4	Salesperson Dual Agency in Price Negotiations. <i>Journal of Marketing</i> , 2021, 85, 89-109.	11.3	18
5	On salesperson judgment and decision making. <i>Journal of the Academy of Marketing Science</i> , 2021, 49, 855-863.	11.2	7
6	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
7	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
8	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
9	Effects of channel members' customer-centric structures on supplier performance. <i>Journal of the Academy of Marketing Science</i> , 2019, 47, 56-75.	11.2	19
10	The sales-marketing integration gap: a social identity approach. <i>Journal of Personal Selling and Sales Management</i> , 2018, 38, 371-390.	2.8	20
11	Leveraging Frontline Employees' Small Data and Firm-Level Big Data in Frontline Management. <i>Journal of Service Research</i> , 2017, 20, 12-28.	12.2	67
12	Identifying effective hunters and farmers in the salesforce: a dispositional-situational framework. <i>Journal of the Academy of Marketing Science</i> , 2016, 44, 415-439.	11.2	66
13	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
14	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
15	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
16	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
17	Exploring the dynamics of antecedents to consumer-brand identification with a new brand. <i>Journal of the Academy of Marketing Science</i> , 2013, 41, 234-252.	11.2	202
18	Intrafunctional Competitive Intelligence and Sales Performance: A Social Network Perspective. <i>Journal of Marketing</i> , 2013, 77, 37-56.	11.3	65

#	ARTICLE	IF	CITATIONS
19	Identity-motivated marketing relationships: research synthesis, controversies, and research agenda. <i>AMS Review</i> , 2012, 2, 72-87.	2.5	31
20	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
21	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
22	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
23	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
24	The Role of Consensus in Sales Team Performance. <i>Journal of Marketing Research</i> , 2010, 47, 458-469.	4.8	99
25	The Role of Leaders in Internal Marketing. <i>Journal of Marketing</i> , 2009, 73, 123-145.	11.3	302