

Lisa K Scheer

List of Publications by Year in descending order

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31
papers

7,136
citations

331670

21
h-index

477307

29
g-index

31
all docs

31
docs citations

31
times ranked

2758
citing authors

#	ARTICLE	IF	CITATIONS
1	The Effects of Perceived Interdependence on Dealer Attitudes. Journal of Marketing Research, 1995, 32, 348-356.	4.8	1,022
2	The Effects of Perceived Interdependence on Dealer Attitudes. Journal of Marketing Research, 1995, 32, 348.	4.8	952
3	The effects of trust and interdependence on relationship commitment: A trans-Atlantic study. International Journal of Research in Marketing, 1996, 13, 303-317.	4.2	908
4	The Effects of Supplier Fairness on Vulnerable Resellers. Journal of Marketing Research, 1995, 32, 54.	4.8	789
5	The Effects of Supplier Fairness on Vulnerable Resellers. Journal of Marketing Research, 1995, 32, 54-65.	4.8	787
6	Customer Loyalty to Whom? Managing the Benefits and Risks of Salesperson-Owned Loyalty. Journal of Marketing Research, 2007, 44, 185-199.	4.8	426
7	From market driven to market driving. European Management Journal, 2000, 18, 129-142.	5.1	368
8	The Effect of Influence Type and Performance Outcomes on Attitude toward the Influencer. Journal of Marketing Research, 1992, 29, 128-142.	4.8	227
9	Interdependence, Punitive Capability, and the Reciprocation of Punitive Actions in Channel Relationships. Journal of Marketing Research, 1998, 35, 225-235.	4.8	221
10	Trust at Different Organizational Levels. Journal of Marketing, 2008, 72, 80-98.	11.3	201
11	Use of relationship marketing programs in building customerâ€“salesperson and customerâ€“firm relationships: Differential influences on financial outcomes. International Journal of Research in Marketing, 2007, 24, 210-223.	4.2	182
12	Achieving relationship marketing effectiveness in business-to-business exchanges. Journal of the Academy of Marketing Science, 2008, 36, 174-190.	11.2	177
13	Interdependence, Punitive Capability, and the Reciprocation of Punitive Actions in Channel Relationships. Journal of Marketing Research, 1998, 35, 225.	4.8	171
14	The Effect of Influence Type and Performance Outcomes on Attitude toward the Influencer. Journal of Marketing Research, 1992, 29, 128.	4.8	145
15	The effects of supplier capabilities on industrial customersâ€™ loyalty: the role of dependence. Journal of the Academy of Marketing Science, 2010, 38, 90-104.	11.2	104
16	Dependence and interdependence in marketing relationships: meta-analytic insights. Journal of the Academy of Marketing Science, 2015, 43, 694-712.	11.2	97
17	Business-to-Business Buying: Challenges and Opportunities. Customer Needs and Solutions, 2015, 2, 193-208.	0.8	95
18	Reactions to Perceived Inequity in U.S. and Dutch Interorganizational Relationships. Academy of Management Journal, 2003, 46, 303-316.	6.3	50

#	ARTICLE	IF	CITATIONS
19	Culture's Impact on the Importance of Fairness in Interorganizational Relationships. <i>Journal of International Marketing</i> , 2013, 21, 21-43.	4.4	41
20	Channel design, coordination, and performance: Future research directions. <i>Marketing Letters</i> , 2010, 21, 223-237.	2.9	34
21	Multichannel Strategies for Managing the Profitability of Business-to-Business Customers. <i>Journal of Marketing Research</i> , 2019, 56, 479-497.	4.8	31
22	The Role of Equity and Work Environment in the Formation of Salesperson Distributive Fairness Judgments. <i>Journal of Personal Selling and Sales Management</i> , 2009, 29, 61-80.	2.8	22
23	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
24	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
25	Salesperson Dual Agency in Price Negotiations. <i>Journal of Marketing</i> , 2021, 85, 89-109.	11.3	18
26	Boundary spanner corruption: a potential dark side of multi-level trust in marketing relationships. <i>Journal of the Academy of Marketing Science</i> , 2022, 50, 889-914.	11.2	12
27	Trust, Distrust and Confidence in B2B Relationships. , 2012, , .		9
28	Commentary: Governing Technology-Enabled Omnichannel Transactions. <i>Journal of Marketing</i> , 2021, 85, 126-130.	11.3	5
29	How budget constraints impact consumers' response to discount presentation formats. <i>Journal of Product and Brand Management</i> , 2010, 19, 225-232.	4.3	3
30	The opportunities and costs of highly involved organizational buyers. <i>Journal of the Academy of Marketing Science</i> , 2023, 51, 480-501.	11.2	2
31	Three challenging trends for marketing strategy " and B2B " doctoral education. <i>Journal of Business and Industrial Marketing</i> , 2019, 35, 619-621.	3.0	0