

Lisa K Scheer

List of Publications by Year in descending order

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Version: 2024-02-01

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 opportunities and costs of highly involved organizational buyers. <i>Journal of the Academy of Marketing Science</i> , 2023, 51, 480-501.	11.2	2
2	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
3	Salesperson Dual Agency in Price Negotiations. <i>Journal of Marketing</i> , 2021, 85, 89-109.	11.3	18
4	Commentary: Governing Technology-Enabled Omnichannel Transactions. <i>Journal of Marketing</i> , 2021, 85, 126-130.	11.3	5
5	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
6	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
7	Multichannel Strategies for Managing the Profitability of Business-to-Business Customers. <i>Journal of Marketing Research</i> , 2019, 56, 479-497.	4.8	31
8	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
9	Dependence and interdependence in marketing relationships: meta-analytic insights. <i>Journal of the Academy of Marketing Science</i> , 2015, 43, 694-712.	11.2	97
10	Business-to-Business Buying: Challenges and Opportunities. <i>Customer Needs and Solutions</i> , 2015, 2, 193-208.	0.8	95
11	Culture's Impact on the Importance of Fairness in Interorganizational Relationships. <i>Journal of International Marketing</i> , 2013, 21, 21-43.	4.4	41
12	Trust, Distrust and Confidence in B2B Relationships. , 2012, , .		9
13	The effects of supplier capabilities on industrial customers' loyalty: the role of dependence. <i>Journal of the Academy of Marketing Science</i> , 2010, 38, 90-104.	11.2	104
14	Channel design, coordination, and performance: Future research directions. <i>Marketing Letters</i> , 2010, 21, 223-237.	2.9	34
15	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
16	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
17	Achieving relationship marketing effectiveness in business-to-business exchanges. <i>Journal of the Academy of Marketing Science</i> , 2008, 36, 174-190.	11.2	177
18	Trust at Different Organizational Levels. <i>Journal of Marketing</i> , 2008, 72, 80-98.	11.3	201

#	ARTICLE	IF	CITATIONS
19	Customer Loyalty to Whom? Managing the Benefits and Risks of Salesperson-Owned Loyalty. <i>Journal of Marketing Research</i> , 2007, 44, 185-199.	4.8	426
20	Use of relationship marketing programs in building customer–salesperson and customer–firm relationships: Differential influences on financial outcomes. <i>International Journal of Research in Marketing</i> , 2007, 24, 210-223.	4.2	182
21	Reactions to Perceived Inequity in U.S. and Dutch Interorganizational Relationships. <i>Academy of Management Journal</i> , 2003, 46, 303-316.	6.3	50
22	From market driven to market driving. <i>European Management Journal</i> , 2000, 18, 129-142.	5.1	368
23	Interdependence, Punitive Capability, and the Reciprocation of Punitive Actions in Channel Relationships. <i>Journal of Marketing Research</i> , 1998, 35, 225.	4.8	171
24	Interdependence, Punitive Capability, and the Reciprocation of Punitive Actions in Channel Relationships. <i>Journal of Marketing Research</i> , 1998, 35, 225-235.	4.8	221
25	The effects of trust and interdependence on relationship commitment: A trans-Atlantic study. <i>International Journal of Research in Marketing</i> , 1996, 13, 303-317.	4.2	908
26	The Effects of Supplier Fairness on Vulnerable Resellers. <i>Journal of Marketing Research</i> , 1995, 32, 54-65.	4.8	787
27	The Effects of Perceived Interdependence on Dealer Attitudes. <i>Journal of Marketing Research</i> , 1995, 32, 348-356.	4.8	1,022
28	The Effects of Perceived Interdependence on Dealer Attitudes. <i>Journal of Marketing Research</i> , 1995, 32, 348.	4.8	952
29	The Effects of Supplier Fairness on Vulnerable Resellers. <i>Journal of Marketing Research</i> , 1995, 32, 54.	4.8	789
30	The Effect of Influence Type and Performance Outcomes on Attitude toward the Influencer. <i>Journal of Marketing Research</i> , 1992, 29, 128.	4.8	145
31	The Effect of Influence Type and Performance Outcomes on Attitude toward the Influencer. <i>Journal of Marketing Research</i> , 1992, 29, 128-142.	4.8	227