

Stefan Wuyts

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/4049555/publications.pdf>

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17
papers

1,840
citations

623734

14
h-index

940533

16
g-index

17
all docs

17
docs citations

17
times ranked

1482
citing authors

#	ARTICLE	IF	CITATIONS
1	Governance implications of modularity in sourcing relationships. <i>Journal of the Academy of Marketing Science</i> , 2021, 49, 601-625.	11.2	5
2	'If I had a hedge fund, I would cure diabetes': endogenous mechanisms for creating public goods. <i>SN Business & Economics</i> , 2021, 1, 120.	1.1	0
3	Buyer participation in outsourced new product development projects: The role of relationship multiplexity. <i>Journal of Operations Management</i> , 2020, 66, 578-612.	5.2	17
4	United We Stand: The Impact of Buying Groups on Retailer Productivity. <i>Journal of Marketing</i> , 2015, 79, 16-33.	11.3	28
5	Outsourcing customer support: The role of provider customer focus. <i>Journal of Operations Management</i> , 2015, 35, 40-55.	5.2	50
6	Benefiting From Alliance Portfolio Diversity. <i>Journal of Management</i> , 2014, 40, 1653-1674.	9.3	137
7	The performance implications of outsourcing customer support to service providers in emerging versus established economies. <i>International Journal of Research in Marketing</i> , 2014, 31, 280-292.	4.2	31
8	The Market Valuation of Outsourcing New Product Development. <i>Journal of Marketing Research</i> , 2012, 49, 682-695.	4.8	75
9	Gaining Access to Intrafirm Knowledge: An Internal Market Perspective on Knowledge Sharing. <i>Human Performance</i> , 2011, 24, 205-230.	2.4	8
10	Partner selection in B2B information service markets. <i>International Journal of Research in Marketing</i> , 2009, 26, 41-51.	4.2	51
11	Licensing exchange—Insights from the biopharmaceutical industry. <i>International Journal of Research in Marketing</i> , 2008, 25, 273-281.	4.2	24
12	Extra-role behavior in buyer—supplier relationships. <i>International Journal of Research in Marketing</i> , 2007, 24, 301-311.	4.2	56
13	The Formation of Buyer—Supplier Relationships: Detailed Contract Drafting and Close Partner Selection. <i>Journal of Marketing</i> , 2005, 69, 103-117.	11.3	495
14	Empirical tests of optimal cognitive distance. <i>Journal of Economic Behavior and Organization</i> , 2005, 58, 277-302.	2.0	264
15	Vertical Marketing Systems for Complex Products: A Triadic Perspective. <i>Journal of Marketing Research</i> , 2004, 41, 479-487.	4.8	159
16	Portfolios of Interfirm Agreements in Technology-Intensive Markets: Consequences for Innovation and Profitability. <i>Journal of Marketing</i> , 2004, 68, 88-100.	11.3	233
17	The Purchasing of Full-Service Contracts. <i>Industrial Marketing Management</i> , 2001, 30, 1-12.	6.7	207