

George John

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/4088053/publications.pdf>

Version: 2024-02-01

9
papers

517
citations

1478505

6
h-index

1474206

9
g-index

9
all docs

9
docs citations

9
times ranked

377
citing authors

#	ARTICLE	IF	CITATIONS
1	Salesforce Compensation: An Empirical Investigation of Factors Related to Use of Salary versus Incentive Compensation. <i>Journal of Marketing Research</i> , 1989, 26, 1-14.	4.8	254
2	Understanding Cooperative Advertising Participation Rates in Conventional Channels. <i>Journal of Marketing Research</i> , 1997, 34, 357-369.	4.8	118
3	Bonuses versus Commissions: A Field Study. <i>Journal of Marketing Research</i> , 2013, 50, 317-333.	4.8	47
4	A theoretical and empirical investigation of property rights sharing in outsourced research, development, and engineering relationships. <i>Strategic Management Journal</i> , 2013, 34, 1065-1085.	7.3	34
5	Is Cash King for Sales Compensation Plans? Evidence from a Large-Scale Field Intervention. <i>Journal of Marketing Research</i> , 2018, 55, 368-381.	4.8	28
6	Assessing the Consequences of a Channel Switch. <i>Marketing Science</i> , 2008, 27, 398-416.	4.1	20
7	Do Activity-Based Incentive Plans Work? Evidence from a Large-Scale Field Intervention. <i>Journal of Marketing Research</i> , 2021, 58, 686-704.	4.8	6
8	Commentary: Governing Technology-Enabled Omnichannel Transactions. <i>Journal of Marketing</i> , 2021, 85, 126-130.	11.3	5
9	Economic Impact of Category Captaincy: An Examination of Assortments and Prices. <i>Marketing Science</i> , 2021, 40, 261-282.	4.1	5