

# Christian Homburg

## List of Publications by Year in descending order

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108  
papers

16,277  
citations

34105  
52  
h-index

53230  
85  
g-index

111  
all docs

111  
docs citations

111  
times ranked

8035  
citing authors

#	ARTICLE	IF	CITATIONS
1	The value relevance of digital marketing capabilities to firm performance. Journal of the Academy of Marketing Science, 2022, 50, 666-688.	11.2	29
2	Incentivizing of inside sales units – the interplay of incentive types and unit structures. Journal of Personal Selling and Sales Management, 2021, 41, 181-199.	2.8	9
3	Saving money or losing face? An international study on social stigmatization in discount stores. Psychology and Marketing, 2021, 38, 908-932.	8.2	4
4	Digital business capability: its impact on firm and customer performance. Journal of the Academy of Marketing Science, 2021, 49, 762-789.	11.2	55
5	Wage Inequality: Its Impact on Customer Satisfaction and Firm Performance. Journal of Marketing, 2021, 85, 24-43.	11.3	21
6	The Role of Departmental Thought Worlds in Shaping Escalation of Commitment in New Product Development Projects. Journal of Product Innovation Management, 2020, 37, 48-73.	9.5	15
7	Grundlagen des Marketingmanagements. , 2020, , .		5
8	Tolerating and Managing Failure: An Organizational Perspective on Customer Reacquisition Management. Journal of Marketing, 2020, 84, 117-136.	11.3	33
9	Marketing Excellence: Nature, Measurement, and Investor Valuations. Journal of Marketing, 2020, 84, 1-22.	11.3	50
10	Produktpolitik. , 2020, , 597-719.		0
11	Das Verhalten der Wettbewerber. , 2020, , 239-265.		0
12	Datenanalyse und -interpretation. , 2020, , 353-463.		0
13	Einsatz des Marketingmix im Kundenbeziehungsmanagement. , 2020, , 1021-1049.		0
14	Das Verhalten der Konsumenten. , 2020, , 25-152.		0
15	Business-to-Business-Marketing. , 2020, , 1141-1178.		0
16	Preispolitik. , 2020, , 721-824.		0
17	Formulierung, Bewertung und Auswahl von Marketingstrategien. , 2020, , 543-591.		0
18	Marketing- und Vertriebsorganisation. , 2020, , 1235-1274.		0

#	ARTICLE	IF	CITATIONS
19	Marketing- und Vertriebscontrolling. , 2020, , 1299-1335.		0
20	Handelsmarketing. , 2020, , 1095-1139.		0
21	Enhancing innovation commercialization through supervisorâ€™sales rep fit. Journal of the Academy of Marketing Science, 2019, 47, 681-701.	11.2	12
22	Supporting New Product Launches With Social Media Communication and Online Advertising: Sales Volume and Profit Implications. Journal of Product Innovation Management, 2019, 36, 172-195.	9.5	41
23	Effective customer journey design: consumersâ€™™ conception, measurement, and consequences. Journal of the Academy of Marketing Science, 2019, 47, 551-568.	11.2	165
24	Steering the Sales Force for New Product Selling: <i>Why</i> Is it Different, and <i>How</i> Can Firms Motivate Different Sales Reps?. Journal of Product Innovation Management, 2019, 36, 282-304.	9.5	16
25	Messung von Markenzufriedenheit und Markenloyalit�t. Springer Reference Wirtschaft, 2019, , 1289-1306.	0.1	0
26	Addressing a product management's orphan: How to externally implement product eliminations in a B2B setting. Industrial Marketing Management, 2018, 68, 56-73.	6.7	6
27	Customer experience management: toward implementing an evolving marketing concept. Journal of the Academy of Marketing Science, 2017, 45, 377-401.	11.2	527
28	The contingent roles of R&Dâ€™sales versus R&Dâ€™marketing cooperation in new-product development of business-to-business firms. International Journal of Research in Marketing, 2017, 34, 212-230.	4.2	42
29	Toward a Differentiated Understanding of the Value�Creation Chain. British Journal of Management, 2017, 28, 444-463.	5.0	9
30	The catbird seat of the sales force: How sales force integration leads to new product success. International Journal of Research in Marketing, 2017, 34, 462-479.	4.2	16
31	Motivating Sales Reps for Innovation Selling in Different Cultures. Journal of Marketing, 2016, 80, 101-120.	11.3	74
32	Theoretische Perspektiven zur Kundenzufriedenheit. , 2016, , 17-52.		7
33	Messung von Markenzufriedenheit und Markenloyalit�t. , 2016, , 1-18.		1
34	The loss of the marketing departmentâ€™s influence: is it really happening? And why worry?. Journal of the Academy of Marketing Science, 2015, 43, 1-13.	11.2	192
35	Patient empowerment: A cross-disease exploration of antecedents and consequences. International Journal of Research in Marketing, 2015, 32, 375-386.	4.2	55
36	New Product Design: Concept, Measurement, and Consequences. Journal of Marketing, 2015, 79, 41-56.	11.3	319

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37	Talented people and strong brands: The contribution of human capital and brand equity to firm value. Strategic Management Journal, 2015, 36, 2122-2131.	7.3	133
38	Looking beyond the Horizon: How to Approach the Customersâ€™ Customers in Business-to-Business Markets. Journal of Marketing, 2014, 78, 58-77.	11.3	73
39	Exploring Subsidiary Desire for Autonomy: A Conceptual Framework and Empirical Findings. Journal of International Marketing, 2014, 22, 21-43.	4.4	156
40	Firm Value Creation through Major Channel Expansions: Evidence from an Event Study in the United States, Germany, and China. Journal of Marketing, 2014, 78, 38-61.	11.3	188
41	Internal and external price search in industrial buying: The moderating role of customer satisfaction. Journal of Business Research, 2014, 67, 1581-1588.	10.2	22
42	Delusive perceptionâ€™ antecedents and consequences of salespeopleâ€™s misperception of customer commitment. Journal of the Academy of Marketing Science, 2014, 42, 137-153.	11.2	15
43	Firm-hosted online brand communities and new product success. Journal of the Academy of Marketing Science, 2014, 42, 29-48.	11.2	127
44	How price complexity takes its toll: The neglected role of a simplicity bias and fairness in price evaluations. Journal of Business Research, 2014, 67, 1114-1122.	10.2	65
45	Incumbentsâ€™ defense strategies: a comparison of deterrence and shakeout strategy based on evolutionary game theory. Journal of the Academy of Marketing Science, 2013, 41, 185-205.	11.2	21
46	Corporate Social Responsibility in Business-to-Business Markets: How Organizational Customers Account for Supplier Corporate Social Responsibility Engagement. Journal of Marketing, 2013, 77, 54-72.	11.3	311
47	How to Organize Pricing? Vertical Delegation and Horizontal Dispersion of Pricing Authority. Journal of Marketing, 2012, 76, 49-69.	11.3	74
48	Marketing Performance Measurement Systems: Does Comprehensiveness Really Improve Performance?. Journal of Marketing, 2012, 76, 56-77.	11.3	160
49	What Drives Key Informant Accuracy?. Journal of Marketing Research, 2012, 49, 594-608.	4.8	182
50	Incentivizing CEOs to build customer- and employee-firm relations for higher customer satisfaction and firm value. Journal of the Academy of Marketing Science, 2012, 40, 745-758.	11.2	64
51	Ensuring international competitiveness: a configurative approach to foreign marketing subsidiaries. Journal of the Academy of Marketing Science, 2012, 40, 290-312.	11.2	14
52	Theoretische Perspektiven zur Kundenzufriedenheit. , 2012, , 17-52.		9
53	Datenanalyse und -interpretation. , 2012, , 319-420.		0
54	Einsatz des Marketingmix im Kundenbeziehungsmanagement. , 2012, , 921-944.		0

#	ARTICLE	IF	CITATIONS
55	Marketing- und Vertriebscontrolling. , 2012, , 1167-1199.		0
56	Produktpolitik. , 2012, , 543-647.		0
57	Business-to-Business-Marketing. , 2012, , 1023-1056.		0
58	Das Verhalten der Konsumenten. , 2012, , 25-138.		0
59	When Should the Customer Really be King? On the Optimum Level of Salesperson Customer Orientation in Sales Encounters. Journal of Marketing, 2011, 75, 55-74.	11.3	549
60	When does salespeopleâ€™s customer orientation lead to customer loyalty? The differential effects of relational and functional customer orientation. Journal of the Academy of Marketing Science, 2011, 39, 795-812.	11.2	174
61	When salespeople develop negative headquarters stereotypes: performance effects and managerial remedies. Journal of the Academy of Marketing Science, 2011, 39, 664-682.	11.2	19
62	Erfolgsfaktoren der Steuerung der Marktbearbeitung. , 2011, , 3-24.		0
63	Professionelles Vertriebsmanagement â€“ Der Status Quo in Forschung und Praxis. , 2011, , 3-31.		3
64	Social influence on salespeopleâ€™s adoption of sales technology: a multilevel analysis. Journal of the Academy of Marketing Science, 2010, 38, 159-168.	11.2	110
65	On the importance of complaint handling design: a multi-level analysis of the impact in specific complaint situations. Journal of the Academy of Marketing Science, 2010, 38, 265-287.	11.2	61
66	A customer perspective on product eliminations: how the removal of products affects customers and business relationships. Journal of the Academy of Marketing Science, 2010, 38, 531-549.	11.2	41
67	How price increases affect future purchases: The role of mental budgeting, income, and framing. Psychology and Marketing, 2010, 27, 36-53.	8.2	38
68	Customer Satisfaction, Analyst Stock Recommendations, and Firm Value. Journal of Marketing Research, 2010, 47, 1041-1058.	4.8	155
69	Gestaltung des Beschwerdemanagements â€“ Eine integrative Betrachtung. , 2010, , 297-324.		0
70	Implementing the Marketing Concept at the Employee-Customer Interface: The Role of Customer Need Knowledge. Journal of Marketing, 2009, 73, 64-81.	11.3	210
71	Social Identity and the Service-Profit Chain. Journal of Marketing, 2009, 73, 38-54.	11.3	532
72	Implementing the Marketing Concept at the Employeeâ€“Customer Interface: The Role of Customer Need Knowledge. Journal of Marketing, 2009, 73, 64-81.	11.3	227

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73	Preannouncing pioneering versus follower products: what should the message be?. Journal of the Academy of Marketing Science, 2009, 37, 310-327.	11.2	42
74	Understanding the adoption of new brands through salespeople: a multilevel framework. Journal of the Academy of Marketing Science, 2008, 36, 278-291.	11.2	66
75	Configurations of Marketing and Sales: A Taxonomy. Journal of Marketing, 2008, 72, 133-154.	11.3	185
76	Satisfaction, Complaint, and the Stock Value Gap. Journal of Marketing, 2008, 72, 29-43.	11.3	57
77	Satisfaction, Complaint, and the Stock Value Gap. Journal of Marketing, 2008, 72, 29-43.	11.3	81
78	The Thought Worlds of Marketing and Sales: Which Differences Make a Difference?. Journal of Marketing, 2007, 71, 124-142.	11.3	296
79	Neglected Outcomes of Customer Satisfaction. Journal of Marketing, 2007, 71, 133-149.	11.3	359
80	Responsiveness to Customers and Competitors: The Role of Affective and Cognitive Organizational Systems. Journal of Marketing, 2007, 71, 18-38.	11.3	149
81	See no evil, hear no evil, speak no evil: a study of defensive organizational behavior towards customer complaints. Journal of the Academy of Marketing Science, 2007, 35, 523-536.	11.2	112
82	How to get lost customers back?. Journal of the Academy of Marketing Science, 2007, 35, 461-474.	11.2	85
83	Customers' Reactions to Price Increases: Do Customer Satisfaction and Perceived Motive Fairness Matter?. Journal of the Academy of Marketing Science, 2005, 33, 36-49.	11.2	197
84	How Organizational Complaint Handling Drives Customer Loyalty: An Analysis of the Mechanistic and the Organic Approach. Journal of Marketing, 2005, 69, 95-114.	11.3	418
85	Do Satisfied Customers Really Pay More? A Study of the Relationship between Customer Satisfaction and Willingness to Pay. Journal of Marketing, 2005, 69, 84-96.	11.3	1,207
86	A Marketing Perspective on Mergers and Acquisitions: How Marketing Integration Affects Postmerger Performance. Journal of Marketing, 2005, 69, 95-113.	11.3	556
87	The Link Between Salespeople's Job Satisfaction and Customer Satisfaction in a Business-to-Business Context: A Dyadic Analysis. Journal of the Academy of Marketing Science, 2004, 32, 144-158.	11.2	342
88	The Role of Soft Factors in Implementing a Service-Oriented Strategy in Industrial Marketing Companies. Journal of Business-to-Business Marketing, 2003, 10, 23-51.	1.5	195
89	Opposites Attract, but Similarity Works: A Study of Interorganizational Similarity in Marketing Channels. Journal of Business-to-Business Marketing, 2002, 10, 31-54.	1.5	23
90	A Configurational Perspective on Key Account Management. Journal of Marketing, 2002, 66, 38-60.	11.3	319

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91	Service Orientation of a Retailer's Business Strategy: Dimensions, Antecedents, and Performance Outcomes. Journal of Marketing, 2002, 66, 86-101.	11.3	388
92	Should marketing be cross-functional? Conceptual development and international empirical evidence. Journal of Business Research, 2002, 55, 451-465.	10.2	146
93	Buyer-Supplier Relationships and Customer Firm Costs. Journal of Marketing, 2001, 65, 29-43.	11.3	661
94	Customer satisfaction in industrial markets: dimensional and multiple role issues. Journal of Business Research, 2001, 52, 15-33.	10.2	204
95	Personal characteristics as moderators of the relationship between customer satisfaction and loyalty?an empirical analysis. Psychology and Marketing, 2001, 18, 43-66.	8.2	813
96	Towards an Improved Understanding of Industrial Buying Behavior: Determinants of the Number of Suppliers. Journal of Business-to-Business Marketing, 2001, 8, 5-33.	1.5	37
97	A Multiple-Layer Model of Market-Oriented Organizational Culture: Measurement Issues and Performance Outcomes. Journal of Marketing Research, 2000, 37, 449-462.	4.8	969
98	Does Customer Interaction Enhance New Product Success?. Journal of Business Research, 2000, 49, 1-14.	10.2	571
99	Retaliatory Behavior to New Product Entry. Journal of Marketing, 1999, 63, 90-106.	11.3	94
100	Retaliatory Behavior to New Product Entry. Journal of Marketing, 1999, 63, 90.	11.3	79
101	Marketing's Influence within the Firm. Journal of Marketing, 1999, 63, 1.	11.3	238
102	Towards an Improved Understanding of Industrial Services: Quality Dimensions and Their Impact on Buyer-Seller Relationships. Journal of Business-to-Business Marketing, 1999, 6, 39-71.	1.5	91
103	Market-Oriented Management: A Systems-Based Perspective. Journal of Market-Focused Management, 1999, 4, 17-41.	0.3	88
104	Hierarchical multi-objective decision making. European Journal of Operational Research, 1998, 105, 155-161.	5.7	15
105	Applications of structural equation modeling in marketing and consumer research: A review. International Journal of Research in Marketing, 1996, 13, 139-161.	4.2	1,644
106	Cross-Validation and Information Criteria in Causal Modeling. Journal of Marketing Research, 1991, 28, 137-144.	4.8	29
107	Cross-Validation and Information Criteria in Causal Modeling. Journal of Marketing Research, 1991, 28, 137.	4.8	31
108	Fight or flight: Can marketing tools help consumers cope with self-discrepancies and social identity threat?. Journal of Consumer Behaviour, 0, , .	4.2	2