

Johanna Frägsö

List of Publications by Year in descending order

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Version: 2024-02-01

10
papers

367
citations

1163117

8
h-index

1474206

9
g-index

10
all docs

10
docs citations

10
times ranked

335
citing authors

#	ARTICLE	IF	CITATIONS
1	What Counts versus what can be Counted: The Complex Interplay of Market Orientation and Marketing Performance Measurement. <i>Journal of Marketing</i> , 2016, 80, 60-78.	11.3	146
2	Market orientation, innovation capability and business performance. <i>Baltic Journal of Management</i> , 2014, 9, 134-152.	2.2	76
3	Marketing performance assessment systems and the business context. <i>European Journal of Marketing</i> , 2013, 47, 715-737.	2.9	35
4	Customer orientation as a multidimensional construct: Evidence from the Russian markets. <i>Journal of Business Research</i> , 2018, 86, 457-467.	10.2	30
5	Effective forms of market orientation across the business cycle: A longitudinal analysis of business-to-business firms. <i>Industrial Marketing Management</i> , 2016, 52, 91-99.	6.7	25
6	Examining the link between marketing controls and firm performance: The mediating effect of market-focused learning capability. <i>Journal of Business Research</i> , 2020, 109, 545-556.	10.2	23
7	Is more capability always beneficial for firm performance? Market orientation, core business process capabilities and business environment. <i>Journal of Marketing Management</i> , 2016, 32, 1359-1385.	2.3	14
8	Development and impact of strategic marketing – a longitudinal study in a Nordic country from 2008 to 2014. <i>European Journal of Marketing</i> , 2016, 50, 2269-2294.	2.9	9
9	Various forms of value-based selling capability – Commentary on “Value-Based Selling: An Organizational Capability Perspective”, <i>Industrial Marketing Management</i> , 2015, 45, 113-114.	6.7	8
10	Marketing through the eyes of senior management: Insights from Fortune 500 reporting. <i>Journal of Marketing Theory and Practice</i> , 2023, 31, 75-96.	4.3	1