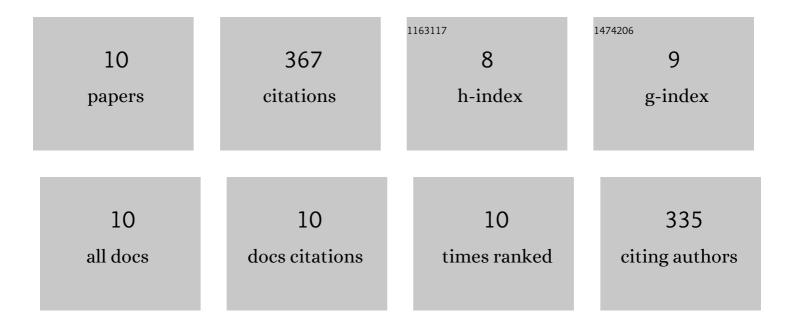
Johanna Frösén

List of Publications by Year in descending order

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ΙΩΗΛΝΝΛ ΕΡΔΩςΔΩΝ

#	Article	IF	CITATIONS
1	What Counts versus what can be Counted: The Complex Interplay of Market Orientation and Marketing Performance Measurement. Journal of Marketing, 2016, 80, 60-78.	11.3	146
2	Market orientation, innovation capability and business performance. Baltic Journal of Management, 2014, 9, 134-152.	2.2	76
3	Marketing performance assessment systems and the business context. European Journal of Marketing, 2013, 47, 715-737.	2.9	35
4	Customer orientation as a multidimensional construct: Evidence from the Russian markets. Journal of Business Research, 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. Industrial Marketing Management, 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. Journal of Business Research, 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. Journal of Marketing Management, 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. European Journal of Marketing, 2016, 50, 2269-2294.	2.9	9
9	Various forms of value-based selling capability — Commentary on "Value-Based Selling: An Organizational Capability Perspective― Industrial Marketing Management, 2015, 45, 113-114.	6.7	8
10	Marketing through the eyes of senior management: Insights from Fortune 500 reporting. Journal of Marketing Theory and Practice, 2023, 31, 75-96.	4.3	1