

Andrea Ordanini

List of Publications by Year in descending order

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38
papers

3,445
citations

257450
24
h-index

315739
38
g-index

38
all docs

38
docs citations

38
times ranked

2863
citing authors

#	ARTICLE	IF	CITATIONS
1	The Concept of Authenticity: What It Means to Consumers. <i>Journal of Marketing</i> , 2021, 85, 1-20.	11.3	95
2	I am not talking to you: Partitioning an audience in an attempt to solve the self-promotion dilemma. <i>Organizational Behavior and Human Decision Processes</i> , 2021, 165, 76-89.	2.5	8
3	Dynamic Governance Matching in Solution Development. <i>Journal of Marketing</i> , 2020, 84, 105-124.	11.3	28
4	Modeling Dynamics in Crowdfunding. <i>Marketing Science</i> , 2020, 39, 339-365.	4.1	30
5	How important is alignment of social media use and R&D? Marketing cooperation for innovation success?. <i>Journal of Business Research</i> , 2020, 116, 1-12.	10.2	31
6	The featuring phenomenon in music: how combining artists of different genres increases a song's popularity. <i>Marketing Letters</i> , 2018, 29, 485-499.	2.9	14
7	When Service Customers Do Not Consume in Isolation. <i>Journal of Service Research</i> , 2017, 20, 223-239.	12.2	61
8	Open innovation, product portfolio innovativeness and firm performance: the dual role of new product development capabilities. <i>Journal of the Academy of Marketing Science</i> , 2016, 44, 166-184.	11.2	84
9	What Wins Awards Is Not Always What I Buy: How Creative Control Affects Authenticity and Thus Recognition (But Not Liking). <i>Journal of Consumer Research</i> , 2016, 42, 897-914.	5.1	28
10	From fewer blockbusters by more superstars to more blockbusters by fewer superstars: How technological innovation has impacted convergence on the music chart. <i>International Journal of Research in Marketing</i> , 2016, 33, 297-313.	4.2	26
11	The power of repetition: repetitive lyrics in a song increase processing fluency and drive market success. <i>Journal of Consumer Psychology</i> , 2015, 25, 187-199.	4.5	49
12	I like the way it sounds: The influence of instrumentation on a pop song's place in the charts. <i>Musicae Scientiae</i> , 2014, 18, 392-409.	2.9	13
13	When the Recipe Is More Important Than the Ingredients. <i>Journal of Service Research</i> , 2014, 17, 134-149.	12.2	508
14	Don't just fix it, make it better! Using frontline service employees to improve recovery performance. <i>Journal of the Academy of Marketing Science</i> , 2013, 41, 515-530.	11.2	61
15	Whether to Integrate R&D and Marketing: The Effect of Firm Competence. <i>Journal of Product Innovation Management</i> , 2012, 29, 766-783.	9.5	25
16	A Conceptual Framework for Analyzing Value-Creating Service Ecosystems: An Application to the Recorded-Music Market. <i>Review of Marketing Research</i> , 2012, , 171-205.	0.2	7
17	Challenging the orthodoxy of value co-creation theory: A contingent view of co-production in design-intensive business services. <i>European Management Journal</i> , 2012, 30, 499-509.	5.1	63
18	Value, values, symbols and outcomes. <i>Marketing Theory</i> , 2012, 12, 207-211.	3.1	13

#	ARTICLE	IF	CITATIONS
19	Economies of Scope through Multi-Unit Skill Systems: The Organization of Large Design Firms. <i>British Journal of Management</i> , 2012, 23, 145-164.	5.0	14
20	Service Innovation Viewed Through a Service-Dominant Logic Lens: A Conceptual Framework and Empirical Analysis. <i>Journal of Service Research</i> , 2011, 14, 3-23.	12.2	502
21	Crowd-funding: transforming customers into investors through innovative service platforms. <i>Journal of Service Management</i> , 2011, 22, 443-470.	7.2	734
22	The Ties That Bind: How Cooperative Norms and Readiness to Change Shape the Role of Established Relationships in Business-to-Business E-Commerce. <i>Journal of Business-to-Business Marketing</i> , 2011, 18, 276-304.	1.5	7
23	Incorporating cultural values for understanding the influence of perceived product creativity on intention to buy: An examination in Italy and the US. <i>Journal of International Business Studies</i> , 2011, 42, 459-476.	7.3	64
24	Toward a contingency view of new product creativity: Assessing the interactive effects of consumers. <i>Marketing Letters</i> , 2010, 21, 191-206.	2.9	18
25	How does the application of an IT service innovation affect firm performance? A theoretical framework and empirical analysis on e-commerce. <i>Information and Management</i> , 2010, 47, 60-67.	6.5	77
26	Market Orientation, Internal Process, and External Network: A Qualitative Comparative Analysis of Key Decisional Alternatives in the New Service Development*. <i>Decision Sciences</i> , 2009, 40, 601-625.	4.5	98
27	The many moods of inter-organizational imitation: A critical review. <i>International Journal of Management Reviews</i> , 2008, 10, 375-398.	8.3	151
28	Service co-production and value co-creation: The case for a service-oriented architecture (SOA). <i>European Management Journal</i> , 2008, 26, 289-297.	5.1	178
29	Recruitment and selection services: Efficiency and competitive reasons in the outsourcing of HR practices. <i>International Journal of Human Resource Management</i> , 2008, 19, 372-391.	5.3	41
30	Integrating Functional Knowledge and Embedding Learning in New Product Launches. <i>Long Range Planning</i> , 2008, 41, 17-32.	4.9	33
31	Do resources mediate the relationships between the internet and performance in the marketing domain? Testing the role of customer orientation and brand equity. <i>International Journal of Internet Marketing and Advertising</i> , 2007, 4, 4.	0.2	6
32	Selection models in the music industry: reply. <i>Journal of Cultural Economics</i> , 2007, 31, 159-162.	2.2	2
33	Selection models in the music industry: How a prior independent experience may affect chart success. <i>Journal of Cultural Economics</i> , 2006, 30, 183-200.	2.2	22
34	The Effects of Participation on B2B Exchanges: A Resource-Based View. <i>California Management Review</i> , 2005, 47, 97-113.	6.3	26
35	Failure and Success of B-to-B Exchange Business Models. <i>European Management Journal</i> , 2004, 22, 281-289.	5.1	50
36	Consumption Patterns, Digital Technology and Music Downloading. <i>Long Range Planning</i> , 2003, 36, 389-406.	4.9	78

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37	Measuring the Digital Divide: A Framework for the Analysis of Cross-Country Differences. Journal of Information Technology, 2002, 17, 9-19.	3.9	153
38	Infomediation and competitive advantage in b2b digital marketplaces. European Management Journal, 2001, 19, 276-285.	5.1	47