

# Shibin Sheng

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/6898439/publications.pdf>

Version: 2024-02-01

38  
papers

2,748  
citations

279798

23  
h-index

377865

34  
g-index

38  
all docs

38  
docs citations

38  
times ranked

1807  
citing authors

#	ARTICLE	IF	CITATIONS
1	Deterring Unethical Behaviors in Marketing Channels: The Role of Distributor Whistleblowing. <i>Journal of Business Ethics</i> , 2022, 181, 97-115.	6.0	4
2	Asset specificity asymmetry and supplier opportunism in buyer-supplier exchanges. <i>Journal of Business Research</i> , 2022, 149, 85-100.	10.2	10
3	A Moderated Mediation Model Linking Entrepreneurial Orientation to Strategic Alliance Performance. <i>British Journal of Management</i> , 2021, 32, 1338-1358.	5.0	8
4	Green innovation and brand equity: moderating effects of industrial institutions. <i>Asia Pacific Journal of Management</i> , 2021, 38, 573-602.	4.5	44
5	R&D, networking expenses, and firm performance: An integration of the inside-out and outside-in perspectives. <i>Industrial Marketing Management</i> , 2021, 92, 111-121.	6.7	17
6	Governance mechanism alignment at the top and operating levels of alliance hierarchy: reconciling two competing schools of thought. <i>European Journal of Marketing</i> , 2021, 55, 1873-1900.	2.9	7
7	Cross-level interpersonal ties and IJV innovation: Evidence from China. <i>Journal of Business Research</i> , 2021, 134, 618-630.	10.2	14
8	Brand co-creation in tourism industry: The role of guide-tourist interaction. <i>Journal of Hospitality and Tourism Management</i> , 2021, 49, 244-252.	6.6	16
9	Strategic orientations and participation intentions for technical standardisation. <i>Technology Analysis and Strategic Management</i> , 2020, 32, 881-894.	3.5	12
10	Are Government Employees More Likely to Venture?. <i>Proceedings - Academy of Management</i> , 2020, 2020, 19480.	0.1	0
11	Institutions and opportunism in buyer-supplier exchanges: the moderated mediating effects of contractual and relational governance. <i>Journal of the Academy of Marketing Science</i> , 2018, 46, 1014-1031.	11.2	98
12	Suppressing partner opportunism in emerging markets: Contextualizing institutional forces in supply chain management. <i>Journal of Business Research</i> , 2018, 90, 1-13.	10.2	50
13	Government role, governance mechanisms, and foreign partner opportunism in IJVs. <i>Journal of Business Research</i> , 2017, 76, 98-107.	10.2	30
14	Provider and relational determinants of customer solution performance. <i>Industrial Marketing Management</i> , 2016, 56, 14-23.	6.7	24
15	Governing local supplier opportunism in China: Moderating role of institutional forces. <i>Journal of Operations Management</i> , 2016, 46, 84-94.	5.2	81
16	Contract governance and buyer-supplier conflict: The moderating role of institutions. <i>Journal of Operations Management</i> , 2016, 41, 12-24.	5.2	148
17	The evolving role of managerial ties and firm capabilities in an emerging economy: evidence from China. <i>Journal of the Academy of Marketing Science</i> , 2014, 42, 581-595.	11.2	95
18	Are relational ties always good for knowledge acquisition? Buyer-supplier exchanges in China. <i>Journal of Operations Management</i> , 2014, 32, 88-98.	5.2	209

#	ARTICLE	IF	CITATIONS
19	Market Knowledge Tacitness and SMEs' New Product Performance. Proceedings - Academy of Management, 2014, 2014, 14983.	0.1	0
20	NPD speed vs. innovativeness: The contingent impact of institutional and market environments. Journal of Business Research, 2013, 66, 2355-2362.	10.2	117
21	"R&D-Marketing Relational Forms, Knowledge Integration, and New Product Performance". Proceedings - Academy of Management, 2013, 2013, 14995.	0.1	0
22	Network-based market knowledge and product innovativeness. Marketing Letters, 2012, 23, 309-324.	2.9	42
23	Motivating purchase of private brands: Effects of store image, product signatureness, and quality variation. Journal of Business Research, 2011, 64, 220-226.	10.2	199
24	Emotional Intelligence in Marketing Exchanges. Journal of Marketing, 2011, 75, 78-95.	11.3	127
25	The Effects of Business and Political Ties on Firm Performance: Evidence from China. Journal of Marketing, 2011, 75, 1-15.	11.3	620
26	When does guanxi bolster or damage firm profitability? The contingent effects of firm- and market-level characteristics. Industrial Marketing Management, 2011, 40, 561-568.	6.7	43
27	The Effects of Business and Political Ties on Firm Performance: Evidence from China. Journal of Marketing, 2011, 75, 1-15.	11.3	331
28	Product difficulty incongruity and consumer evaluations of brand extensions. Journal of Retailing and Consumer Services, 2010, 17, 340-348.	9.4	3
29	Alliance-Based New Product Development Success: The Role of Formalization in Exploration and Exploitation Contexts. Journal of Business-to-Business Marketing, 2009, 16, 242-275.	1.5	24
30	Bundling as a new product introduction strategy: The role of brand image and bundle features. Journal of Retailing and Consumer Services, 2009, 16, 367-376.	9.4	28
31	The Subjective Well-Being of Nations: A Role for Marketing?. Journal of Macromarketing, 2007, 27, 360-369.	2.6	24
32	The Effects of Price Discount and Product Complementarity on Consumer Evaluations of Bundle Components. Journal of Marketing Theory and Practice, 2007, 15, 53-64.	4.3	57
33	Parental style and adolescent influence in family consumption decisions: An integrative approach. Journal of Business Research, 2007, 60, 672-680.	10.2	52
34	Partitioning or bundling? Perceived fairness of the surcharge makes a difference. Psychology and Marketing, 2007, 24, 1025-1041.	8.2	57
35	Do exchange hazards always foster relational governance? An empirical test of the role of communication. International Journal of Research in Marketing, 2006, 23, 63-77.	4.2	67
36	Understanding the mechanism and determinants of compromise effects. Psychology and Marketing, 2005, 22, 591-609.	8.2	73

#	ARTICLE	IF	CITATIONS
37	The Mediating Role of Communication in Interorganizational Channels. <i>Journal of Marketing Channels</i> , 2005, 13, 51-80.	0.4	11
38	Tie Strength Dispersion and Alliance Portfolio Performance: The Moderating Effects of CEOs' Political and International Experience. <i>British Journal of Management</i> , 0, , .	5.0	6