

Sabine Kuester

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/7652861/publications.pdf>

Version: 2024-02-01

19
papers

588
citations

687363

13
h-index

794594

19
g-index

19
all docs

19
docs citations

19
times ranked

457
citing authors

#	ARTICLE	IF	CITATIONS
1	Retaliatory Behavior to New Product Entry. <i>Journal of Marketing</i> , 1999, 63, 90.	11.3	79
2	Get the show on the road: Go-to-market strategies for e-innovations of start-ups. <i>Journal of Business Research</i> , 2018, 83, 65-81.	10.2	78
3	Identification of Lead User Characteristics Driving the Quality of Service Innovation Ideas. <i>Creativity and Innovation Management</i> , 2012, 21, 427-442.	3.3	68
4	Entry strategy for radical product innovations: A conceptual model and propositional inventory. <i>International Journal of Research in Marketing</i> , 2002, 19, 21-42.	4.2	59
5	Sectoral Heterogeneity in New Service Development: An Exploratory Study of Service Types and Success Factors. <i>Journal of Product Innovation Management</i> , 2013, 30, 533-544.	9.5	41
6	Towards an Improved Understanding of Industrial Buying Behavior: Determinants of the Number of Suppliers. <i>Journal of Business-to-Business Marketing</i> , 2001, 8, 5-33.	1.5	37
7	What frugal products are and why they matter: A cross-national multi-method study. <i>Journal of Cleaner Production</i> , 2020, 246, 118977.	9.3	37
8	Making a first impression as a start-up: Strategies to overcome low initial trust perceptions in digital innovation adoption. <i>International Journal of Research in Marketing</i> , 2019, 36, 385-399.	4.2	36
9	Externally Directed and Internally Directed Market Launch Management: The Role of Organizational Factors in Influencing New Product Success. <i>Journal of Product Innovation Management</i> , 2012, 29, 38-52.	9.5	34
10	Comparing the incomparable? How consumers judge the price fairness of new products. <i>International Journal of Research in Marketing</i> , 2015, 32, 272-283.	4.2	30
11	A job demands-resources perspective on salespersons' market intelligence activities in new product development. <i>Journal of Personal Selling and Sales Management</i> , 2016, 36, 19-39.	2.8	21
12	The catbird seat of the sales force: How sales force integration leads to new product success. <i>International Journal of Research in Marketing</i> , 2017, 34, 462-479.	4.2	16
13	Appetizer or Main Course: Early Market vs. Majority Market Strategies for Radical Innovations. <i>Journal of Product Innovation Management</i> , 2018, 35, 106-124.	9.5	15
14	Do they see the signs? Organizational response behavior to customer complaint messages. <i>Journal of Business Research</i> , 2021, 137, 116-127.	10.2	9
15	THE ROLE OF DEFAULTS IN PREVENTING INNOVATION REJECTION. <i>International Journal of Innovation Management</i> , 2015, 19, 1550023.	1.2	8
16	INVESTIGATING ANTECEDENTS AND STAGE-SPECIFIC EFFECTS OF CUSTOMER INTEGRATION INTENSITY ON NEW PRODUCT SUCCESS. <i>International Journal of Innovation Management</i> , 2018, 22, 1850032.	1.2	8
17	How Pricing Teams Develop Effective Pricing Strategies for New Products. <i>Journal of Product Innovation Management</i> , 2019, 36, 66-86.	9.5	8
18	A CONFIGURATIONAL PERSPECTIVE ON BoP INNOVATION CAPABILITY. <i>International Journal of Innovation Management</i> , 2021, 25, 2150060.	1.2	3

#	ARTICLE	IF	CITATIONS
19	WHO SHOULD WEAR THE PANTS? AN EMPIRICAL INVESTIGATION OF FUNCTIONAL DECISION-MAKING AUTHORITY IN INNOVATION DEVELOPMENT. <i>International Journal of Innovation Management</i> , 2021, 25, 2150019.	1.2	1