

# G Tomas M Hult

## List of Publications by Year in descending order

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189  
papers

33,758  
citations

8755

75  
h-index

4645

170  
g-index

194  
all docs

194  
docs citations

194  
times ranked

15108  
citing authors

#	ARTICLE	IF	CITATIONS
1	Assessing the effects of quality, value, and customer satisfaction on consumer behavioral intentions in service environments. <i>Journal of Retailing</i> , 2000, 76, 193-218.	6.2	4,523
2	Innovation, Market Orientation, and Organizational Learning: An Integration and Empirical Examination. <i>Journal of Marketing</i> , 1998, 62, 42-54.	11.3	2,480
3	Common Beliefs and Reality About PLS. <i>Organizational Research Methods</i> , 2014, 17, 182-209.	9.1	1,979
4	Partial Least Squares Structural Equation Modeling (PLS-SEM) Using R. <i>Classroom Companion: Business</i> , 2021, , .	10.7	1,473
5	Innovativeness: Its antecedents and impact on business performance. <i>Industrial Marketing Management</i> , 2004, 33, 429-438.	6.7	1,390
6	Innovation, Market Orientation, and Organizational Learning: An Integration and Empirical Examination. <i>Journal of Marketing</i> , 1998, 62, 42.	11.3	1,314
7	Mirror, mirror on the wall: a comparative evaluation of composite-based structural equation modeling methods. <i>Journal of the Academy of Marketing Science</i> , 2017, 45, 616-632.	11.2	1,200
8	Corporate Citizenship: Cultural Antecedents and Business Benefits. <i>Journal of the Academy of Marketing Science</i> , 1999, 27, 455-469.	11.2	817
9	Does market orientation matter?: a test of the relationship between positional advantage and performance. <i>Strategic Management Journal</i> , 2001, 22, 899-906.	7.3	800
10	Logistics Service Quality as a Segment-Customized Process. <i>Journal of Marketing</i> , 2001, 65, 82-104.	11.3	719
11	The Performance Implications of Fit among Business Strategy, Marketing Organization Structure, and Strategic Behavior. <i>Journal of Marketing</i> , 2005, 69, 49-65.	11.3	650
12	An assessment of the use of structural equation modeling in strategic management research. <i>Strategic Management Journal</i> , 2004, 25, 397-404.	7.3	625
13	Bridging organization theory and supply chain management: The case of best value supply chains. <i>Journal of Operations Management</i> , 2007, 25, 573-580.	5.2	574
14	INFORMATION PROCESSING, KNOWLEDGE DEVELOPMENT, AND STRATEGIC SUPPLY CHAIN PERFORMANCE.. <i>Academy of Management Journal</i> , 2004, 47, 241-253.	6.3	569
15	Strategic supply chain management: Improving performance through a culture of competitiveness and knowledge development. <i>Strategic Management Journal</i> , 2007, 28, 1035-1052.	7.3	487
16	Addressing Endogeneity in International Marketing Applications of Partial Least Squares Structural Equation Modeling. <i>Journal of International Marketing</i> , 2018, 26, 1-21.	4.4	475
17	Market orientation and performance: an integration of disparate approaches. <i>Strategic Management Journal</i> , 2005, 26, 1173-1181.	7.3	444
18	Assessing Performance Outcomes in Marketing. <i>Journal of Marketing</i> , 2016, 80, 1-20.	11.3	368

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19	Addressing Common Method Variance: Guidelines for Survey Research on Information Technology, Operations, and Supply Chain Management. IEEE Transactions on Engineering Management, 2011, 58, 578-588.	3.5	362
20	Toward greater understanding of market orientation and the resource-based view. Strategic Management Journal, 2007, 28, 961-964.	7.3	348
21	An assessment of the measurement of performance in international business research. Journal of International Business Studies, 2008, 39, 1064-1080.	7.3	348
22	The impact of the alliance on the partners: A look at cause-brand alliances. Psychology and Marketing, 2004, 21, 509-531.	8.2	326
23	The moderating influence of strategic orientation on the strategy formation capabilityâ€“performance relationship. Strategic Management Journal, 2006, 27, 1221-1231.	7.3	309
24	Firm, strategic group, and industry influences on performance. Strategic Management Journal, 2007, 28, 147-167.	7.3	308
25	Data equivalence in cross-cultural international business research: assessment and guidelines. Journal of International Business Studies, 2008, 39, 1027-1044.	7.3	305
26	Manual de Partial Least Squares Structural Equation Modeling (PLS-SEM) (Segunda Edici3n). , 2019, , .		292
27	Knowledge as a strategic resource in supply chains. Journal of Operations Management, 2006, 24, 458-475.	5.2	288
28	Removing the contextual lens: A multinational, multi-setting comparison of service evaluation models. Journal of Retailing, 2005, 81, 215-230.	6.2	285
29	Market-focused sustainability: market orientation plus!. Journal of the Academy of Marketing Science, 2011, 39, 1-6.	11.2	257
30	Faculty Perceptions of Marketing Journals. Journal of Marketing Education, 1997, 19, 37-52.	2.4	244
31	Organizational Learning in Global Purchasing: A Model and Test of Internal Users and Corporate Buyers. Decision Sciences, 2000, 31, 293-325.	4.5	235
32	A synthesis of contemporary market orientation perspectives. European Journal of Marketing, 2001, 35, 92-109.	2.9	234
33	Organizational learning as a strategic resource in supply management. Journal of Operations Management, 2003, 21, 541-556.	5.2	222
34	Extending the supply chain: Integrating operations and marketing in the online grocery industry. Journal of Operations Management, 2005, 23, 642-661.	5.2	205
35	From Market Orientation to Stakeholder Orientation. Journal of Public Policy and Marketing, 2010, 29, 93-96.	3.4	200
36	Firm-Specific Assets, Multinationality, and Financial Performance: A Meta-analytic Review and Theoretical Integration. Academy of Management Journal, 2011, 54, 47-72.	6.3	199

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37	The Role of Entrepreneurship in Building Cultural Competitiveness in Different Organizational Types. Journal of Management, 2003, 29, 401-426.	9.3	198
38	Global organizational learning capacity in purchasing: Construct and measurement. Journal of Business Research, 1997, 40, 97-111.	10.2	192
39	Managing the International Strategic Sourcing Process as a Market-Driven Organizational Learning System. Decision Sciences, 1998, 29, 193-216.	4.5	187
40	AN EXAMINATION OF CULTURAL COMPETITIVENESS AND ORDER FULFILLMENT CYCLE TIME WITHIN SUPPLY CHAINS.. Academy of Management Journal, 2002, 45, 577-586.	6.3	186
41	The Relationship of Learning and Memory With Organizational Performance: The Moderating Role of Turbulence. Journal of the Academy of Marketing Science, 2006, 34, 600-612.	11.2	186
42	Antecedents and Consequences of Customer Satisfaction: Do They Differ Across Online and Offline Purchases?. Journal of Retailing, 2019, 95, 10-23.	6.2	178
43	A bibliometric analysis of the global branding literature and a research agenda. Journal of International Business Studies, 2013, 44, 622-634.	7.3	165
44	The Role of Marketing Channels in Supply Chain Management. Journal of Retailing, 2015, 91, 586-609.	6.2	161
45	The effects of innovationâ€‘cost strategy, knowledge, and action in the supply chain on firm performance. Journal of Operations Management, 2009, 27, 405-421.	5.2	160
46	Stakeholder marketing: a definition and conceptual framework. AMS Review, 2011, 1, 44-65.	2.5	155
47	Factors influencing the relative importance of marketing strategy creativity and marketing strategy implementation effectiveness. Industrial Marketing Management, 2010, 39, 551-559.	6.7	147
48	A fiveâ€‘country study of national identity. International Marketing Review, 1999, 16, 65-84.	3.6	145
49	Risk Uncertainty and Supply Chain Decisions: A Real Options Perspective. Decision Sciences, 2010, 41, 435-458.	4.5	145
50	A theoretical perspective of the antecedents and consequences of organizational learning in marketing channels. Journal of Business Research, 1996, 36, 233-244.	10.2	143
51	Strategic fit in transitional economies: The case of Chinaâ€™s electronics industry. Journal of Management, 2001, 27, 409-429.	9.3	128
52	Market orientation, knowledge competence, and innovation. International Journal of Research in Marketing, 2015, 32, 309-318.	4.2	127
53	Toward a theory of the boundary-spanning marketing organization and insights from 31 organization theories. Journal of the Academy of Marketing Science, 2011, 39, 509-536.	11.2	125
54	Stock Returns on Customer Satisfaction Do Beat the Market: Gauging the Effect of a Marketing Intangible. Journal of Marketing, 2016, 80, 92-107.	11.3	122

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55	A conceptualization of an organizational learning culture in international joint ventures. <i>Industrial Marketing Management</i> , 2005, 34, 430-439.	6.7	116
56	The importance of structure and process to strategy implementation. <i>Business Horizons</i> , 2005, 48, 47-54.	5.2	116
57	Market orientation, employee development practices, and performance in logistics service provider firms. <i>Industrial Marketing Management</i> , 2008, 37, 353-366.	6.7	114
58	An Introduction to Structural Equation Modeling. <i>Classroom Companion: Business</i> , 2021, , 1-29.	10.7	112
59	Looking Backward Instead of Forward: Aspiration-Driven Influences on the Efficiency of the Capital Allocation Process. <i>Academy of Management Journal</i> , 2013, 56, 1081-1103.	6.3	111
60	A Multilevel Examination of the Drivers of Firm Multinationality. <i>Journal of Management</i> , 2012, 38, 502-530.	9.3	108
61	Customer behavioral intentions for online purchases: An examination of fulfillment method and customer experience level. <i>Journal of Operations Management</i> , 2006, 24, 124-147.	5.2	107
62	Best value supply chains: A key competitive weapon for the 21st century. <i>Business Horizons</i> , 2008, 51, 235-243.	5.2	106
63	Revisiting the firm, industry, and country effects on profitability under recessionary and expansion periods: A multilevel analysis. <i>Strategic Management Journal</i> , 2016, 37, 1448-1471.	7.3	100
64	Toward greater integration of insights from organization theory and supply chain management. <i>Journal of Operations Management</i> , 2007, 25, 455-458.	5.2	99
65	On the importance of matching strategic behavior and target market selection to business strategy in high-tech markets. <i>Journal of the Academy of Marketing Science</i> , 2007, 35, 5-17.	11.2	99
66	Prediction: Coveted, Yet Forsaken? Introducing a Cross-Validated Predictive Ability Test in Partial Least Squares Path Modeling. <i>Decision Sciences</i> , 2021, 52, 362-392.	4.5	97
67	Customer Behavior in an Online Ordering Application: A Decision Scoring Model*. <i>Decision Sciences</i> , 2005, 36, 569-598.	4.5	96
68	A global learning organization structure and market information processing. <i>Journal of Business Research</i> , 1997, 40, 155-166.	10.2	91
69	Do managers know what their customers think and why?. <i>Journal of the Academy of Marketing Science</i> , 2017, 45, 37-54.	11.2	91
70	An Integration of Thoughts on Knowledge Management. <i>Decision Sciences</i> , 2003, 34, 189-195.	4.5	90
71	Exploiting innovative opportunities in global purchasing: An assessment of ethical climate and relationship performance. <i>Industrial Marketing Management</i> , 2008, 37, 69-82.	6.7	90
72	A global market advantage framework: the role of global market knowledge competencies. <i>International Business Review</i> , 2005, 14, 1-19.	4.8	89

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73	Adjusting the Warm-Glow Thermostat: How Incentivizing Participation in Voluntary Green Programs Moderates Their Impact on Service Satisfaction. <i>Journal of Marketing</i> , 2016, 80, 56-71.	11.3	86
74	A Study of the Service Encounter in Eight Countries. <i>Journal of International Marketing</i> , 2004, 12, 9-35.	4.4	82
75	International Relationship Marketing: Intellectual Foundations and Avenues for Further Research. <i>Journal of International Marketing</i> , 2015, 23, 1-21.	4.4	81
76	Impact of Organizational and Contract Flexibility on Outsourcing Contracts. <i>Industrial Marketing Management</i> , 1998, 27, 373-384.	6.7	78
77	NATID: The Development and Application of a National Identity Measure for Use in International Marketing. <i>Journal of International Marketing</i> , 1996, 4, 57-73.	4.4	77
78	Knowledge management orientation, market orientation, and firm performance: an integration and empirical examination. <i>Journal of Strategic Marketing</i> , 2009, 17, 99-122.	5.5	71
79	Cross-National Differences in Consumer Satisfaction: Mobile Services in Emerging and Developed Markets. <i>Journal of International Marketing</i> , 2015, 23, 1-24.	4.4	71
80	BUILDING THEORY ABOUT SUPPLY CHAIN MANAGEMENT: SOME TOOLS FROM THE ORGANIZATIONAL SCIENCES. <i>Journal of Supply Chain Management</i> , 2011, 47, 12-18.	10.2	69
81	Global Organizational Learning in the Supply Chain: A Low versus High Learning Study. <i>Journal of International Marketing</i> , 2000, 8, 61-83.	4.4	68
82	Examining a key corporate role: The influence of capital allocation competency on business unit performance. <i>Strategic Management Journal</i> , 2015, 36, 1017-1034.	7.3	66
83	An Assessment of the Exporting Literature: Using Theory and Data to Identify Future Research Directions. <i>Journal of International Marketing</i> , 2018, 26, 118-143.	4.4	64
84	Stakeholder orientation: development and testing of a framework for socially responsible marketing. <i>Journal of Strategic Marketing</i> , 2011, 19, 313-338.	5.5	63
85	The role of context in the multinationalityâ€performance relationship: A metaâ€analytic review. <i>Global Strategy Journal</i> , 2012, 2, 108-121.	7.4	63
86	The Role of Entrepreneurship in Building Cultural Competitiveness in Different Organizational Types. <i>Journal of Management</i> , 2003, 29, 401-426.	9.3	60
87	Supply Chain Knowledge and Performance: A Metaâ€Analysis. <i>Decision Sciences</i> , 2013, 44, 843-875.	4.5	60
88	Innovativeness and capacity to innovate in a complexity of firm-level relationships: A response to Woodside (2004). <i>Industrial Marketing Management</i> , 2005, 34, 281-283.	6.7	58
89	An Assessment of the Use of Structural Equation Modeling in International Business Research. <i>Research Methodology in Strategy and Management</i> , 0, , 385-415.	0.3	55
90	A longitudinal study of the learning climate and cycle time in supply chains. <i>Journal of Business and Industrial Marketing</i> , 2002, 17, 302-323.	3.0	54

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91	Toward a "Theoretical Toolbox" for the Supplier-Enabled Fuzzy Front End of the New Product Development Process. <i>Journal of Supply Chain Management</i> , 2016, 52, 66-81.	10.2	54
92	Meyer and Peng's 2005 article as a foundation for an expanded and refined international business research agenda: Context, organizations, and theories. <i>Journal of International Business Studies</i> , 2016, 47, 23-32.	7.3	54
93	Turning Complaining Customers into Loyal Customers: Moderators of the Complaint Handling "Customer Loyalty Relationship. <i>Journal of Marketing</i> , 2020, 84, 79-99.	11.3	53
94	Global Supply Chain Management: Toward a Theoretically Driven Research Agenda. <i>Global Strategy Journal</i> , 2013, 3, 227-243.	7.4	52
95	Evaluation of Reflective Measurement Models. <i>Classroom Companion: Business</i> , 2021, , 75-90.	10.7	52
96	A Cross-National Assessment of Social Desirability Bias and Consumer Ethnocentrism. <i>Journal of Global Marketing</i> , 1999, 12, 29-43.	3.4	50
97	Global organizational learning effects on cycle time performance. <i>Journal of Business Research</i> , 2002, 55, 377-387.	10.2	49
98	The structure of JIBS's social network and the relevance of intra-country variation: A typology for future research. <i>Journal of International Business Studies</i> , 2010, 41, 925-934.	7.3	48
99	Antecedents and Performance Outcomes of Strategic Environmental Sourcing: An Investigation of Resource-Based Process and Contingency Effects. <i>Journal of Business Logistics</i> , 2014, 35, 172-190.	10.6	48
100	An Empirical Examination of Firm, Industry, and Temporal Effects on Corporate Social Performance. <i>Business and Society</i> , 2016, 55, 1122-1156.	6.4	48
101	Leadership, the buying center, and supply chain performance: A study of linked users, buyers, and suppliers. <i>Industrial Marketing Management</i> , 2007, 36, 393-403.	6.7	47
102	The theoretical evolution and use of the Uppsala Model of internationalization in the international business ecosystem. <i>Journal of International Business Studies</i> , 2020, 51, 38-49.	7.3	47
103	Leadership and Relationship Commitment. <i>Industrial Marketing Management</i> , 2000, 29, 111-119.	6.7	46
104	The application of human resource management policies within the marketing organization: The impact on business and marketing strategy implementation. <i>Industrial Marketing Management</i> , 2018, 69, 62-73.	6.7	46
105	Supplier Rationalization: A Sourcing Decision Model. <i>Decision Sciences</i> , 2013, 44, 57-86.	4.5	45
106	Worried about strategy implementation? Don't overlook marketing's role. <i>Business Horizons</i> , 2010, 53, 469-479.	5.2	44
107	An Examination of Cultural Competitiveness and Order Fulfillment Cycle Time within Supply Chains. <i>Academy of Management Journal</i> , 2002, 45, 577-586.	6.3	44
108	QUALITY, OPERATIONAL LOGISTICS STRATEGY, AND REPURCHASE INTENTIONS: A PROFILE DEVIATION ANALYSIS. <i>Journal of Business Logistics</i> , 2007, 28, 105-132.	10.6	43

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109	The service encounter in a multi-national context. <i>Journal of Services Marketing</i> , 2007, 21, 451-461.	3.0	41
110	An assessment of hierarchical linear modeling in international business, management, and marketing. <i>International Business Review</i> , 2013, 22, 663-677.	4.8	40
111	A Ten Country-Company Study of Sustainability and Product-Market Performance. <i>Journal of Macromarketing</i> , 2018, 38, 242-261.	2.6	38
112	The effects of national culture on market orientation: Conceptual framework and research propositions. <i>International Business Review</i> , 2009, 18, 111-118.	4.8	36
113	The Retailing Literature as a Basis for Franchising Research: Using Intellectual Structure to Advance Theory. <i>Journal of Retailing</i> , 2011, 87, 269-284.	6.2	35
114	Predictors of firm-level political behavior in the global business environment: an investigation of specific activities employed by US firms. <i>International Business Review</i> , 2004, 13, 309-329.	4.8	34
115	Cultural Competitiveness in Global Sourcing. <i>Industrial Marketing Management</i> , 2002, 31, 25-34.	6.7	33
116	Intra-organizational factors and market orientation: effects of national culture. <i>International Marketing Review</i> , 2009, 26, 633-650.	3.6	33
117	The organizational buyer behavior learning organization. <i>Industrial Marketing Management</i> , 1996, 25, 197-207.	6.7	30
118	Knowledge Management and Balanced Scorecard Outcomes: Exploring the Importance of Interpretation, Learning and Internationality. <i>British Journal of Management</i> , 2010, 21, 967-982.	5.0	30
119	A Research Agenda for the Nexus of Product Development and Supply Chain Management Processes. <i>Journal of Product Innovation Management</i> , 2003, 20, 333-336.	9.5	29
120	A tribute to forty years of top-level marketing research. <i>Journal of the Academy of Marketing Science</i> , 2012, 40, 1-7.	11.2	29
121	What Drives Performance in Globally Focused Marketing Organizations? A Three-Country Study. <i>Journal of International Marketing</i> , 2007, 15, 58-85.	4.4	27
122	Research Productivity in the Journal of Business Research. <i>Journal of Business Research</i> , 2000, 49, 303-314.	10.2	23
123	Competitive advantage in the global marketplace: a focus on marketing strategy. <i>Journal of Business Research</i> , 2001, 51, 1-3.	10.2	23
124	Global supply chain management: An integration of scholarly thoughts. <i>Industrial Marketing Management</i> , 2004, 33, 3-5.	6.7	23
125	A study of team orientation in global purchasing. <i>Journal of Business and Industrial Marketing</i> , 1999, 14, 194-212.	3.0	22
126	Sourcing Research as an Intellectual Network of Ideas*. <i>Decision Sciences</i> , 2008, 39, 323-335.	4.5	22



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127	Marketing and organization theory: opportunities for synergy. Journal of the Academy of Marketing Science, 2011, 39, 481-483.	11.2	22
128	Valued product attributes in an emerging market: a comparison between French and Malaysian consumers. Journal of World Business, 2000, 35, 206-220.	7.7	21
129	Deployment of Supply Chain Security Practices: Antecedents and Consequences. Decision Sciences, 2019, 50, 459-497.	4.5	21
130	Entrepreneurship as a puzzle: an attempt to its explanation with truncation of subjective probability distribution of prospects. Strategic Entrepreneurship Journal, 2008, 2, 155-167.	4.4	20
131	Consumer arrogance and word-of-mouth. Journal of the Academy of Marketing Science, 2020, 48, 1116-1137.	11.2	20
132	COVID-19, sustainable development challenges of Latin America and the Caribbean, and the potential engines for an SDGs-based recovery. Management Research, 2021, 19, 22-37.	0.7	20
133	Understanding Drivers of Risk-Adjusted Performance for Service Firms with International Operations*. Decision Sciences, 2013, 44, 755-783.	4.5	19
134	Cross-national research and international business: An interdisciplinary path. International Business Review, 2017, 26, 89-101.	4.8	18
135	Disruptive marketing strategy. AMS Review, 2017, 7, 20-25.	2.5	18
136	Mediation Analysis. Classroom Companion: Business, 2021, , 139-153.	10.7	18
137	A focus on international competitiveness. Journal of the Academy of Marketing Science, 2012, 40, 195-201.	11.2	17
138	Measuring cycle time of the global procurement process. Industrial Marketing Management, 1997, 26, 403-412.	6.7	16
139	Evaluation of the Structural Model. Classroom Companion: Business, 2021, , 115-138.	10.7	14
140	A strategic focus on multinationality and firm performance. Global Strategy Journal, 2011, 1, 171-174.	7.4	13
141	Competing assessments of market-driven, sustainability-centered, and stakeholder-focused approaches to the customer-brand relationships and performance. Journal of Business Research, 2019, 95, 531-543.	10.2	13
142	Assessment of Proactive Environmental Initiatives: Evaluation of Efficiency Based on Interval-Scale Data. IEEE Transactions on Engineering Management, 2015, 62, 280-293.	3.5	12
143	Evaluation of Formative Measurement Models. Classroom Companion: Business, 2021, , 91-113.	10.7	12
144	A Report of Gender and Professional Age of the Marketing Professorate. Journal of Marketing Education, 1998, 20, 35-40.	2.4	11

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145	Validating Cluster Assignments. Psychological Reports, 2000, 87, 1057-1058.	1.7	11
146	Forms of market orientation and firm performance: A complementary approach. AMS Review, 2011, 1, 145-153.	2.5	11
147	Effects of firm-, industry-, and country-level innovation on firm performance. Marketing Letters, 2020, 31, 231-245.	2.9	11
148	The overarching role of international marketing: Relevance and centrality in research and practice. Journal of International Business Studies, 2021, 52, 1429-1444.	7.3	11
149	Moderation Analysis. Classroom Companion: Business, 2021, , 155-172.	10.7	11
150	Cross-border marketing ecosystem orchestration: A conceptualization of its determinants and boundary conditions. International Journal of Research in Marketing, 2022, 39, 619-638.	4.2	10
151	The effect of global leadership on purchasing process outcomes. European Journal of Marketing, 1998, 32, 1029-1050.	2.9	9
152	A Stakeholder Marketing Approach to Sustainable Business. Review of Marketing Research, 2016, , 61-101.	0.2	9
153	The Reign of the Customer. , 2020, , .		9
154	Cycle time and industrial marketing. Industrial Marketing Management, 2002, 31, 287-290.	6.7	8
155	The SEMinR Package. Classroom Companion: Business, 2021, , 49-74.	10.7	8
156	Creating Shared Vision in the Marketing Channel Network. Journal of Marketing Channels, 1996, 5, 1-18.	0.4	7
157	Partisan bias and citizen satisfaction, confidence, and trust in the U.S. Federal Government. Public Management Review, 0, , 1-24.	4.9	7
158	The Health Care Learning Organization. Journal of Hospital Marketing and Public Relations, 1996, 10, 85-99.	0.2	6
159	JAMS 2010â€“2015: literature themes and intellectual structure. Journal of the Academy of Marketing Science, 2015, 43, 663-669.	11.2	6
160	VALIDATING CLUSTER ASSIGNMENTS. Psychological Reports, 2000, 87, 1057.	1.7	5
161	Global Industrial Marketing: A Look to the Future. Industrial Marketing Management, 2000, 29, 479-481.	6.7	4
162	Market-Focused Sustainability: Market Orientation Plus!. SSRN Electronic Journal, 0, , .	0.4	4

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163	To Be Modular or Not to Be? Some Answers to the Question. Academy of Management Perspectives, 2002, 16, 166-168.	6.8	4
164	Welcome Home: Innovating the Forward Supply Chain. Business Strategy Review, 2005, 16, 31-37.	0.0	3
165	Antecedents and Consequences of Marketing and Innovation Competence: Does Orientation Matter?. Developments in Marketing Science: Proceedings of the Academy of Marketing Science, 2015, , 447-456.	0.2	3
166	Marketing's value propositions: a focus on exit, voice, and loyalty. AMS Review, 2020, 10, 185-188.	2.5	3
167	Discovering the Soul of Service: The Nine Drivers of Sustainable Success. Journal of Marketing, 1999, 63, 157.	11.3	2
168	Organizational Learning and Market Orientation in International Marketing Education. Journal of Teaching in International Business, 1999, 10, 81-97.	0.5	2
169	An analysis of operations-oriented drivers of customer loyalty for two service channels. Journal of Research in Interactive Marketing, 2007, 1, 78-101.	0.3	2
170	Firm-Specific Assets, Multinationality, and Financial Performance: A Meta-Analytic Review and Theoretical Integration. SSRN Electronic Journal, 2010, , .	0.4	2
171	Defining Customer Satisfaction: A Strategic Company Asset?. , 2020, , 1-24.		2
172	Satisfied Customers: An Asset Driving Financial Performance. , 2020, , 139-154.		2
173	A Synthesis Model of the General Health Care System. Journal of Nonprofit and Public Sector Marketing, 1996, 4, 135-160.	1.6	1
174	AN EMPIRICAL INVESTIGATION OF MARKET BARRIERS AND THE POLITICAL ACTIVITIES OF INDIVIDUAL FIRMS. International Journal of Commerce and Management, 2002, 12, 89-106.	0.5	1
175	Static Triangular Simulation as a Methodology for International Strategic Management Research. Research Methodology in Strategy and Management, 2007, , 121-159.	0.3	1
176	Toward a Theory of the Boundary-Spanning Marketing Organization and Marketing Insights from 31 Organization Theories. SSRN Electronic Journal, 2010, , .	0.4	1
177	Customer Participation and Knowledge Level: How Will it Affect the Delivery of the Health Care Offering?. Developments in Marketing Science: Proceedings of the Academy of Marketing Science, 2015, , 208-212.	0.2	1
178	Customer Expectations: What Do Your Customers Demand?. , 2020, , 25-39.		1
179	Overview of R and RStudio. Classroom Companion: Business, 2021, , 31-47.	10.7	1
180	Boundary-Spanning Marketing Organization: A Theory and Insights from 31 Organization Theories. SSRN Electronic Journal, 2012, , .	0.4	0

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181	A Study of the Long-Term Value of Capabilities-Based Resources, Intangible Strategic Assets, and Firm Performance. , 2014, , .		0
182	Organization Theories Can Inform Research on the Marketing Organization. SpringerBriefs in Business, 2011, , 25-56.	0.3	0
183	A Theory of the Boundary-Spanning Marketing Organization. SpringerBriefs in Business, 2011, , 7-24.	0.3	0
184	Which is More Important for Innovation? What you Know or how you Share it Within your Firm?. Developments in Marketing Science: Proceedings of the Academy of Marketing Science, 2015, , 140-148.	0.2	0
185	ACSI: Is Satisfaction Guaranteed?. , 2020, , 71-96.		0
186	Perceived Quality: Does Performance Matter?., 2020, , 41-55.		0
187	Customer Loyalty: Hey, Stick Around for a While!., 2020, , 117-138.		0
188	Your Future: Opportunities for Customer Centricity and Satisfaction. , 2020, , 155-173.		0
189	Strategic Supply Chain Management: An Emerging Concept. , 0, , 383-384.		0