

Wesley J Johnston

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The third column is the impact factor (IF) of the journal, and the fourth column is the number of citations of the article.

90
papers

5,565
citations

35
h-index

74
g-index

94
ext. papers

6,297
ext. citations

5.3
avg, IF

6.03
L-index

#	Paper	IF	Citations
90	A Customer Relationship Management Roadmap: What is Known, Potential Pitfalls, and Where to Go. <i>Journal of Marketing</i> , 2005 , 69, 155-166	11	509
89	Managing in complex business networks. <i>Industrial Marketing Management</i> , 2004 , 33, 175-183	6.9	404
88	An evaluation of divergent perspectives on customer relationship management: Towards a common understanding of an emerging phenomenon. <i>Industrial Marketing Management</i> , 2004 , 33, 475-489	6.9	347
87	How Firms Relate to Their Markets: An Empirical Examination of Contemporary Marketing Practices. <i>Journal of Marketing</i> , 2002 , 66, 33-46	11	326
86	Organizational buying behavior: Toward an integrative framework. <i>Journal of Business Research</i> , 1996 , 35, 1-15	8.7	253
85	Theory Testing Using Case Studies in Business-to-Business Research. <i>Industrial Marketing Management</i> , 1999 , 28, 201-213	6.9	242
84	The Buying Center: Structure and Interaction Patterns. <i>Journal of Marketing</i> , 1981 , 45, 143	11	225
83	Corporate Social Responsibility: An Empirical Investigation of U.S. Organizations. <i>Journal of Business Ethics</i> , 2009 , 85, 303-323	4.3	213
82	The Buying Center: Structure and Interaction Patterns. <i>Journal of Marketing</i> , 1981 , 45, 143-156	11	196
81	Exporting: Does Sales Volume Make a Difference?. <i>Journal of International Business Studies</i> , 1983 , 14, 147-153	8.5	131
80	Measuring network competence: some international evidence. <i>Journal of Business and Industrial Marketing</i> , 2002 , 17, 119-138	3	130
79	The social psychology of industrial buying and selling. <i>Industrial Marketing Management</i> , 1978 , 7, 213-224	6.9	113
78	The dynamics of long-term business-to-business exchange relationships. <i>Journal of the Academy of Marketing Science</i> , 1994 , 22, 130-145	12.4	112
77	Relationship marketing theory in practice: A case study. <i>Journal of Business Research</i> , 1997 , 39, 23-31	8.7	110
76	Learning to improvise, improvising to learn: a process of responding to complex environments. <i>Journal of Business Research</i> , 2002 , 55, 141-147	8.7	103
75	The future of B2B marketing theory: A historical and prospective analysis. <i>Industrial Marketing Management</i> , 2017 , 66, 90-102	6.9	99
74	The impact of coercive and non-coercive forms of influence on trust, commitment, and compliance in supply chains. <i>Industrial Marketing Management</i> , 2010 , 39, 519-526	6.9	99

73	The Coronavirus crisis in B2B settings: Crisis uniqueness and managerial implications based on social exchange theory. <i>Industrial Marketing Management</i> , 2020 , 88, 125-135	6.9	93
72	When do B2B brands influence the decision making of organizational buyers? An examination of the relationship between purchase risk and brand sensitivity. <i>International Journal of Research in Marketing</i> , 2011 , 28, 194-204	5.5	83
71	Is e-marketing coming of age? An examination of the penetration of e-marketing and firm performance. <i>Journal of Interactive Marketing</i> , 2007 , 21, 2-21	9.8	81
70	Relationship management: Managing the selling and the buying interface. <i>Journal of Business Research</i> , 1986 , 14, 519-531	8.7	80
69	Toward a model of business-to-business marketing communications effects. <i>Industrial Marketing Management</i> , 1997 , 26, 15-29	6.9	73
68	The performance implications of power-trust relationship: The moderating role of commitment in the supplier-retailer relationship. <i>Industrial Marketing Management</i> , 2014 , 43, 312-321	6.9	71
67	IoT adoption in agriculture: the role of trust, perceived value and risk. <i>Journal of Business and Industrial Marketing</i> , 2018 , 33, 804-821	3	60
66	Beyond the Dyad. <i>Industrial Marketing Management</i> , 2001 , 30, 199-205	6.9	59
65	Purchase process for capital equipment and services. <i>Industrial Marketing Management</i> , 1981 , 10, 253-264	6.9	58
64	Customer response to dissatisfaction: A synthesis of literature and conceptual framework. <i>Industrial Marketing Management</i> , 2011 , 40, 118-127	6.9	55
63	Determinants of Joint Action in International Channels of Distribution: The Moderating Role of Psychic Distance. <i>Journal of International Marketing</i> , 2012 , 20, 34-49	3.9	55
62	Constructivism and critical realism as alternative approaches to the study of business networks: Convergences and divergences in theory and in research practice. <i>Industrial Marketing Management</i> , 2013 , 42, 336-346	6.9	47
61	International Industrial Marketing Interactions: Dyadic and Network Perspectives. <i>Journal of Business Research</i> , 1999 , 46, 259-271	8.7	44
60	Questions about network dynamics: Characteristics, structures, and interactions. <i>Journal of Business Research</i> , 2006 , 59, 945-954	8.7	42
59	Export attitudes of industrial manufacturers. <i>Industrial Marketing Management</i> , 1985 , 14, 123-132	6.9	42
58	Strategic alliances: incorporating the impact of e-business technological innovations. <i>Journal of Business and Industrial Marketing</i> , 2004 , 19, 208-222	3	39
57	The heart in organizational buying: marketers' understanding of emotions and decision-making of buyers. <i>Journal of Business and Industrial Marketing</i> , 2018 , 33, 19-28	3	39
56	Performance Implications of CRM Technology Use: A Multilevel Field Study of Business Customers and Their Providers in the Telecommunications Industry. <i>Information Systems Research</i> , 2012 , 23, 418-435	3.8	38

55	Tension in a value co-creation context: A network case study. <i>Industrial Marketing Management</i> , 2018 , 70, 34-45	6.9	35
54	Relationship equity and switching behavior in the adoption of new telecommunication services. <i>Industrial Marketing Management</i> , 2006 , 35, 676-689	6.9	33
53	The Benefits of Sales Force Automation: A Customer's Perspective. <i>Journal of Personal Selling and Sales Management</i> , 2009 , 29, 137-150	3.4	31
52	The Implications of Business-to-Business and Consumer Market Differences for B2B Branding Strategy. <i>Journal of Business Market Management</i> , 2007 , 1, 209-230		31
51	Collaboration and collective learning: networks as learning organisations. <i>Journal of Business and Industrial Marketing</i> , 2010 , 25, 478-484	3	30
50	Adoption of the Internet of Things technologies in business procurement: impact on organizational buying behavior. <i>Journal of Business and Industrial Marketing</i> , 2018 , 33, 781-791	3	30
49	Industrial buying behavior: A need for an integrative approach. <i>Journal of Business Research</i> , 1982 , 10, 135-146	8.7	28
48	A customer engagement framework for a B2B context. <i>Journal of Business and Industrial Marketing</i> , 2018 , 33, 145-152	3	28
47	Absorptive capacity and network orchestration in innovation communities [Promoting service innovation. <i>Journal of Business and Industrial Marketing</i> , 2014 , 29, 173-184	3	27
46	Does customer information usage improve a firm's performance in business-to-business markets?. <i>Industrial Marketing Management</i> , 2012 , 41, 984-994	6.9	27
45	The IPS-EQ Model: Interpersonal Skills and Emotional Intelligence in a Sales Process. <i>Journal of Personal Selling and Sales Management</i> , 2013 , 33, 39-51	3.4	26
44	Customer information utilization in business-to-business markets: Muddling through process?. <i>Journal of Business Research</i> , 2012 , 65, 758-764	8.7	25
43	Country-of-origin effects in service evaluation in emerging markets: some insights from five West African countries. <i>Journal of Business and Industrial Marketing</i> , 2008 , 23, 429-437	3	24
42	Expanding the marriage metaphor in understanding long-term business relationships. <i>Journal of Business and Industrial Marketing</i> , 2006 , 21, 446-452	3	24
41	Benchmarking business-to-business marketing practices in emerging and developed economies: Argentina compared to the USA and New Zealand. <i>Journal of Business and Industrial Marketing</i> , 2004 , 19, 386-396	3	24
40	A behavioral approach to organizational innovation adoption. <i>Journal of Business Research</i> , 2016 , 69, 2480-2489	8.7	23
39	Innovation adoption and diffusion in business-to-business marketing. <i>Journal of Business and Industrial Marketing</i> , 2014 , 29, 324-331	3	23
38	Theoretical developments in industrial marketing management: Multidisciplinary perspectives. <i>Industrial Marketing Management</i> , 2013 , 42, 275-282	6.9	23

37	The return on trade show information (RTSI): a conceptual analysis. <i>Journal of Business and Industrial Marketing</i> , 2010 , 25, 268-271	3	23
36	Business-to-business marketing practices in West Africa, Argentina and the United States. <i>Journal of Business and Industrial Marketing</i> , 2008 , 23, 115-123	3	22
35	The effects of organizational restructuring on industrial buying behavior: 1990 and beyond. <i>Journal of Business and Industrial Marketing</i> , 1996 , 11, 93-111	3	22
34	Partitioned pricing, price fairness perceptions, and the moderating effects of brand relationships in SME business markets. <i>Journal of Business Research</i> , 2017 , 72, 80-92	8.7	20
33	Taking time to understand theory. <i>Industrial Marketing Management</i> , 2012 , 41, 730-738	6.9	19
32	Transforming partner relationships through technological innovation. <i>Journal of Business and Industrial Marketing</i> , 2005 , 20, 355-363	3	19
31	Co-creation of value-in-use through big data technology- a B2B agricultural perspective. <i>Journal of Business and Industrial Marketing</i> , 2019 , 35, 508-523	3	19
30	Who's acquiring whom? Experimental evidence of firm size effect on B2B mergers and marketing/sales tasks. <i>Industrial Marketing Management</i> , 2014 , 43, 1035-1044	6.9	17
29	Influence in the organizational buying center and logistics automation technology adoption. <i>Journal of Business and Industrial Marketing</i> , 1999 , 14, 433-444	3	17
28	Needed B2B marketing capabilities: Insights from the USA and emerging Latin America. <i>International Business Review</i> , 2018 , 27, 594-609	6.2	17
27	Cooperative adoption of complex systems: a comprehensive model within and across networks. <i>Journal of Business and Industrial Marketing</i> , 2005 , 20, 200-210	3	16
26	Measurement equivalence and applicability of core marketing concepts across Nigerian, Kenyan, Japanese and US firms. <i>Journal of Business and Industrial Marketing</i> , 2002 , 17, 430-455	3	16
25	Marketing role in B2B settings: evidence from advanced, emerging and developing markets. <i>Journal of Business and Industrial Marketing</i> , 2019 , 34, 605-617	3	16
24	Contagion and learning in business networks. <i>Industrial Marketing Management</i> , 2017 , 61, 43-54	6.9	15
23	The impact of supplier downsizing on performance, satisfaction over time, and repurchase intentions. <i>Journal of Business and Industrial Marketing</i> , 2008 , 23, 249-255	3	15
22	Revisiting the theory of business-to-business advertising. <i>Industrial Marketing Management</i> , 2020 , 89, 642-656	6.9	14
21	Managing Ambiguous Policies in China's Telecommunications Market: Network Navigation Insights and Techniques. <i>Journal of Asia-Pacific Business</i> , 2005 , 6, 5-30	1.1	13
20	Securing network legitimacy in China's telecommunication market. <i>Journal of Business and Industrial Marketing</i> , 2007 , 22, 97-106	3	11

19	Lateral influences and vertical authority in organizational buying. <i>Industrial Marketing Management</i> , 1977 , 6, 451-462	6.9	11
18	The evolution of network positions in emerging and converging technologies. <i>Journal of Business and Industrial Marketing</i> , 2009 , 24, 431-438	3	10
17	Unit pricing and its implications for B2B marketing research. <i>Industrial Marketing Management</i> , 2018 , 69, 32-39	6.9	8
16	Understanding Absorptive Capacity from a Network Perspective. <i>Journal of Business Market Management</i> , 2009 , 3, 29-50		7
15	Industrial-buying research 1965-2015: review and analysis. <i>Journal of Business and Industrial Marketing</i> , 2019 , 34, 205-229	3	7
14	Using case studies for theory testing in business-to-business research: The development of a more rigorous case study methodology. <i>Advances in Business Marketing and Purchasing</i> , 215-241	0.1	5
13	How to recover B2B relationships after a failed online reverse auction. <i>Journal of Business and Industrial Marketing</i> , 2019 , 35, 551-563	3	4
12	Involving customers in innovation: knowledgeability and agency as process variables. <i>Journal of Business and Industrial Marketing</i> , 2018 , 33, 164-173	3	4
11	Business buyers are people too: exploring how geodemographics affects business-to-business selling effectiveness. <i>Journal of Business and Industrial Marketing</i> , 2020 , 35, 1539-1552	3	3
10	Cultivating organizational wisdom for value innovation. <i>Journal of Business and Industrial Marketing</i> , 2019 , 34, 1171-1182	3	3
9	Between flexibility and discipline in new product development: expertise as a boundary condition. <i>Marketing Intelligence and Planning</i> , 2019 , 37, 33-49	3.2	2
8	Driving participation and investment in B2B trade shows: The organizer view. <i>Journal of Business Research</i> , 2022 , 142, 1092-1105	8.7	2
7	Trade show networks, trust and organizational learning: the effect of network ties. <i>Journal of Business and Industrial Marketing</i> , 2020 , ahead-of-print,	3	2
6	How post-merger integration duration affects merger outcomes. <i>Journal of Business and Industrial Marketing</i> , 2021 , 36, 807-820	3	2
5	E-Novation Customer Relationship Management 72-92		
4	Bargaining, Negotiations, and Personal Selling 1988 , 448-471		
3	Mixing and Matching Organizational Network Legitimacy Practices to China's Telecommunication Market. <i>Advances in E-Business Research Series</i> , 2009 , 248-264	0.4	
2	E-Novation Customer Relationship Management. <i>Advances in E-Business Research Series</i> , 2011 , 162-182	0.4	

- 1 Purchasing performance of engineering procurement and construction companies using a fuzzy quality function deployment approach. *Journal of Business and Industrial Marketing*, **2021**, 36, 849-866 3