

# D Eric Boyd

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/10694149/publications.pdf>

Version: 2024-02-01

11  
papers

469  
citations

933447

10  
h-index

1199594

12  
g-index

12  
all docs

12  
docs citations

12  
times ranked

424  
citing authors

#	ARTICLE	IF	CITATIONS
1	When do Chief Marketing Officers Affect Firm Value? A Customer Power Explanation. <i>Journal of Marketing Research</i> , 2010, 47, 1162-1176.	4.8	145
2	Virtual reality and its impact on B2B marketing: A value-in-use perspective. <i>Journal of Business Research</i> , 2019, 100, 590-598.	10.2	70
3	Branded Apps and Their Impact on Firm Value: A Design Perspective. <i>Journal of Marketing Research</i> , 2019, 56, 76-88.	4.8	62
4	CMO equity incentive and shareholder value: Moderating role of CMO managerial discretion. <i>International Journal of Research in Marketing</i> , 2016, 33, 725-738.	4.2	32
5	Top management attention to trade shows and firm performance: A relationship marketing perspective. <i>Journal of Business Research</i> , 2017, 81, 40-50.	10.2	29
6	The market value impact of indirect ties within technology alliances. <i>Journal of the Academy of Marketing Science</i> , 2008, 36, 488-500.	11.2	28
7	The emergence and impact of consumer brand empowerment in online social networks: A proposed ontology. <i>Journal of Brand Management</i> , 2014, 21, 516-531.	3.5	24
8	Marketing control rights and their distribution within technology licensing agreements: a real options perspective. <i>Journal of the Academy of Marketing Science</i> , 2012, 40, 659-672.	11.2	19
9	The Licensing of Market Development Rights within Technology Alliances: A Shareholder Value Perspective <sup>*</sup> . <i>Journal of Product Innovation Management</i> , 2010, 27, 593-605.	9.5	14
10	(When) Does Third-Party Recognition for Design Excellence Affect Financial Performance in Business-to-Business Markets?. <i>Journal of Marketing</i> , 2018, 82, 108-123.	11.3	11
11	Interorganizational Ethical Conflict within Alliances: A Conceptual Framework and Research Propositions. <i>Journal of Business-to-Business Marketing</i> , 2008, 15, 1-24.	1.5	7