

# 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  | Branded Apps and Their Impact on Firm Value: A Design Perspective. <i>Journal of Marketing Research</i> , 2019, 56, 76-88.  | 4.8  | 62        |
| 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  | (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        |
| 4  | 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        |
| 5  | 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        |
| 6  | 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        |
| 7  | 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        |
| 8  | The Licensing of Market Development Rights within Technology Alliances: A Shareholder Value Perspective. <i>Journal of Product Innovation Management</i> , 2010, 27, 593-605.               | 9.5  | 14        |
| 9  | 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       |
| 10 | 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        |
| 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         |