

# James M Sinkula

## List of Publications by Citations

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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.

17  
papers

4,931  
citations

14  
h-index

17  
g-index

17  
ext. papers

5,468  
ext. citations

8.8  
avg, IF

5.92  
L-index

#	Paper	IF	Citations
17	The synergistic effect of market orientation and learning orientation on organizational performance. <i>Journal of the Academy of Marketing Science</i> , <b>1999</b> , 27, 411-427	12.4	984
16	Market Information Processing and Organizational Learning. <i>Journal of Marketing</i> , <b>1994</b> , 58, 35-45	11	850
15	A framework for market-based organizational learning: Linking values, knowledge, and behavior. <i>Journal of the Academy of Marketing Science</i> , <b>1997</b> , 25, 305-318	12.4	838
14	Market Information Processing and Organizational Learning. <i>Journal of Marketing</i> , <b>1994</b> , 58, 35	11	638
13	The Complementary Effects of Market Orientation and Entrepreneurial Orientation on Profitability in Small Businesses*. <i>Journal of Small Business Management</i> , <b>2009</b> , 47, 443-464	3	447
12	Environmental marketing strategy and firm performance: Effects on new product performance and market share. <i>Journal of the Academy of Marketing Science</i> , <b>2005</b> , 33, 461-475	12.4	209
11	Market Orientation and the New Product Paradox. <i>Journal of Product Innovation Management</i> , <b>2005</b> , 22, 483-502	7.1	208
10	Does Market Orientation Facilitate Balanced Innovation Programs? An Organizational Learning Perspective. <i>Journal of Product Innovation Management</i> , <b>2007</b> , 24, 316-334	7.1	206
9	Market Orientation, Learning Orientation and Product Innovation: Delving into the Organizations Black Box. <i>Journal of Market-Focused Management</i> , <b>2002</b> , 5, 5-23		187
8	Learning Orientation, Market Orientation, and Innovation: Integrating and Extending Models of Organizational Performance. <i>Journal of Market-Focused Management</i> , <b>1999</b> , 4, 295-308		177
7	Market-based success, organizational routines, and unlearning. <i>Journal of Business and Industrial Marketing</i> , <b>2002</b> , 17, 253-269	3	113
6	Perceived characteristics, organizational factors, and the utilization of external market research suppliers. <i>Journal of Business Research</i> , <b>1990</b> , 21, 1-17	8.7	27
5	The effect of radical innovation in/congruence on new product performance. <i>Industrial Marketing Management</i> , <b>2014</b> , 43, 1314-1323	6.9	21
4	Centralization and information acquisition by in-house market research departments. <i>Journal of Business Research</i> , <b>1988</b> , 16, 337-349	8.7	18
3	Consumer Images of Financial Institutions. <i>Services Marketing Quarterly</i> , <b>1987</b> , 2, 83-100		5
2	Status of company usage of scanner based research. <i>Journal of the Academy of Marketing Science</i> , <b>1986</b> , 14, 63-71	12.4	3
1	Maintaining Competitive Advantage Through Organizational Unlearning. <i>Developments in Marketing Science: Proceedings of the Academy of Marketing Science</i> , <b>2015</b> , 206-209	0.1	

