

Robert W Palmatier

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.

78 papers	8,357 citations	40 h-index	88 g-index
88 ext. papers	9,945 ext. citations	8.8 avg, IF	6.68 L-index

#	Paper	IF	Citations
78	Factors Influencing the Effectiveness of Relationship Marketing: A Meta-Analysis. <i>Journal of Marketing</i> , 2006 , 70, 136-153	11	1554
77	A Comparative Longitudinal Analysis of Theoretical Perspectives of Interorganizational Relationship Performance. <i>Journal of Marketing</i> , 2007 , 71, 172-194	11	533
76	The Role of Customer Gratitude in Relationship Marketing. <i>Journal of Marketing</i> , 2009 , 73, 1-18	11	427
75	Customer Loyalty to Whom? Managing the Benefits and Risks of Salesperson-Owned Loyalty. <i>Journal of Marketing Research</i> , 2007 , 44, 185-199	5.2	346
74	Resource-based theory in marketing. <i>Journal of the Academy of Marketing Science</i> , 2014 , 42, 1-21	12.4	337
73	Influence of customer participation on creating and sharing of new product value. <i>Journal of the Academy of Marketing Science</i> , 2008 , 36, 322-336	12.4	273
72	Effect of Service Transition Strategies on Firm Value. <i>Journal of Marketing</i> , 2008 , 72, 1-14	11	259
71	Interfirm Relational Drivers of Customer Value. <i>Journal of Marketing</i> , 2008 , 72, 76-89	11	256
70	Supply Chain Management and Retailer Performance: Emerging Trends, Issues, and Implications for Research and Practice. <i>Journal of Retailing</i> , 2009 , 85, 84-94	6.5	252
69	Effect of Service Transition Strategies on Firm Value. <i>Journal of Marketing</i> , 2008 , 72, 1-14	11	232
68	Poisoning Relationships: Perceived Unfairness in Channels of Distribution. <i>Journal of Marketing</i> , 2011 , 75, 99-117	11	215
67	Data Privacy: Effects on Customer and Firm Performance. <i>Journal of Marketing</i> , 2017 , 81, 36-58	11	212
66	Relationship Velocity: Toward a Theory of Relationship Dynamics. <i>Journal of Marketing</i> , 2013 , 77, 13-30	11	187
65	Understanding Relationship Marketing and Loyalty Program Effectiveness in Global Markets. <i>Journal of International Marketing</i> , 2015 , 23, 1-21	3.9	166
64	The Role of Culture in International Relationship Marketing. <i>Journal of Marketing</i> , 2014 , 78, 78-98	11	163
63	Trust at Different Organizational Levels. <i>Journal of Marketing</i> , 2008 , 72, 80-98	11	162
62	Building, measuring, and profiting from customer loyalty. <i>Journal of the Academy of Marketing Science</i> , 2015 , 43, 790-825	12.4	156

61	Use of relationship marketing programs in building customer-salesperson and customer-firm relationships: Differential influences on financial outcomes. <i>International Journal of Research in Marketing</i> , 2007 , 24, 210-223	5.5	154
60	Achieving relationship marketing effectiveness in business-to-business exchanges. <i>Journal of the Academy of Marketing Science</i> , 2008 , 36, 174-190	12.4	145
59	Review of the theoretical underpinnings of loyalty programs. <i>Journal of Consumer Psychology</i> , 2011 , 21, 256-276	3.1	139
58	Interfirm Relational Drivers of Customer Value. <i>Journal of Marketing</i> , 2008 , 72, 76-89	11	136
57	Dynamic Relationship Marketing. <i>Journal of Marketing</i> , 2016 , 80, 53-75	11	132
56	Returns on Business-to-Business Relationship Marketing Investments: Strategies for Leveraging Profits. <i>Marketing Science</i> , 2006 , 25, 477-493	3.6	119
55	Effects of Customer and Innovation Asset Configuration Strategies on Firm Performance. <i>Journal of Marketing Research</i> , 2011 , 48, 587-602	5.2	117
54	Understanding loyalty program effectiveness: managing target and bystander effects. <i>Journal of the Academy of Marketing Science</i> , 2016 , 44, 88-107	12.4	104
53	The effects of customer acquisition and retention orientations on a firm's radical and incremental innovation performance. <i>Journal of the Academy of Marketing Science</i> , 2011 , 39, 234-251	12.4	98
52	Goal-setting paradoxes? Trade-offs between working hard and working smart: The United States versus China. <i>Journal of the Academy of Marketing Science</i> , 2004 , 32, 188-202	12.4	79
51	Synergistic Effects of Relationship Managers' Social Networks on Sales Performance. <i>Journal of Marketing</i> , 2014 , 78, 76-94	11	72
50	The Evolution of Marketing Channels: Trends and Research Directions. <i>Journal of Retailing</i> , 2015 , 91, 546-568	6.5	70
49	Transformational Relationship Events. <i>Journal of Marketing</i> , 2015 , 79, 39-62	11	68
48	Relational selling: Past, present and future. <i>Industrial Marketing Management</i> , 2018 , 69, 169-184	6.9	68
47	Dependence and interdependence in marketing relationships: meta-analytic insights. <i>Journal of the Academy of Marketing Science</i> , 2015 , 43, 694-712	12.4	61
46	Understanding Retail Managers' Role in the Sales of Products and Services. <i>Journal of Retailing</i> , 2009 , 85, 129-144	6.5	59
45	Online Relationship Formation. <i>Journal of Marketing</i> , 2017 , 81, 21-40	11	55
44	Business-to-Business Buying: Challenges and Opportunities. <i>Customer Needs and Solutions</i> , 2015 , 2, 193-208	5.0	50

43	Effect of Customer-Centric Structure on Long-Term Financial Performance. <i>Marketing Science</i> , 2015 , 34, 250-268	3.6	49
42	Structural marketing: using organizational structure to achieve marketing objectives. <i>Journal of the Academy of Marketing Science</i> , 2015 , 43, 73-99	12.4	49
41	Hybrid sales structures in the age of e-commerce. <i>Journal of Personal Selling and Sales Management</i> , 2018 , 38, 277-302	3.4	40
40	Direct and Indirect Effects of Buyers and Sellers on Search Advertising Revenues in Business-to-Business Electronic Platforms. <i>Journal of Marketing Research</i> , 2015 , 52, 407-422	5.2	38
39	International Market Entry Strategies: Relational, Digital, and Hybrid Approaches. <i>Journal of International Marketing</i> , 2018 , 26, 30-60	3.9	37
38	The Effect of Online Shopping Platform Strategies on Search, Display, and Membership Revenues. <i>Journal of Retailing</i> , 2018 , 94, 247-264	6.5	27
37	Evolution of Consumption: A Psychological Ownership Framework. <i>Journal of Marketing</i> , 2021 , 85, 196-218	11	27
36	Toward a theory of outside-in marketing: Past, present, and future. <i>Industrial Marketing Management</i> , 2020 , 89, 107-128	6.9	21
35	An Emerging Theory of Avatar Marketing. <i>Journal of Marketing</i> , 002224292199664	11	20
34	Data Privacy in Retail. <i>Journal of Retailing</i> , 2020 , 96, 474-489	6.5	19
33	Sales channel integration after mergers and acquisitions: A methodological approach for avoiding common pitfalls. <i>Industrial Marketing Management</i> , 2007 , 36, 589-603	6.9	18
32	Effect of salespeople's acquisition/retention trade-off on performance. <i>Journal of Personal Selling and Sales Management</i> , 2014 , 34, 91-111	3.4	17
31	An emerging theory of loyalty program dynamics. <i>Journal of the Academy of Marketing Science</i> , 2021 , 49, 71-95	12.4	14
30	The Intelligent Marketer's Guide to Data Privacy 2019 ,		12
29	Customer Success Management: The next evolution in customer management practice?. <i>Industrial Marketing Management</i> , 2020 , 90, 360-369	6.9	12
28	The first principles of marketing strategy. <i>AMS Review</i> , 2019 , 9, 5-26	3	10
27	Disentangling the effect of services on B2B firm value: Trade-offs of sales, profits, and earnings volatility. <i>International Journal of Research in Marketing</i> , 2018 , 35, 205-223	5.5	10
26	Marketing Strategy 2017 ,		10

25	Sharing economy: International marketing strategies. <i>Journal of International Business Studies</i> , 2021 , 52, 1445-1473	8.5	10
24	Online influencer marketing. <i>Journal of the Academy of Marketing Science</i> , 2022 , 50, 226	12.4	9
23	The effect of firms' structural designs on advertising and personal selling returns. <i>International Journal of Research in Marketing</i> , 2017 , 34, 173-193	5.5	8
22	Digital technologies: tensions in privacy and data.. <i>Journal of the Academy of Marketing Science</i> , 2022 , 1-25	12.4	7
21	Customer inertia marketing. <i>Journal of the Academy of Marketing Science</i> , 2021 , 49, 350-373	12.4	6
20	Marketing research centers: community, productivity, and relevance. <i>Journal of the Academy of Marketing Science</i> , 2017 , 45, 465-466	12.4	5
19	Conclusion: Informing Customer Engagement Marketing and Future Research 2018 , 307-323		5
18	Commentary: Opportunities and challenges of technology in relationship marketing. <i>Australasian Marketing Journal</i> , 2021 , 29, 111-117	5	5
17	Marketing Strategy: Implementing Marketing Principles and Data Analytics 2017 , 259-278		4
16	Understanding and Valuing Customer Data 2019 , 133-151		3
15	A theory of multiformat communication: mechanisms, dynamics, and strategies. <i>Journal of the Academy of Marketing Science</i> , 2020 , 49, 1-21	12.4	3
14	Dynamic effects of newcomer salespersons' peer relational exchanges and structures on performance. <i>International Journal of Research in Marketing</i> , 2020 , 37, 74-92	5.5	2
13	Transformational Relationship Events. <i>Journal of Marketing</i> , 2015 , 150626124337002	11	1
12	50 years of social marketing: seeding solutions for the future. <i>European Journal of Marketing</i> , 2022 , 56, 1434	4.4	1
11	Inoculating Against Customer Vulnerability 2019 , 93-108		
10	The Psychology of Consumer Privacy 2019 , 21-41		
9	Privacy Failures and Recovery Strategies 2019 , 109-130		
8	Big Data's Marketing Applications and Customer Privacy 2019 , 73-92		

- 7 Marketing Principle #1: All Customers Differ ? Managing Customer Heterogeneity **2017**, 33-76
- 6 Marketing Principle #3: All Competitors React ? Managing Sustainable Competitive Advantage **2017**, 119-149
- 5 Marketing Strategy: A First Principles Approach **2017**, 1-30
- 4 Marketing Principle #2: All Customers Change ? Managing Customer Dynamics **2017**, 79-116
- 3 Marketing Principle #3: Managing Brand-based Sustainable Competitive Advantage **2017**, 151-171
- 2 Marketing Principle #3: Managing Relationship-based Sustainable Competitive Advantage **2017**, 195-219
- 1 Customer Data Privacy: Why Every Marketer Should Care **2019**, 3-20