

Robert W Palmatier

List of Publications by Year in Descending Order

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Version: 2024-04-10

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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	Online influencer marketing. <i>Journal of the Academy of Marketing Science</i> , 2022 , 50, 226	12.4	9
77	Digital technologies: tensions in privacy and data.. <i>Journal of the Academy of Marketing Science</i> , 2022 , 1-25	12.4	7
76	50 years of social marketing: seeding solutions for the future. <i>European Journal of Marketing</i> , 2022 , 56, 1434	4.4	1
75	An emerging theory of loyalty program dynamics. <i>Journal of the Academy of Marketing Science</i> , 2021 , 49, 71-95	12.4	14
74	Commentary: Opportunities and challenges of technology in relationship marketing. <i>Australasian Marketing Journal</i> , 2021 , 29, 111-117	5	5
73	Evolution of Consumption: A Psychological Ownership Framework. <i>Journal of Marketing</i> , 2021 , 85, 196-218	12.4	27
72	Customer inertia marketing. <i>Journal of the Academy of Marketing Science</i> , 2021 , 49, 350-373	12.4	6
71	Sharing economy: International marketing strategies. <i>Journal of International Business Studies</i> , 2021 , 52, 1445-1473	8.5	10
70	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
69	Toward a theory of outside-in marketing: Past, present, and future. <i>Industrial Marketing Management</i> , 2020 , 89, 107-128	6.9	21
68	Customer Success Management: The next evolution in customer management practice?. <i>Industrial Marketing Management</i> , 2020 , 90, 360-369	6.9	12
67	Data Privacy in Retail. <i>Journal of Retailing</i> , 2020 , 96, 474-489	6.5	19
66	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
65	The Intelligent Marketer's Guide to Data Privacy 2019 ,		12
64	Inoculating Against Customer Vulnerability 2019 , 93-108		
63	The first principles of marketing strategy. <i>AMS Review</i> , 2019 , 9, 5-26	3	10
62	The Psychology of Consumer Privacy 2019 , 21-41		

61	Privacy Failures and Recovery Strategies 2019 , 109-130		
60	Big Data& Marketing Applications and Customer Privacy 2019 , 73-92		
59	Understanding and Valuing Customer Data 2019 , 133-151		3
58	Customer Data Privacy: Why Every Marketer Should Care 2019 , 3-20		
57	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
56	International Market Entry Strategies: Relational, Digital, and Hybrid Approaches. <i>Journal of International Marketing</i> , 2018 , 26, 30-60	3.9	37
55	Relational selling: Past, present and future. <i>Industrial Marketing Management</i> , 2018 , 69, 169-184	6.9	68
54	Conclusion: Informing Customer Engagement Marketing and Future Research 2018 , 307-323		5
53	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
52	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
51	Online Relationship Formation. <i>Journal of Marketing</i> , 2017 , 81, 21-40	11	55
50	Marketing research centers: community, productivity, and relevance. <i>Journal of the Academy of Marketing Science</i> , 2017 , 45, 465-466	12.4	5
49	Data Privacy: Effects on Customer and Firm Performance. <i>Journal of Marketing</i> , 2017 , 81, 36-58	11	212
48	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
47	Marketing Strategy 2017 ,		10
46	Marketing Strategy: Implementing Marketing Principles and Data Analytics 2017 , 259-278		4
45	Marketing Principle #1: All Customers Differ ? Managing Customer Heterogeneity 2017 , 33-76		
44	Marketing Principle #3: All Competitors React ? Managing Sustainable Competitive Advantage 2017 , 119-149		

43	Marketing Strategy: A First Principles Approach 2017 , 1-30		
42	Marketing Principle #2: All Customers Change ? Managing Customer Dynamics 2017 , 79-116		
41	Marketing Principle #3: Managing Brand-based Sustainable Competitive Advantage 2017 , 151-171		
40	Marketing Principle #3: Managing Relationship-based Sustainable Competitive Advantage 2017 , 195-219		
39	Dynamic Relationship Marketing. <i>Journal of Marketing</i> , 2016 , 80, 53-75	11	132
38	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
37	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
36	The Evolution of Marketing Channels: Trends and Research Directions. <i>Journal of Retailing</i> , 2015 , 91, 546-568	6.5	70
35	Transformational Relationship Events. <i>Journal of Marketing</i> , 2015 , 150626124337002	11	1
34	Business-to-Business Buying: Challenges and Opportunities. <i>Customer Needs and Solutions</i> , 2015 , 2, 193-208		50
33	Building, measuring, and profiting from customer loyalty. <i>Journal of the Academy of Marketing Science</i> , 2015 , 43, 790-825	12.4	156
32	Understanding Relationship Marketing and Loyalty Program Effectiveness in Global Markets. <i>Journal of International Marketing</i> , 2015 , 23, 1-21	3.9	166
31	Transformational Relationship Events. <i>Journal of Marketing</i> , 2015 , 79, 39-62	11	68
30	Effect of Customer-Centric Structure on Long-Term Financial Performance. <i>Marketing Science</i> , 2015 , 34, 250-268	3.6	49
29	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
28	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
27	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
26	Resource-based theory in marketing. <i>Journal of the Academy of Marketing Science</i> , 2014 , 42, 1-21	12.4	337

25	Synergistic Effects of Relationship Managers' Social Networks on Sales Performance. <i>Journal of Marketing</i> , 2014 , 78, 76-94	11	72
24	The Role of Culture in International Relationship Marketing. <i>Journal of Marketing</i> , 2014 , 78, 78-98	11	163
23	Relationship Velocity: Toward a Theory of Relationship Dynamics. <i>Journal of Marketing</i> , 2013 , 77, 13-30	11	187
22	Review of the theoretical underpinnings of loyalty programs. <i>Journal of Consumer Psychology</i> , 2011 , 21, 256-276	3.1	139
21	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
20	Poisoning Relationships: Perceived Unfairness in Channels of Distribution. <i>Journal of Marketing</i> , 2011 , 75, 99-117	11	215
19	Effects of Customer and Innovation Asset Configuration Strategies on Firm Performance. <i>Journal of Marketing Research</i> , 2011 , 48, 587-602	5.2	117
18	The Role of Customer Gratitude in Relationship Marketing. <i>Journal of Marketing</i> , 2009 , 73, 1-18	11	427
17	Understanding Retail Managers' Role in the Sales of Products and Services. <i>Journal of Retailing</i> , 2009 , 85, 129-144	6.5	59
16	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
15	Interfirm Relational Drivers of Customer Value. <i>Journal of Marketing</i> , 2008 , 72, 76-89	11	136
14	Effect of Service Transition Strategies on Firm Value. <i>Journal of Marketing</i> , 2008 , 72, 1-14	11	259
13	Trust at Different Organizational Levels. <i>Journal of Marketing</i> , 2008 , 72, 80-98	11	162
12	Effect of Service Transition Strategies on Firm Value. <i>Journal of Marketing</i> , 2008 , 72, 1-14	11	232
11	Interfirm Relational Drivers of Customer Value. <i>Journal of Marketing</i> , 2008 , 72, 76-89	11	256
10	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
9	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
8	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

7	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
6	A Comparative Longitudinal Analysis of Theoretical Perspectives of Interorganizational Relationship Performance. <i>Journal of Marketing</i> , 2007 , 71, 172-194	11	533
5	Use of relationship marketing programs in building customerSalesperson and customerfirm relationships: Differential influences on financial outcomes. <i>International Journal of Research in Marketing</i> , 2007 , 24, 210-223	5.5	154
4	Returns on Business-to-Business Relationship Marketing Investments: Strategies for Leveraging Profits. <i>Marketing Science</i> , 2006 , 25, 477-493	3.6	119
3	Factors Influencing the Effectiveness of Relationship Marketing: A Meta-Analysis. <i>Journal of Marketing</i> , 2006 , 70, 136-153	11	1554
2	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
1	An Emerging Theory of Avatar Marketing. <i>Journal of Marketing</i> , 002224292199664	11	20