

# Robert F Lusch

## List of Publications by Year in descending order

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Version: 2024-02-01

112  
papers

35,442  
citations

28242

55  
h-index

28275

105  
g-index

118  
all docs

118  
docs citations

118  
times ranked

10412  
citing authors

#	ARTICLE	IF	CITATIONS
1	Evolving to a New Dominant Logic for Marketing. <i>Journal of Marketing</i> , 2004, 68, 1-17.	7.0	9,430
2	Service-dominant logic: continuing the evolution. <i>Journal of the Academy of Marketing Science</i> , 2008, 36, 1-10.	7.2	5,103
3	Institutions and axioms: an extension and update of service-dominant logic. <i>Journal of the Academy of Marketing Science</i> , 2016, 44, 5-23.	7.2	2,183
4	Service-dominant logic: reactions, reflections and refinements. <i>Marketing Theory</i> , 2006, 6, 281-288.	1.7	1,307
5	Competing through service: Insights from service-dominant logic. <i>Journal of Retailing</i> , 2007, 83, 5-18.	4.0	1,258
6	Service Innovation: A Service-Dominant Logic Perspective. <i>MIS Quarterly: Management Information Systems</i> , 2015, 39, 155-175.	3.1	1,216
7	It's all B2B and beyond: Toward a systems perspective of the market. <i>Industrial Marketing Management</i> , 2011, 40, 181-187.	3.7	1,072
8	Interdependency, Contracting, and Relational Behavior in Marketing Channels. <i>Journal of Marketing</i> , 1996, 60, 19-38.	7.0	944
9	Interdependency, Contracting, and Relational Behavior in Marketing Channels. <i>Journal of Marketing</i> , 1996, 60, 19.	7.0	935
10	Service-dominant logic 2025. <i>International Journal of Research in Marketing</i> , 2017, 34, 46-67.	2.4	801
11	Service, value networks and learning. <i>Journal of the Academy of Marketing Science</i> , 2010, 38, 19-31.	7.2	737
12	From goods to service(s): Divergences and convergences of logics. <i>Industrial Marketing Management</i> , 2008, 37, 254-259.	3.7	710
13	Why "service"? <i>Journal of the Academy of Marketing Science</i> , 2008, 36, 25-38.	7.2	442
14	Power and relationship commitment: their impact on marketing channel member performance. <i>Journal of Retailing</i> , 1995, 71, 363-392.	4.0	419
15	Service Systems. <i>Journal of Service Research</i> , 2015, 18, 6-22.	7.8	401
16	Social exchange in supply chain relationships: The resulting benefits of procedural and distributive justice. <i>Journal of Operations Management</i> , 2006, 24, 85-98.	3.3	387
17	The Service-Dominant Logic of Marketing. , 0, , .		356
18	Sources of Power: Their Impact on Intrachannel Conflict. <i>Journal of Marketing Research</i> , 1976, 13, 382-390.	3.0	304

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19	Sources of Power: Their Impact on Intrachannel Conflict. <i>Journal of Marketing Research</i> , 1976, 13, 382.	3.0	285
20	The Complexity of Context: A Service Ecosystems Approach for International Marketing. <i>Journal of International Marketing</i> , 2013, 21, 1-20.	2.5	268
21	Capabilities that enhance outcomes of an episodic supply chain collaboration. <i>Journal of Operations Management</i> , 2011, 29, 591-603.	3.3	232
22	REFRAMING SUPPLY CHAIN MANAGEMENT: A SERVICE-DOMINANT LOGIC PERSPECTIVE. <i>Journal of Supply Chain Management</i> , 2011, 47, 14-18.	7.2	196
23	A Modified Model of Power in the Marketing Channel. <i>Journal of Marketing Research</i> , 1982, 19, 312-323.	3.0	188
24	Fostering a trans-disciplinary perspectives of service ecosystems. <i>Journal of Business Research</i> , 2016, 69, 2957-2963.	5.8	184
25	From Repeat Patronage to Value Co-creation in Service Ecosystems: A Transcending Conceptualization of Relationship. <i>Journal of Business Market Management</i> , 2010, 4, 169-179.	0.7	175
26	AN ANALYSIS OF SUPPLY CHAIN COLLABORATIONS AND THEIR EFFECT ON PERFORMANCE OUTCOMES. <i>Journal of Business Logistics</i> , 2009, 30, 101-123.	7.0	171
27	Toward a Service (Eco)Systems Perspective on Value Creation. <i>International Journal of Service Science, Management, Engineering, and Technology</i> , 2012, 3, 12-25.	0.7	171
28	A Stakeholder-Unifying, Cocreation Philosophy for Marketing. <i>Journal of Macromarketing</i> , 2011, 31, 129-134.	1.7	161
29	The roles played by interorganizational contracts and justice in marketing channel relationships. <i>Journal of Business Research</i> , 2006, 59, 166-175.	5.8	140
30	Inversions of service-dominant logic. <i>Marketing Theory</i> , 2014, 14, 239-248.	1.7	137
31	Elevating marketing: marketing is dead! Long live marketing!. <i>Journal of the Academy of Marketing Science</i> , 2013, 41, 389-399.	7.2	135
32	The value of a metaphor. <i>Organizational Dynamics</i> , 2012, 41, 271-280.	1.6	134
33	A general framework for explaining internal vs. external exchange. <i>Journal of the Academy of Marketing Science</i> , 1992, 20, 119-134.	7.2	132
34	A Modified Model of Power in the Marketing Channel. <i>Journal of Marketing Research</i> , 1982, 19, 312.	3.0	131
35	Service-dominant logic: a necessary step. <i>European Journal of Marketing</i> , 2011, 45, 1298-1309.	1.7	128
36	A Service Lens on Value Creation: Marketing's Role in Achieving Strategic Advantage. <i>California Management Review</i> , 2014, 57, 44-66.	3.4	128

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37	Transitioning from service management to service-dominant logic. <i>International Journal of Quality and Service Sciences</i> , 2010, 2, 8-22.	1.4	126
38	Marketing as Service-Exchange. <i>Organizational Dynamics</i> , 2006, 35, 264-278.	1.6	124
39	Personal Differences, Job Tension, Job Outcomes, and Store Performance: A Study of Retail Store Managers. <i>Journal of Marketing</i> , 1990, 54, 85-101.	7.0	122
40	Balancing the intellectual capital books: intangible liabilities. <i>European Management Journal</i> , 1999, 17, 85-92.	3.1	115
41	Marketing's Evolving Identity: Defining Our Future. <i>Journal of Public Policy and Marketing</i> , 2007, 26, 261-268.	2.2	114
42	An Exploration of Networks in Value Cocreation: A Service-Ecosystems View. <i>Review of Marketing Research</i> , 2012, , 13-50.	0.2	109
43	Personal Differences, Job Tension, Job Outcomes, and Store Performance: A Study of Retail Store Managers. <i>Journal of Marketing</i> , 1990, 54, 85.	7.0	104
44	Service-Dominant Logic. <i>Review of Marketing Research</i> , 2010, , 125-167.	0.2	104
45	Business-to-Business Buying: Challenges and Opportunities. <i>Customer Needs and Solutions</i> , 2015, 2, 193-208.	0.5	95
46	Advancing Service Science with Service-Dominant Logic. <i>Service Science: Research and Innovations in the Service Economy</i> , 2010, , 133-156.	1.1	92
47	Social Marketing: Its Ethical Dimensions. <i>Journal of Marketing</i> , 1979, 43, 29-36.	7.0	91
48	Too much theory, not enough understanding. <i>Journal of Operations Management</i> , 2009, 27, 339-343.	3.3	88
49	The Role of Professionalism in Determining Job Satisfaction in Professional Services. <i>Journal of Service Research</i> , 2001, 3, 321-330.	7.8	84
50	Conflict and Satisfaction in an Industrial Channel of Distribution. <i>International Journal of Physical Distribution and Logistics Management</i> , 1991, 21, 15-26.	4.4	78
51	Reconfiguration of the conceptual landscape: a tribute to the service logic of Richard Normann. <i>Journal of the Academy of Marketing Science</i> , 2008, 36, 152-155.	7.2	75
52	The role of symbols in value cocreation. <i>Marketing Theory</i> , 2014, 14, 311-326.	1.7	68
53	The Nature and Understanding of Value: A Service-Dominant Logic Perspective. <i>Review of Marketing Research</i> , 2012, , 1-12.	0.2	60
54	Social Marketing: Its Ethical Dimensions. <i>Journal of Marketing</i> , 1979, 43, 29.	7.0	59

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55	Consumer Acquisition Patterns for Durable Goods. <i>Journal of Consumer Research</i> , 1979, 6, 47.	3.5	59
56	The Service-Dominant Mindset. <i>Service Science: Research and Innovations in the Service Economy</i> , 2008, , 89-96.	1.1	53
57	Protecting relational assets: a pre and post field study of a horizontal business combination. <i>Journal of the Academy of Marketing Science</i> , 2011, 39, 175-197.	7.2	51
58	Ethical Marketing: Perceptions of Economic Goods and Social Problems. <i>Journal of Macromarketing</i> , 1981, 1, 49-57.	1.7	48
59	Multicriterion Market Segmentation: A New Model, Implementation, and Evaluation. <i>Marketing Science</i> , 2010, 29, 880-894.	2.7	41
60	The Small and Long View. <i>Journal of Macromarketing</i> , 2006, 26, 240-244.	1.7	40
61	Macroenvironmental forces, marketing strategy and business performance: A futures research approach. <i>Journal of the Academy of Marketing Science</i> , 1989, 17, 283-295.	7.2	37
62	A Marketing Mix for the 21st Century. <i>Journal of Marketing Theory and Practice</i> , 1996, 4, 1-15.	2.6	37
63	Consumer Acquisition Priorities for Home Appliances: A Replication and Re-evaluation. <i>Journal of Consumer Research</i> , 1983, 9, 432.	3.5	36
64	A preliminary test of Hunt's General Theory of Competition: using artificial adaptive agents to study complex and ill-defined environments. <i>Journal of Business Research</i> , 2005, 58, 1155-1168.	5.8	35
65	The supply chain management of shopper marketing as viewed through a service ecosystem lens. <i>International Journal of Physical Distribution and Logistics Management</i> , 2014, 44, 23-38.	4.4	35
66	The future of marketing strategy. <i>Business Horizons</i> , 1976, 19, 65-74.	3.4	34
67	Service-dominant logic "a guiding framework for inbound marketing. <i>Marketing Review St Gallen</i> , 2009, 26, 6-10.	0.6	34
68	Consumer behavior in accumulating household financial assets. <i>Journal of Business Research</i> , 1982, 10, 397-417.	5.8	28
69	Evolving service for a complex, resilient, and sustainable world. <i>Journal of Marketing Management</i> , 2012, 28, 1491-1503.	1.2	28
70	Signs and Practices as Resources in IT-Related Service Innovation. <i>Service Science</i> , 2014, 6, 190-205.	0.9	27
71	Similarities between conflict and cooperation in the marketing channel. <i>Journal of Business Research</i> , 1982, 10, 237-250.	5.8	26
72	Agent-Based Modeling of Ambidextrous Organizations: Virtualizing Competitive Strategy. <i>IEEE Intelligent Systems</i> , 2007, 22, 50-57.	4.0	24

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73	Stepping aside and moving on: a rejoinder to a rejoinder. <i>European Journal of Marketing</i> , 2011, 45, 1319-1321.	1.7	22
74	Repair, Consumption, and Sustainability: Fixing Fragile Objects and Maintaining Consumer Practices. <i>Journal of Consumer Research</i> , 2022, 49, 229-251.	3.5	21
75	The nature of power in a marketing channel. <i>Journal of the Academy of Marketing Science</i> , 1985, 13, 39-56.	7.2	20
76	Redefining the market: A treatise on exchange and shared understanding. <i>Marketing Theory</i> , 2018, 18, 435-449.	1.7	20
77	Ethical guidelines for business and social marketing. <i>Journal of the Academy of Marketing Science</i> , 1978, 6, 195-205.	7.2	17
78	Macroenvironmental forces, marketing strategy and business performance: A futures research approach. , 1989, 17, 283.		15
79	â€œRelationshipâ€•in Transition: An Introduction to the Special Issue on Relationship and Service-Dominant Logic. <i>Journal of Business Market Management</i> , 2010, 4, 167-168.	0.7	13
80	Environmental Uncertainty Regarding Inventory Ordering. <i>International Journal of Physical Distribution &amp; Materials Management</i> , 1984, 14, 19-36.	0.1	12
81	Toward a new paradigm for marketing: The evolutionary exchange paradigm. <i>Systems Research and Behavioral Science</i> , 1992, 37, 59-76.	0.2	12
82	Converting knowledge into value. <i>International Journal of Physical Distribution and Logistics Management</i> , 2014, 44, 655-670.	4.4	12
83	Stakeholder Analyses of Firm-Related Web Forums. <i>ACM Transactions on Management Information Systems</i> , 2015, 6, 1-38.	2.1	12
84	The â€œEthics of Social Ideasâ€•Versus The â€œEthics of Marketing Social Ideasâ€• <i>Journal of Consumer Affairs</i> , 1980, 14, 156-164.	1.2	10
85	Functional Integration in Marketing Channels:. <i>Journal of Marketing Channels</i> , 1992, 2, 1-28.	0.4	10
86	An Examination of the Influence of Procedural Justice on Long-Term Orientation in Wholesaler-Supplier Relationships. <i>Journal of Marketing Channels</i> , 2000, 7, 1-15.	0.4	10
87	Sales margin and margin capitalization rates: linking marketing activities to shareholder value. <i>Journal of the Academy of Marketing Science</i> , 2011, 39, 647-663.	7.2	10
88	Political Risk and the Evolution of the Control of Foreign Business:. <i>Journal of Global Marketing</i> , 1988, 1, 109-128.	2.0	9
89	Marketing in 1985: A View from the Ivory Tower. <i>Journal of Marketing</i> , 1977, 41, 47-56.	7.0	8
90	ENVIRONMENT AND STRATEGY IN 1995: A SURVEY OF HIGHâ€•LEVEL EXECUTIVES. <i>Journal of Consumer Marketing</i> , 1986, 3, 27-45.	1.2	8

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91	Service-Dominant Logic Foundations of E-Novation. <i>Advances in E-Business Research Series</i> , 2011, , 1-15.	0.2	8
92	Informal and Formal Care for the Elderly. <i>Health Marketing Quarterly</i> , 1997, 14, 53-68.	0.6	7
93	Commentaryâ€™Lessons from Nature: Enhancing the Adaptable Potential of Service Ecosystems. <i>Service Science</i> , 2016, 8, 85-96.	0.9	7
94	Marketing in 1985: A View from the Ivory Tower. <i>Journal of Marketing</i> , 1977, 41, 47.	7.0	6
95	Entropy and the prediction of consumer behavior. <i>Systems Research and Behavioral Science</i> , 1988, 33, 282-291.	0.2	6
96	Multiplex retailers versus wholesalers. <i>International Journal of Physical Distribution and Logistics Management</i> , 1998, 28, 581-598.	4.4	6
97	Perceived Market Risk in New Ventures: A Study of Early-Phase Business Angel Investment Screening. <i>Journal of Macromarketing</i> , 2020, 40, 339-354.	1.7	6
98	An empirical examination of the dimensionality of power in a channel of distribution. <i>Journal of the Academy of Marketing Science</i> , 1977, 5, 361-368.	7.2	5
99	An Identification-Based Model of Supplier-Retailer Communication. <i>Journal of Marketing Channels</i> , 2008, 15, 281-314.	0.4	5
100	The Nature of Power in a Marketing Channel. <i>Journal of the Academy of Marketing Science</i> , 1985, 13, 39-56.	7.2	4
101	Service-Dominant Logic. , 0, , 970-985.		4
102	The business environment of 1985. <i>Business Horizons</i> , 1976, 19, 45-54.	3.4	3
103	The Declining Rate of Return on Capital in US Retailing. <i>International Journal of Physical Distribution &amp; Materials Management</i> , 1981, 11, 25-39.	0.1	3
104	Environmental determinants of U.S. foreign direct investment in developed and developing countries: A structural analysis. <i>International Trade Journal</i> , 1991, 5, 329-360.	0.5	3
105	Service-Dominant Logic. <i>Advances in E-Business Research Series</i> , 2011, , 76-91.	0.2	2
106	ANTITRUST LEGISLATION: A TIME FOR REFLECTION, REVIEW, AND REVISION. <i>Competitiveness Review</i> , 1995, 5, 3-24.	1.8	1
107	The Emergence of Innovation as a Social Process: Theoretical Exploration and Implications for Entrepreneurship and Innovation. , 2018, , 163-194.		1
108	Service-dominant logic: continuing the evolution. , 2008, 36, 1.		1

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109	A Service Perspective of Marketing, Operations, and Value Creation. , 0, , 316-337.		0
110	Strategic thinking. , 0, , 179-200.		0
111	Open Innovation: An S-D Logic Perspective. , 2018, , 13-35.		0
112	The Cultural Knowledge Perspective: Insights on Resource Creation for Marketing Theory, Practice, and Education. Journal of Macromarketing, 2023, 43, 48-60.	1.7	0