

Robert F Lusch

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.

114
papers

27,354
citations

53
h-index

118
g-index

118
ext. papers

30,881
ext. citations

5.7
avg, IF

7.84
L-index

#	Paper	IF	Citations
114	Evolving to a New Dominant Logic for Marketing. <i>Journal of Marketing</i> , 2004 , 68, 1-17	11	7253
113	Service-dominant logic: continuing the evolution. <i>Journal of the Academy of Marketing Science</i> , 2008 , 36, 1-10	12.4	3968
112	Institutions and axioms: an extension and update of service-dominant logic. <i>Journal of the Academy of Marketing Science</i> , 2016 , 44, 5-23	12.4	1505
111	Service-dominant logic: reactions, reflections and refinements. <i>Marketing Theory</i> , 2006 , 6, 281-288	2.5	1036
110	Competing through service: Insights from service-dominant logic. <i>Journal of Retailing</i> , 2007 , 83, 5-18	6.5	1018
109	It's all B2B and beyond: Toward a systems perspective of the market. <i>Industrial Marketing Management</i> , 2011 , 40, 181-187	6.9	855
108	Interdependency, Contracting, and Relational Behavior in Marketing Channels. <i>Journal of Marketing</i> , 1996 , 60, 19-38	11	844
107	Service Innovation: A Service-Dominant Logic Perspective. <i>MIS Quarterly: Management Information Systems</i> , 2015 , 39, 155-175	5.3	818
106	Interdependency, Contracting, and Relational Behavior in Marketing Channels. <i>Journal of Marketing</i> , 1996 , 60, 19	11	694
105	Service, value networks and learning. <i>Journal of the Academy of Marketing Science</i> , 2010 , 38, 19-31	12.4	591
104	From goods to service(s): Divergences and convergences of logics. <i>Industrial Marketing Management</i> , 2008 , 37, 254-259	6.9	582
103	Service-dominant logic 2025. <i>International Journal of Research in Marketing</i> , 2017 , 34, 46-67	5.5	518
102	Why Service? <i>Journal of the Academy of Marketing Science</i> , 2008 , 36, 25-38	12.4	371
101	Power and relationship commitment: their impact on marketing channel member performance. <i>Journal of Retailing</i> , 1995 , 71, 363-392	6.5	356
100	Service Systems: A Broadened Framework and Research Agenda on Value Propositions, Engagement, and Service Experience. <i>Journal of Service Research</i> , 2015 , 18, 6-22	6	312
99	Social exchange in supply chain relationships: The resulting benefits of procedural and distributive justice. <i>Journal of Operations Management</i> , 2006 , 24, 85-98	5.2	308
98	The Service-Dominant Logic of Marketing		282

97	Sources of Power: Their Impact on Intrachannel Conflict. <i>Journal of Marketing Research</i> , 1976 , 13, 382-392	5.2	254
96	Sources of Power: Their Impact on Intrachannel Conflict. <i>Journal of Marketing Research</i> , 1976 , 13, 382	5.2	230
95	The Complexity of Context: A Service Ecosystems Approach for International Marketing. <i>Journal of International Marketing</i> , 2013 , 21, 1-20	3.9	184
94	Capabilities that enhance outcomes of an episodic supply chain collaboration. <i>Journal of Operations Management</i> , 2011 , 29, 591-603	5.2	159
93	Service-Dominant Logic: Premises, Perspectives, Possibilities 2013 ,		159
92	REFRAMING SUPPLY CHAIN MANAGEMENT: A SERVICE-DOMINANT LOGIC PERSPECTIVE. <i>Journal of Supply Chain Management</i> , 2011 , 47, 14-18	4.1	158
91	A Modified Model of Power in the Marketing Channel. <i>Journal of Marketing Research</i> , 1982 , 19, 312-323	5.2	155
90	Toward a Service (Eco)Systems Perspective on Value Creation. <i>International Journal of Service Science, Management, Engineering, and Technology</i> , 2012 , 3, 12-25	0.9	140
89	AN ANALYSIS OF SUPPLY CHAIN COLLABORATIONS AND THEIR EFFECT ON PERFORMANCE OUTCOMES. <i>Journal of Business Logistics</i> , 2009 , 30, 101-123	4.6	139
88	Fostering a trans-disciplinary perspectives of service ecosystems. <i>Journal of Business Research</i> , 2016 , 69, 2957-2963	8.7	130
87	A Stakeholder-Unifying, Cocreation Philosophy for Marketing. <i>Journal of Macromarketing</i> , 2011 , 31, 129-134	1.9	129
86	A Modified Model of Power in the Marketing Channel. <i>Journal of Marketing Research</i> , 1982 , 19, 312	5.2	127
85	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		122
84	The roles played by interorganizational contracts and justice in marketing channel relationships. <i>Journal of Business Research</i> , 2006 , 59, 166-175	8.7	113
83	Transitioning from service management to service-dominant logic. <i>International Journal of Quality and Service Sciences</i> , 2010 , 2, 8-22	1.9	110
82	A general framework for explaining internal vs. external exchange. <i>Journal of the Academy of Marketing Science</i> , 1992 , 20, 119-134	12.4	109
81	Elevating marketing: marketing is dead! Long live marketing!. <i>Journal of the Academy of Marketing Science</i> , 2013 , 41, 389-399	12.4	108
80	Personal Differences, Job Tension, Job Outcomes, and Store Performance: A Study of Retail Store Managers. <i>Journal of Marketing</i> , 1990 , 54, 85-101	11	108

79	Service-dominant logic: a necessary step. <i>European Journal of Marketing</i> , 2011 , 45, 1298-1309	4.4	103
78	Marketing as Service-Exchange:: Taking a Leadership Role in Global Marketing Management. <i>Organizational Dynamics</i> , 2006 , 35, 264-278	1.5	102
77	A Service Lens on Value Creation: Marketing's Role in Achieving Strategic Advantage. <i>California Management Review</i> , 2014 , 57, 44-66	13.2	101
76	Inversions of service-dominant logic. <i>Marketing Theory</i> , 2014 , 14, 239-248	2.5	100
75	The value of a metaphor. <i>Organizational Dynamics</i> , 2012 , 41, 271-280	1.5	94
74	Balancing the intellectual capital books: intangible liabilities. <i>European Management Journal</i> , 1999 , 17, 85-92	4.8	92
73	Marketing's Evolving Identity: Defining Our Future. <i>Journal of Public Policy and Marketing</i> , 2007 , 26, 261-268	3.68	88
72	An Exploration of Networks in Value Cocreation: A Service-Ecosystems View. <i>Review of Marketing Research</i> , 2012 , 13-50	0.3	75
71	Too much theory, not enough understanding?. <i>Journal of Operations Management</i> , 2009 , 27, 339-343	5.2	73
70	Service-Dominant Logic. <i>Review of Marketing Research</i> , 2010 , 125-167	0.3	71
69	Personal Differences, Job Tension, Job Outcomes, and Store Performance: A Study of Retail Store Managers. <i>Journal of Marketing</i> , 1990 , 54, 85	11	70
68	Advancing Service Science with Service-Dominant Logic. <i>Service Science: Research and Innovations in the Service Economy</i> , 2010 , 133-156	0.8	69
67	Social Marketing: Its Ethical Dimensions. <i>Journal of Marketing</i> , 1979 , 43, 29-36	11	65
66	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	12.4	63
65	The Role of Professionalism in Determining Job Satisfaction in Professional Services: A Study of Marketing Researchers. <i>Journal of Service Research</i> , 2001 , 3, 321-330	6	63
64	Conflict and Satisfaction in an Industrial Channel of Distribution. <i>International Journal of Physical Distribution and Logistics Management</i> , 1991 , 21, 15-26	5.2	62
63	Consumer Acquisition Patterns for Durable Goods. <i>Journal of Consumer Research</i> , 1979 , 6, 47	6.3	53
62	The role of symbols in value cocreation. <i>Marketing Theory</i> , 2014 , 14, 311-326	2.5	52

61	Business-to-Business Buying: Challenges and Opportunities. <i>Customer Needs and Solutions</i> , 2015 , 2, 193-208	50
60	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	12.4 47
59	The Nature and Understanding of Value: A Service-Dominant Logic Perspective. <i>Review of Marketing Research</i> , 2012 , 1-12	0.3 40
58	The Service-Dominant Mindset. <i>Service Science: Research and Innovations in the Service Economy</i> , 2008 , 89-96	0.8 36
57	Ethical Marketing: Perceptions of Economic Goods and Social Problems. <i>Journal of Macromarketing</i> , 1981 , 1, 49-57	1.9 35
56	The Small and Long View. <i>Journal of Macromarketing</i> , 2006 , 26, 240-244	1.9 31
55	Social Marketing: Its Ethical Dimensions. <i>Journal of Marketing</i> , 1979 , 43, 29	11 31
54	A Marketing Mix for the 21st Century. <i>Journal of Marketing Theory and Practice</i> , 1996 , 4, 1-15	2.2 30
53	Consumer Acquisition Priorities for Home Appliances: A Replication and Re-evaluation. <i>Journal of Consumer Research</i> , 1983 , 9, 432	6.3 30
52	Multicriterion Market Segmentation: A New Model, Implementation, and Evaluation. <i>Marketing Science</i> , 2010 , 29, 880-894	3.6 29
51	Service-dominant logic as a guiding framework for inbound marketing. <i>Marketing Review St Gallen</i> , 2009 , 26, 6-10	29
50	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	8.7 29
49	Macroenvironmental forces, marketing strategy and business performance: A futures research approach. <i>Journal of the Academy of Marketing Science</i> , 1989 , 17, 283-295	12.4 29
48	The future of marketing strategy. <i>Business Horizons</i> , 1976 , 19, 65-74	10.1 29
47	Evolving service for a complex, resilient, and sustainable world. <i>Journal of Marketing Management</i> , 2012 , 28, 1491-1503	3.2 25
46	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	5.2 24
45	Consumer behavior in accumulating household financial assets. <i>Journal of Business Research</i> , 1982 , 10, 397-417	8.7 24
44	Similarities between conflict and cooperation in the marketing channel. <i>Journal of Business Research</i> , 1982 , 10, 237-250	8.7 23

43	Signs and Practices as Resources in IT-Related Service Innovation. <i>Service Science</i> , 2014 , 6, 190-205	2.2	22
42	Stepping aside and moving on: a rejoinder to a rejoinder. <i>European Journal of Marketing</i> , 2011 , 45, 1319-1321	13.2	19
41	. <i>IEEE Intelligent Systems</i> , 2007 , 22, 50-57	4.2	18
40	Redefining the market: A treatise on exchange and shared understanding. <i>Marketing Theory</i> , 2018 , 18, 435-449	2.5	17
39	The nature of power in a marketing channel. <i>Journal of the Academy of Marketing Science</i> , 1985 , 13, 39-56	2.4	16
38	Ethical guidelines for business and social marketing. <i>Journal of the Academy of Marketing Science</i> , 1978 , 6, 195-205	12.4	14
37	Converting knowledge into value. <i>International Journal of Physical Distribution and Logistics Management</i> , 2014 , 44, 655-670	5.2	11
36	Environmental Uncertainty Regarding Inventory Ordering. <i>International Journal of Physical Distribution & Materials Management</i> , 1984 , 14, 19-36		11
35	Stakeholder Analyses of Firm-Related Web Forums. <i>ACM Transactions on Management Information Systems</i> , 2015 , 6, 1-38	2	10
34	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	12.4	10
33	The Ethics of Social Ideas Versus The Ethics of Marketing Social Ideas. <i>Journal of Consumer Affairs</i> , 1980 , 14, 156-164	2	10
32	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	9
31	Political Risk and the Evolution of the Control of Foreign Business:. <i>Journal of Global Marketing</i> , 1988 , 1, 109-128	2.4	9
30	Functional Integration in Marketing Channels:. <i>Journal of Marketing Channels</i> , 1992 , 2, 1-28	0.4	8
29	Toward a new paradigm for marketing: The evolutionary exchange paradigm. <i>Systems Research and Behavioral Science</i> , 1992 , 37, 59-76		7
28	ENVIRONMENT AND STRATEGY IN 1995: A SURVEY OF HIGH-LEVEL EXECUTIVES. <i>Journal of Consumer Marketing</i> , 1986 , 3, 27-45	2	7
27	Marketing in 1985: A View from the Ivory Tower. <i>Journal of Marketing</i> , 1977 , 41, 47-56	11	7
26	Marketing in 1985: A View from the Ivory Tower. <i>Journal of Marketing</i> , 1977 , 41, 47	11	6

25	Macroenvironmental forces, marketing strategy and business performance: A futures research approach 1989 , 17, 283		6
24	CommentaryLessons from Nature: Enhancing the Adaptable Potential of Service Ecosystems. <i>Service Science</i> , 2016 , 8, 85-96	2.2	5
23	Informal and formal care for the elderly: decision determinants and their implications. <i>Health Marketing Quarterly</i> , 1997 , 14, 53-68	1.1	5
22	An Identification-Based Model of Supplier-Retailer Communication. <i>Journal of Marketing Channels</i> , 2008 , 15, 281-314	0.4	5
21	Entropy and the prediction of consumer behavior. <i>Systems Research and Behavioral Science</i> , 1988 , 33, 282-291		5
20	Service-Dominant Logic Foundations of E-Novation. <i>Advances in E-Business Research Series</i> , 2011 , 1-15	0.4	5
19	Multiplex retailers versus wholesalers. <i>International Journal of Physical Distribution and Logistics Management</i> , 1998 , 28, 581-598	5.2	4
18	The nature of power in a marketing channel 1985 , 13, 39		4
17	Repair, Consumption, and Sustainability: Fixing Fragile Objects and Maintaining Consumer Practices. <i>Journal of Consumer Research</i> ,	6.3	4
16	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
15	The Declining Rate of Return on Capital in US Retailing. <i>International Journal of Physical Distribution & Materials Management</i> , 1981 , 11, 25-39		3
14	The business environment of 1985. <i>Business Horizons</i> , 1976 , 19, 45-54	10.1	3
13	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	12.4	3
12	Rethinking the roles of marketing and operations: a service-ecosystems view467-488		2
11	Perceived Market Risk in New Ventures: A Study of Early-Phase Business Angel Investment Screening. <i>Journal of Macromarketing</i> , 2020 , 40, 339-354	1.9	1
10	Gaining Competitive Advantage with Service-Dominant Logic		1
9	ANTITRUST LEGISLATION: A TIME FOR REFLECTION, REVIEW, AND REVISION. <i>Competitiveness Review</i> , 1995 , 5, 3-24	2	1
8	Service-Dominant Logic970-985		1

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- 6 Service-Dominant Logic. *Advances in E-Business Research Series*, 2011, 76-91 0.4 ○
- 5 The Emergence of Innovation as a Social Process: Theoretical Exploration and Implications for Entrepreneurship and Innovation **2018**, 163-194 ○
- 4 Strategic thinking 179-200
- 3 A Service Perspective of Marketing, Operations, and Value Creation 316-337
- 2 The Cultural Knowledge Perspective: Insights on Resource Creation for Marketing Theory, Practice, and Education. *Journal of Macromarketing*, 027614672110550 1.9
- 1 Open Innovation: An S-D Logic Perspective **2018**, 13-35