

# Robert F Lusch

## List of Publications by Year in Descending Order

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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	Perceived Market Risk in New Ventures: A Study of Early-Phase Business Angel Investment Screening. <i>Journal of Macromarketing</i> , <b>2020</b> , 40, 339-354	1.9	1
113	Redefining the market: A treatise on exchange and shared understanding. <i>Marketing Theory</i> , <b>2018</b> , 18, 435-449	2.5	17
112	Open Innovation: An S-D Logic Perspective <b>2018</b> , 13-35		
111	The Emergence of Innovation as a Social Process: Theoretical Exploration and Implications for Entrepreneurship and Innovation <b>2018</b> , 163-194		0
110	Service-dominant logic 2025. <i>International Journal of Research in Marketing</i> , <b>2017</b> , 34, 46-67	5.5	518
109	Institutions and axioms: an extension and update of service-dominant logic. <i>Journal of the Academy of Marketing Science</i> , <b>2016</b> , 44, 5-23	12.4	1505
108	Fostering a trans-disciplinary perspectives of service ecosystems. <i>Journal of Business Research</i> , <b>2016</b> , 69, 2957-2963	8.7	130
107	Commentary Lessons from Nature: Enhancing the Adaptable Potential of Service Ecosystems. <i>Service Science</i> , <b>2016</b> , 8, 85-96	2.2	5
106	Stakeholder Analyses of Firm-Related Web Forums. <i>ACM Transactions on Management Information Systems</i> , <b>2015</b> , 6, 1-38	2	10
105	Business-to-Business Buying: Challenges and Opportunities. <i>Customer Needs and Solutions</i> , <b>2015</b> , 2, 193-208	208	50
104	Service Systems: A Broadened Framework and Research Agenda on Value Propositions, Engagement, and Service Experience. <i>Journal of Service Research</i> , <b>2015</b> , 18, 6-22	6	312
103	Service Innovation: A Service-Dominant Logic Perspective. <i>MIS Quarterly: Management Information Systems</i> , <b>2015</b> , 39, 155-175	5.3	818
102	The role of symbols in value cocreation. <i>Marketing Theory</i> , <b>2014</b> , 14, 311-326	2.5	52
101	Inversions of service-dominant logic. <i>Marketing Theory</i> , <b>2014</b> , 14, 239-248	2.5	100
100	Converting knowledge into value. <i>International Journal of Physical Distribution and Logistics Management</i> , <b>2014</b> , 44, 655-670	5.2	11
99	A Service Lens on Value Creation: Marketing's Role in Achieving Strategic Advantage. <i>California Management Review</i> , <b>2014</b> , 57, 44-66	13.2	101
98	Signs and Practices as Resources in IT-Related Service Innovation. <i>Service Science</i> , <b>2014</b> , 6, 190-205	2.2	22

97	The supply chain management of shopper marketing as viewed through a service ecosystem lens. <i>International Journal of Physical Distribution and Logistics Management</i> , <b>2014</b> , 44, 23-38	5.2	24
96	Elevating marketing: marketing is dead! Long live marketing!. <i>Journal of the Academy of Marketing Science</i> , <b>2013</b> , 41, 389-399	12.4	108
95	The Complexity of Context: A Service Ecosystems Approach for International Marketing. <i>Journal of International Marketing</i> , <b>2013</b> , 21, 1-20	3.9	184
94	Service-Dominant Logic: Premises, Perspectives, Possibilities <b>2013</b> ,		159
93	The Nature and Understanding of Value: A Service-Dominant Logic Perspective. <i>Review of Marketing Research</i> , <b>2012</b> , 1-12	0.3	40
92	The value of a metaphor. <i>Organizational Dynamics</i> , <b>2012</b> , 41, 271-280	1.5	94
91	Toward a Service (Eco)Systems Perspective on Value Creation. <i>International Journal of Service Science, Management, Engineering, and Technology</i> , <b>2012</b> , 3, 12-25	0.9	140
90	Evolving service for a complex, resilient, and sustainable world. <i>Journal of Marketing Management</i> , <b>2012</b> , 28, 1491-1503	3.2	25
89	An Exploration of Networks in Value Cocreation: A Service-Ecosystems View. <i>Review of Marketing Research</i> , <b>2012</b> , 13-50	0.3	75
88	A Stakeholder-Unifying, Cocreation Philosophy for Marketing. <i>Journal of Macromarketing</i> , <b>2011</b> , 31, 129-134	1.34	129
87	Stepping aside and moving on: a rejoinder to a rejoinder. <i>European Journal of Marketing</i> , <b>2011</b> , 45, 1319-1321	1.321	19
86	REFRAMING SUPPLY CHAIN MANAGEMENT: A SERVICE-DOMINANT LOGIC PERSPECTIVE. <i>Journal of Supply Chain Management</i> , <b>2011</b> , 47, 14-18	4.1	158
85	It's all B2B and beyond: Toward a systems perspective of the market. <i>Industrial Marketing Management</i> , <b>2011</b> , 40, 181-187	6.9	855
84	Protecting relational assets: a pre and post field study of a horizontal business combination. <i>Journal of the Academy of Marketing Science</i> , <b>2011</b> , 39, 175-197	12.4	47
83	Sales margin and margin capitalization rates: linking marketing activities to shareholder value. <i>Journal of the Academy of Marketing Science</i> , <b>2011</b> , 39, 647-663	12.4	10
82	Capabilities that enhance outcomes of an episodic supply chain collaboration. <i>Journal of Operations Management</i> , <b>2011</b> , 29, 591-603	5.2	159
81	Service-dominant logic: a necessary step. <i>European Journal of Marketing</i> , <b>2011</b> , 45, 1298-1309	4.4	103
80	Service-Dominant Logic Foundations of E-Novation. <i>Advances in E-Business Research Series</i> , <b>2011</b> , 1-15	0.4	5

79	Service-Dominant Logic. <i>Advances in E-Business Research Series</i> , <b>2011</b> , 76-91	0.4	0
78	Multicriterion Market Segmentation: A New Model, Implementation, and Evaluation. <i>Marketing Science</i> , <b>2010</b> , 29, 880-894	3.6	29
77	Transitioning from service management to service-dominant logic. <i>International Journal of Quality and Service Sciences</i> , <b>2010</b> , 2, 8-22	1.9	110
76	Service-Dominant Logic. <i>Review of Marketing Research</i> , <b>2010</b> , 125-167	0.3	71
75	From Repeat Patronage to Value Co-creation in Service Ecosystems: A Transcending Conceptualization of Relationship. <i>Journal of Business Market Management</i> , <b>2010</b> , 4, 169-179		122
74	Service, value networks and learning. <i>Journal of the Academy of Marketing Science</i> , <b>2010</b> , 38, 19-31	12.4	591
73	Advancing Service Science with Service-Dominant Logic. <i>Service Science: Research and Innovations in the Service Economy</i> , <b>2010</b> , 133-156	0.8	69
72	AN ANALYSIS OF SUPPLY CHAIN COLLABORATIONS AND THEIR EFFECT ON PERFORMANCE OUTCOMES. <i>Journal of Business Logistics</i> , <b>2009</b> , 30, 101-123	4.6	139
71	Service-dominant logic [a] guiding framework for inbound marketing. <i>Marketing Review St Gallen</i> , <b>2009</b> , 26, 6-10		29
70	Too much theory, not enough understanding?. <i>Journal of Operations Management</i> , <b>2009</b> , 27, 339-343	5.2	73
69	An Identification-Based Model of Supplier-Retailer Communication. <i>Journal of Marketing Channels</i> , <b>2008</b> , 15, 281-314	0.4	5
68	Reconfiguration of the conceptual landscape: a tribute to the service logic of Richard Normann. <i>Journal of the Academy of Marketing Science</i> , <b>2008</b> , 36, 152-155	12.4	63
67	Why Service[. <i>Journal of the Academy of Marketing Science</i> , <b>2008</b> , 36, 25-38	12.4	371
66	Service-dominant logic: continuing the evolution. <i>Journal of the Academy of Marketing Science</i> , <b>2008</b> , 36, 1-10	12.4	3968
65	From goods to service(s): Divergences and convergences of logics. <i>Industrial Marketing Management</i> , <b>2008</b> , 37, 254-259	6.9	582
64			
63	The Service-Dominant Mindset. <i>Service Science: Research and Innovations in the Service Economy</i> , <b>2008</b> , 89-96	0.8	36
62	. <i>IEEE Intelligent Systems</i> , <b>2007</b> , 22, 50-57	4.2	18

61	Competing through service: Insights from service-dominant logic. <i>Journal of Retailing</i> , <b>2007</b> , 83, 5-18	6.5	1018
60	Marketing's Evolving Identity: Defining Our Future. <i>Journal of Public Policy and Marketing</i> , <b>2007</b> , 26, 261-368	3.68	88
59	The Small and Long View. <i>Journal of Macromarketing</i> , <b>2006</b> , 26, 240-244	1.9	31
58	Service-dominant logic: reactions, reflections and refinements. <i>Marketing Theory</i> , <b>2006</b> , 6, 281-288	2.5	1036
57	The roles played by interorganizational contracts and justice in marketing channel relationships. <i>Journal of Business Research</i> , <b>2006</b> , 59, 166-175	8.7	113
56	Marketing as Service-Exchange:: Taking a Leadership Role in Global Marketing Management. <i>Organizational Dynamics</i> , <b>2006</b> , 35, 264-278	1.5	102
55	Social exchange in supply chain relationships: The resulting benefits of procedural and distributive justice. <i>Journal of Operations Management</i> , <b>2006</b> , 24, 85-98	5.2	308
54	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> , <b>2005</b> , 58, 1155-1168	8.7	29
53	Evolving to a New Dominant Logic for Marketing. <i>Journal of Marketing</i> , <b>2004</b> , 68, 1-17	11	7253
52	The Role of Professionalism in Determining Job Satisfaction in Professional Services: A Study of Marketing Researchers. <i>Journal of Service Research</i> , <b>2001</b> , 3, 321-330	6	63
51	An Examination of the Influence of Procedural Justice on Long-Term Orientation in Wholesaler-Supplier Relationships. <i>Journal of Marketing Channels</i> , <b>2000</b> , 7, 1-15	0.4	9
50	Balancing the intellectual capital books: intangible liabilities. <i>European Management Journal</i> , <b>1999</b> , 17, 85-92	4.8	92
49	Multiplex retailers versus wholesalers. <i>International Journal of Physical Distribution and Logistics Management</i> , <b>1998</b> , 28, 581-598	5.2	4
48	Informal and formal care for the elderly: decision determinants and their implications. <i>Health Marketing Quarterly</i> , <b>1997</b> , 14, 53-68	1.1	5
47	Interdependency, Contracting, and Relational Behavior in Marketing Channels. <i>Journal of Marketing</i> , <b>1996</b> , 60, 19-38	11	844
46	A Marketing Mix for the 21st Century. <i>Journal of Marketing Theory and Practice</i> , <b>1996</b> , 4, 1-15	2.2	30
45	Interdependency, Contracting, and Relational Behavior in Marketing Channels. <i>Journal of Marketing</i> , <b>1996</b> , 60, 19	11	694
44	Power and relationship commitment: their impact on marketing channel member performance. <i>Journal of Retailing</i> , <b>1995</b> , 71, 363-392	6.5	356

43	ANTITRUST LEGISLATION: A TIME FOR REFLECTION, REVIEW, AND REVISION. <i>Competitiveness Review</i> , <b>1995</b> , 5, 3-24	2	1
42	Functional Integration in Marketing Channels:. <i>Journal of Marketing Channels</i> , <b>1992</b> , 2, 1-28	0.4	8
41	A general framework for explaining internal vs. external exchange. <i>Journal of the Academy of Marketing Science</i> , <b>1992</b> , 20, 119-134	12.4	109
40	Toward a new paradigm for marketing: The evolutionary exchange paradigm. <i>Systems Research and Behavioral Science</i> , <b>1992</b> , 37, 59-76		7
39	Environmental determinants of U.S. foreign direct investment in developed and developing countries: A structural analysis. <i>International Trade Journal</i> , <b>1991</b> , 5, 329-360	0.5	3
38	Conflict and Satisfaction in an Industrial Channel of Distribution. <i>International Journal of Physical Distribution and Logistics Management</i> , <b>1991</b> , 21, 15-26	5.2	62
37	Personal Differences, Job Tension, Job Outcomes, and Store Performance: A Study of Retail Store Managers. <i>Journal of Marketing</i> , <b>1990</b> , 54, 85-101	11	108
36	Personal Differences, Job Tension, Job Outcomes, and Store Performance: A Study of Retail Store Managers. <i>Journal of Marketing</i> , <b>1990</b> , 54, 85	11	70
35	Macroenvironmental forces, marketing strategy and business performance: A futures research approach. <i>Journal of the Academy of Marketing Science</i> , <b>1989</b> , 17, 283-295	12.4	29
34	Macroenvironmental forces, marketing strategy and business performance: A futures research approach <b>1989</b> , 17, 283		6
33	Entropy and the prediction of consumer behavior. <i>Systems Research and Behavioral Science</i> , <b>1988</b> , 33, 282-291		5
32	Political Risk and the Evolution of the Control of Foreign Business:. <i>Journal of Global Marketing</i> , <b>1988</b> , 1, 109-128	2.4	9
31	ENVIRONMENT AND STRATEGY IN 1995: A SURVEY OF HIGH-LEVEL EXECUTIVES. <i>Journal of Consumer Marketing</i> , <b>1986</b> , 3, 27-45	2	7
30	The nature of power in a marketing channel. <i>Journal of the Academy of Marketing Science</i> , <b>1985</b> , 13, 39-56	2.4	16
29	The nature of power in a marketing channel <b>1985</b> , 13, 39		4
28	Environmental Uncertainty Regarding Inventory Ordering. <i>International Journal of Physical Distribution &amp; Materials Management</i> , <b>1984</b> , 14, 19-36		11
27	Consumer Acquisition Priorities for Home Appliances: A Replication and Re-evaluation. <i>Journal of Consumer Research</i> , <b>1983</b> , 9, 432	6.3	30
26	A Modified Model of Power in the Marketing Channel. <i>Journal of Marketing Research</i> , <b>1982</b> , 19, 312	5.2	127

25	Consumer behavior in accumulating household financial assets. <i>Journal of Business Research</i> , <b>1982</b> , 10, 397-417	8.7	24
24	Similarities between conflict and cooperation in the marketing channel. <i>Journal of Business Research</i> , <b>1982</b> , 10, 237-250	8.7	23
23	A Modified Model of Power in the Marketing Channel. <i>Journal of Marketing Research</i> , <b>1982</b> , 19, 312-323	5.2	155
22	The Declining Rate of Return on Capital in US Retailing. <i>International Journal of Physical Distribution &amp; Materials Management</i> , <b>1981</b> , 11, 25-39		3
21	Ethical Marketing: Perceptions of Economic Goods and Social Problems. <i>Journal of Macromarketing</i> , <b>1981</b> , 1, 49-57	1.9	35
20	The Ethics of Social Ideas Versus The Ethics of Marketing Social Ideas <i>Journal of Consumer Affairs</i> , <b>1980</b> , 14, 156-164	2	10
19	Social Marketing: Its Ethical Dimensions. <i>Journal of Marketing</i> , <b>1979</b> , 43, 29	11	31
18	Consumer Acquisition Patterns for Durable Goods. <i>Journal of Consumer Research</i> , <b>1979</b> , 6, 47	6.3	53
17	Social Marketing: Its Ethical Dimensions. <i>Journal of Marketing</i> , <b>1979</b> , 43, 29-36	11	65
16	Ethical guidelines for business and social marketing. <i>Journal of the Academy of Marketing Science</i> , <b>1978</b> , 6, 195-205	12.4	14
15	Marketing in 1985: A View from the Ivory Tower. <i>Journal of Marketing</i> , <b>1977</b> , 41, 47	11	6
14	Marketing in 1985: A View from the Ivory Tower. <i>Journal of Marketing</i> , <b>1977</b> , 41, 47-56	11	7
13	An empirical examination of the dimensionality of power in a channel of distribution. <i>Journal of the Academy of Marketing Science</i> , <b>1977</b> , 5, 361-368	12.4	3
12	The future of marketing strategy. <i>Business Horizons</i> , <b>1976</b> , 19, 65-74	10.1	29
11	The business environment of 1985. <i>Business Horizons</i> , <b>1976</b> , 19, 45-54	10.1	3
10	Sources of Power: Their Impact on Intrachannel Conflict. <i>Journal of Marketing Research</i> , <b>1976</b> , 13, 382-390	5.2	254
9	Sources of Power: Their Impact on Intrachannel Conflict. <i>Journal of Marketing Research</i> , <b>1976</b> , 13, 382	5.2	230
8	Rethinking the roles of marketing and operations: a service-ecosystems view 467-488		2

7	Gaining Competitive Advantage with Service-Dominant Logic			1
6	Strategic thinking179-200			
5	A Service Perspective of Marketing, Operations, and Value Creation316-337			
4	The Cultural Knowledge Perspective: Insights on Resource Creation for Marketing Theory, Practice, and Education. <i>Journal of Macromarketing</i> ,027614672110550		1.9	
3	Service-Dominant Logic970-985			1
2	Repair, Consumption, and Sustainability: Fixing Fragile Objects and Maintaining Consumer Practices. <i>Journal of Consumer Research</i> ,		6.3	4
1	The Service-Dominant Logic of Marketing			282